

## Persuasive Strategies in Buhari's Maiden Coup Speech

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### Abstract

Remarkable leaders are those who are skilled at communicating their ideas with a good sense of persuasion. The present paper attempts to investigate the Linguistic augmentative means and devices of the Nigerian President, Muhammadu Buhari, regarding his speech *Save Our Great Nation from Total Collapse* (1984). In order to analyse the speech, Johnstone's (2008) framework for persuasive strategies was used. The findings demonstrate the use of three persuasive strategies: quasi-logical, presentational and analogical. Quasi-logical argumentation, which is based on rationality, was made through syllogism, enthymeme, and causation. Second, president Muhammadu Buhari manipulated presentational persuasion via rhetorical deixis, metaphors, images, and similes to create involvement. Finally, attempting to elevate the spiritual values of his addressees regarding the cause of their being in the economic impasse under corrupt leadership and to motivate his audience to receive his claims about the outgoing government, Buhari employed analogical persuasion by referring to the Holy Qur'an. Of these three strategies, presentational strategies were the most manipulated by President Buhari in the given speech to move his audience and win their support, solidarity, and cooperation for his plans.

**Keywords:** Language and Politics, Persuasion, Augmentative Devices, Political Discourse, President Buhari

### Introduction

It is worth noting that politics cannot be conducted without language. Politics is the universal sphere of human life. It has a tangible reflection in the language in that it appears in vigorous logical and emotive terms. Language is a device leaders use to provoke their audience's minds and feelings and subsequently gain their persuasion (Ali, 2011). According to Johnstone (2008), discourse is consciously designed for strategic goals, namely when speakers intend to persuade people to a particular belief or course of action. Johnson (2000) believes that political discourse is intended to involve all citizens in decision-making, gain the persuasion of others through valid information and logic, and determine what course of action would be most influential in solving a social or a political problem. Political discourse aims to create

consensus among citizens as to which course of action can be adopted to solve problems such as poverty, unemployment, crime, corruption, and social inequality. In political discourse, issues are often presented, and solutions are attached to people.

It could be noted that persuasion in the political discourse of Nigerian leaders is an area that has received little research and is still being debated and refined. Hence, the present work is an attempt to highlight the process of persuasion in the discourse of Muhammadu Buhari, President of Nigeria. It has been found that, although there is a lot of research on him from various points of view and angles, such as his leadership, personal attributes, and political achievements, there is still little account of his persuasive discourse. Thus, the main objective of the present study is:

- to identify the persuasive strategies employed by this leader to move his audience toward action by investigating the speeches produced by him during the two main stages of his political career.

These two stages lasted around forty years and can be identified as the stage as a military head of state and a president elected. The present paper, which is part of this larger study, presents the findings of the analysis of a speech delivered after the overthrow of the government of the Second Republic as a presidential speech to the Nigerian nation, focusing on specific topics. More important was Buhari's call on his fellows Nigerians to cooperate with them to save the country from imminent collapse and stop the economic decline and moral corruption emanating from corrupt leadership.

### **Political Discourse**

The term political discourse can be defined in terms of certain issues, such as power, conflict or control, and domination which are considered basic components of political discourse (Ali, et al, 2016). According to Simpson and Mayr (2010), The term political discourse is simply used to refer to the speech that politicians produce. For many political discourse analysts, this term is centered on the language of professional politicians or political institutions. However, pinning down what is political is a matter that is related to the viewpoint of the speaker. What seems to be political is not restricted only to the discourse produced by politicians since many decisions made by people every day can be described as political. For instance, such decisions revolve around globalisation, corruption, unemployment, injustice, terrorism, crime, poverty, racial discrimination, environment, and migration. Crucial in this case is to realise that the actors of the political process do not include only politicians but also people, the masses, the public, and citizens. In the context of the current paper, the term political discourse is dealt with in terms of the language of politicians, namely the language use of Muhammadu Buhari.

### **Persuasion**

Persuasion has been defined as a different term by different linguists. However, it is an umbrella term that has a strong influence on all aspects of human life. In general, it is a process that aims to change individuals or groups' attitudes or behaviour towards specific issues, ideologies, or objects by employing written or spoken discourse (Sanaa, 2010; Fatiha, 2017; Ferial, 2017; Rakka, 2019). Although there are a variety of definitions of the term "persuasion", in the present study, persuasion is viewed as a social act or event which promotes change; it intends to modify or change attitudes, values, and behaviours, to establish ideology and to reconstruct reality (Perloff, 2003; Ali, et al, 2016).

Heywood (2014) views that persuasion is the primary goal of the political process because its elements are involved in all the political process. It is the key to final decisions, as political issues provoke disagreement among politicians about various matters, such as the nature of the political system, the distribution of wealth resources, distribution of powers, the forms of government, and so on, and persuasion became the central goal of any political interaction.

Jonstone (2008) expresses that for persuasion to take effect, it is necessary to demonstrate rationality and logic in certain contexts, while emotions are needed in others. What is vital in this regard is that a persuasive strategy that proves effective in one context may not be so in another. Therefore, she identified three linguistic strategies for persuasive speech, namely, quasi-logical, presentational, and analogical. These strategies are explained below:

### *Quasi-logical Strategy*

Persuaders of this strategy, who are influenced by the structure and vocabulary of logic, attempt to create the impression that their arguments are rationally incontrovertible. More specifically, the primary goal of this strategy is to motivate recipients to agree to the arguments' claims through the power of rationality. Johnston (2008) explains that one of the techniques in the quasi-logical argument is syllogistic reasoning. Syllogistic reasoning is a rational property that guarantees certain relationships, such as equality and numerical superiority. Quasi-logical arguer attempts to use the wording and structures of formal logic and mathematics; however, quasi-logical argumentation is not logical in the strict sense of the word. An example of logical argument based on syllogistic reasoning is: if (A) refers to (B) and (B) implies (C), then (A) refers to C. Syllogistic reasoning, as a technique of quasi-logical strategy, is a form of deductive logic that aims to reach a conclusion that is based on two or more ideas or plans that are assumed to be correct. Axelord (2007) defines syllogism as a method of argument presented with three propositions. A speaker uses the first and second to validate the third. The first and second are the premises, while the third is the conclusion.

Another type of logical argumentation is based on enthymeme. The Enthymeme argument is based on possible premises rather than real ones. Premises, with enthymeme, are sometimes not stated or implied because it is agreed upon as common-sense or hypothetical belief.

Johnston (2008) states that in quasi-logical persuasion, the arguer may use subordinate clauses to connect premises to conclusions, namely cause clauses, result clauses, and conditional clauses. According to him, premise is a statement that serves as a reason for a particular conclusion, which the speaker uses to prepare the listener to a specific conclusion. Constructing such arguments requires using logical connectors for example, provided that, if, because, so, as, as since, and for.

### *Presentational Strategy*

Presentational receiver is usually drifting through the rhythmic flow of words or sounds. The primary goal of this mode of persuasion is to make the arguer's claim present in the consciousness and mind of the listener. Presentational persuader tries to create engagement through various techniques such as rhetorical deixis, images, metaphors, similes, assonance, and alliteration.

Presentational arguers may manipulate the terminology that expresses everything that indicates a location, self, or time, such as I, here, now, and this which are called, by Al-Dulaimi, "rhetorical deixis" (Al-Dulaimi, 2017).

While Frumkin and Rodman (1983) pointed out that they are words or expressions which cannot be explained without considering their utterances. Deixis, as a pragmatic aspect, have several types that include pronouns, spatial, temporal, communicative, communicative, and social signs, such as personal pronouns, whether existential or possessive, such as: I, you, we ..., and my book, our book, her book; expressions of place, such as here, this country, that place, these are guests, and expressions of direction, such as above the throne, under the ground, in front of the Kaaba, behind the mosque, after the prayer, before breaking the fast; expressions of time, such as now, yesterday, tomorrow, last week, month ago, next year, winter, summer, spring; expressions of Social references, such as His Eminence, His Majesty the King, the Grand Imam, His Excellency the President, Al-Sayed, Al-Hajj, His Excellency the Pasha, etc.

Fezer (1989) expresses that through images, a conversation is opened between hearts and minds. He adds that rational images, as sensory images represented in the five images, are distinguished by their ability to present a new experience by enhancing the individual's energy, ability to remember, attention and concentration, and individual confidence and intuition.

Lacoff and Johnson (2003) demonstrate that metaphors play an important role in persuasion, and they make abstract things more knowledgeable and concrete. They are also essential political tools for political persuasion because they help politicians move influential meaning from politics as a complex field in a concise way with a common system of beliefs and values between the speaker and his recipient.

### *Analogical Strategy*

Johnston (2008) defines analogical strategy as the third strategy of persuasion. It is based on invoking conventional wisdom explicitly or implicitly. In analogical argumentation, conventional wisdom is often produced in the form of a myth-like story. Teaching by reminding the audience of values that have been tested over time or through the indirect method of storytelling is the primary method that arguers of analogical discourse adopt in the process of persuasion. Likewise, analogical arguers may make references to religious beliefs or faith. The arguers may, for example, speak of stories or passages from religious books. It should be noted that audiences, in analogical discourse, often indulge in implicit leaps between past events and current issues. What can be recognised about this style of persuasion is that the language of analogical discourse is similar to that of folk tales.

### **Methodology**

The nature of this research requires a discourse analytic study with a qualitative approach, which entails collecting data from secondary sources, which are described as “smaller selections of material, written or verbal, which the researcher can manipulate manually” (Ali, et al, 2016, p. 194). The data for the current research contains one speech that is analysed manually by researchers. The main criterion was the choice of Muhammad Buhari's speech which was addressed during an unforgettable decisive moment in Nigeria's history. It is the stage that began immediately after the Supreme Military Council announced the overthrow of the government of the Second Republic of Nigeria. The speech to save our great nation from total collapse is considered one of the most memorable speeches in the history of Nigeria. Therefore, it was chosen for analysis in this study, where it was delivered on such a

historical occasion. The main message of this speech was on specific topics. The most important issues were Buhari's call on his fellows Nigerians to cooperate with him to save the country from the impending collapse and stop the economic decline. He also touched upon the moral corruption that emanated from the corrupt, sensitive, and incompetent leadership, which is represented by mismanagement of the economy, corruption, indiscipline, and bad policies in Nigerian society. By virtue of this speech, Buhari condemned the ideology of the sovereignty of the Second Republic, which had brought to the country public insecurity, and sought to increase the awareness of the Nigerian masses regarding the corruption patterns of the sovereign ideology of this republic. To achieve this goal, he raised the various terrible consequences of this ideology on all aspects of Nigerian life. It is available at (<https://www.legit.ng/348472-buharis-speech-after-1983-coup.html>).

As mentioned above, this research is qualitative and uses discourse analysis as a method of data analysis. Discourse analysis focuses on the language above the level of a sentence or paragraph. It looks for patterns of the language within and across texts, considering the relationship between language and the social and cultural contexts in which the language is used (Paltridge, 2015; Ali et al, 2016). Accordingly, the unit of analysis in this study is the sentence. Still, the analysis is not limited to sentential analysis and goes beyond its boundaries to focus on the text or the entire discourse as a higher-level linguistic unit. In light of this background, it can be understood that understanding the sentence requires more than knowing how to analyse it from a linguistic perspective. So there must be an understanding of the meaning of a sentence in relation to the outside world as well as an understanding of the meaning of the words that make up the sentence. The study uses Johnston's (2008) framework for identifying and analysing persuasive linguistic strategies. As noted earlier, this framework includes three persuasive strategies: quasi-logical, presentational and analogical. The analysis procedure in the current study is to identify and classify persuasive strategies and techniques as shown in the framework; it is illustrated in Table 1.

Table 1

*Persuasive strategies and techniques*

<b>Strategies</b>	<b>Techniques</b>
<b>Quasilogical Strategy</b>	<p>The quasi-logical argument uses the following techniques:</p> <ul style="list-style-type: none"> <li>(a) enthymeme,</li> <li>(b) syllogistic reasoning in constructing arguments such as, but, until, as well, not just such, etc.,</li> <li>(d) subordinate clauses such as, because, since, the reason for this is, because it is, for that, so that, from here, accordingly, under an argument,</li> <li>(e) logical connectives, such as consequently, hence, as, accordingly, thus, so, therefore,</li> <li>(f) conditional composition such as, if, the condition that, as, according to, and</li> <li>(g) rhetorical questions, in order to reach a correct logical conclusion.</li> </ul>
<b>Presentational Strategy</b>	<p>A speaker can create engagement and arouse audience awareness through the use of the following techniques:</p> <ul style="list-style-type: none"> <li>(a) deixes such as "this", "now", "here", etc.</li> <li>(b) metaphor</li> <li>(c) Parallelism</li> <li>(d) simile</li> <li>(e) imagery</li> <li>(f) repeating allegations, summarising them, and drawing attention to them</li> </ul>
<b>Analogical Strategy</b>	<p>Analogical arguer constructs his argument by:</p> <ul style="list-style-type: none"> <li>(a) with reference to timeless past events ("once upon a time ..."),</li> <li>(b) reminding the audience of time-tested values,</li> </ul>

	<p>(c) To benefit from the sayings and proverbs of the predecessors,</p> <p>(d) referring to religious sayings, or invoking traditional wisdom in storytelling mode, and</p> <p>(e) using equivalent language such as "that reminds me of ...", "you know what they say."</p>
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### Discussion and Results

Excerpts from a speech under investigation are analysed and discussed in light of Johnston's (2008) three persuasive strategies as follows:

#### *Quasi-logical strategy*

Quasi-logical discourse is expressed in the discourse under investigation through enthymeme, syllogism, conditional clauses, and causation.

#### *Syllogism*

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13. We believe the appropriate government agencies have good advice but the leadership disregarded their advice.

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14. The situation could have been avoided if the legislators were alive to their constitutional responsibilities; Instead, the legislators were preoccupied with determining their salary scales, fringe benefit and unnecessary foreign travels, et al, which took no account of the state of the economy and the welfare of the people they represented.

17. The last general election was anything but free and fair.

18. The only political parties that could complain of election rigging are those parties that lacked the resources to rig.

31. We have no doubt that the situation is bad enough.

32. In spite of all this, every effort will be made to ensure that the difficult and degrading conditions under which we are living are eliminated

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Muhammadu Buhari attempts in the above examples to construct a standard case that addresses one of the interesting issues of mismanagement and abuse by the outgoing civilian leadership. This rational argument is based on two premises and a conclusion. Hypothetically, the two hypotheses and the conclusion can be drawn as follows:

The first Premise;

But the leadership ignored her advice (sentence 13)

The second Premise;

If the legislators are in activity with their constitutional responsibilities; (sentence 14)

### **Conclusion**

Therefore, we have come to depend largely on internal and external borrowing to implement government projects, with the accompanying domestic pressure and the rise in external debt (sentence 17).

What can be recognised from the first premise (the primary premise) is that the civilian leadership has a firm conviction that it has abused by its nature power over the people of the country (sentence 13). The second premise (secondary premise) concerns the fact that the ideology of abuse has spread throughout the country. The civilian leadership of the Second Republic had the potential to avoid the bad situation it caused to the citizens (sentence 14).

The two areas mentioned above lead to the inevitable conclusion that a military coup exists in an angry response from peoples who have been oppressed by various forms of dangerous economic impasse across the nation (sentence 17). Based on the two regions mentioned above, Buhari offers a tangible conclusion that goes beyond workers' boundaries to view mismanagement as a national issue that has negatively affected the country's finances (sentence 18). Consequently, strong anti-corruption movements emerged intent on fighting the corruption of the outgoing civil administration by the coup to get rid of and national salvation. Buhari seems to be very optimistic that the military coup will put an end to the mismanagement of the outgoing civilian leadership and that the will of the people will prevail at the end (sentence 32). In this argument, Buhari, as a leader, tries to convince Nigerian's, promising them that challenging the military against the general insecurity will achieve the people's highest aspirations and guarantee them their rights and justice.

Nigerians were known to have constantly yearned for a change of leadership. This may be attributed to continuing feelings of discontent and dissatisfaction with the status quo. Consequently, they see that every change in government is the dawn of a new era with new hopes, ambitions, and new expectations. Amaechi (2016) captures this scenario as follows: Given the psychological and pragmatic context of the coup discourse, it has excellent prospects in achieving the maximum conservative effect; that is, denigrating the current system, making the need for change indisputable and for a further hint that the incoming administration would definitely make a difference.

For the above observation, in the social and political context of Buhari, this speech depended mainly on corruption and indiscipline, and it is assumed that citizens were disappointed with the status quo. Furthermore, because the speaker, with the people he is representing and his listeners, share the same background, against this background, they considered their action to be in line with their duties as soldiers to defend their homeland against internal aggression and decadence.



*Enthymeme*

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21. The only political parties that could complain of election rigging are those parties that lacked the resources to rig.

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22. There is ample evidence that rigging and thuggery were relative to the resources available to the parties.

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23. This conclusively proved to us that the parties had not developed confidence in the presidential system of government on which the nation invested so much material and human resources.

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24. While corruption and indiscipline have been associated with our state of under-development, these two evils in our body politics have attained unprecedented height in the past few years.

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25. The corrupt, inept and insensitive leadership in the last four years has been the source of immorality and impropriety in our society.

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In the examples mentioned above, Buhari attempts to convince his fellow Nigerians by using the Enthymemes technique logically. Audi (1999) expresses that enthymeme refers to a logical argument that is constructed on two grounds. One is stated or explicit, while the other is kept implicit or not mentioned because it is meant to be very clear; it is based on the knowledge shared between the speaker and its recipient. In the above example, Buhari presents an explicit hypothesis that "it is the parties who need the resources for fraud who complain of fraud" (Sentence 21). And then, it can be realised that the stated hypothesis is that the existence of election fraud was for both parties. Four conclusions follow this hypothesis. First, depression to power led to the creation of bullying and fraud as much as the resources available to the two political parties (sentence 22) "forgery and bullying ... for both parties." Second, it encouraged the armed forces to think about the lack of political influence on the masses and the politicians' distrust of the presidential system (sentence 23). Third, it was an influential means of expressing the masses' discontent against the wasteful policies and expenditures of state resources in the pointless (sentence 23) "invested ... of resources." Fourth, it created a great deal of pressure on the government and was a severe threat to the economy and development (24th sentence) "while ... about development". The final conclusion resulting from the given hypothesis is that incompetence succeeded in issuing corruption and error in Nigerian society (sentence 25) "was... of corruption and error in our society.

The previous conclusions are supposed to be based on two preludes, one of which is present, "the parties need the resources for fraud" (sentence 21), while the second, which is supposed to be produced before this outright, is absent. It's meant to be an introduction that works alongside the present. It can be said that "the Nigerian people are determined not to continue under corrupt policies and inept leadership". It is implied because it is in the minds of the listeners. More specifically, it is part of the knowledge shared by Buhari and his fans. By manipulating the hypothesis and explicit conclusions in the excerpt above, it can be seen that Buhari is trying to make his argument based on logic. The power of reasoning resulting from the presumption may strengthen those he addresses to reasonably think about the

drawbacks of fraud as a critical strategy for persuading them to solidarity and cooperate with him.

### *Causation*

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11. It is true that there is a worldwide economic recession.

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12. However, in the case of Nigeria, its impact was aggravated by mismanagement.

26. Since what happens in any society is largely a reflection of the leadership of that society, we deplore corruption in all its facets.

4. The change became necessary in order to put an end to the serious economic predicament and the crisis of confidence now afflicting our nation.

54. Fellow Nigerians, finally, we have dutifully intervened to save this nation from imminent collapse.

55. We therefore expect all Nigerians, including those who participated directly or indirectly in bringing the nation to this present predicament, to cooperate with us.

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In the above examples, President Buhari uses the causal method to create a compelling reasoned argument and an argument based on a cause-and-effect relationship. Causation is expressed in the argument above using subordination clauses that relate to premises and conclusions by manipulating the cause-condition. According to Mackie (1988), causation is a rational technique used by speakers to express the relationship between two events. One is a cause, and the other is an effect. Miller & Johnson-Laird (1976) view causation as a relationship that includes a factor and a phenomenon. The factor represents the cause, and the phenomenon depicts the effect. According to Mackie (1988), causes and effects are subject to changes, events, and processes.

It could be noted that Buhari, in this argument, attempts to persuade his audience with rationality through a series of cause and effect paragraphs. He begins his argument with premises to his long cause-and-effect argument. The basic idea of these premises is that the challenges of economic recession facing the world (sentence 11), is the catastrophe that deprived Nigeria of the enjoyment and luxury of life. Then he continues to talk about the reasons that led to its impact in Nigeria: corruption and mismanagement. The first reason is explained in sentence 12 "due to mismanagement," and it is clear that the first reason for the influence is the role of the civic leadership in misusing the position to support corruption among the community. The second reason, "We deplore corruption in all its aspects," illustrated in sentence 26, is Buhari's determination to constantly fight for the social cause of corruption and discipline regardless of race, gender, and language. In sentence 4, Buhari provides a third reason for the necessity of change using the logical connective, in "In order to put an end to the serious economic impasse and the crisis of confidence". According to Buhari, the third reason that encouraged the top armed forces to overthrow the government of the second republic was that it brought about a severe economic impasse and the crisis of confidence afflicting the country. It can be seen that Buhari made a fourth cause-and-effect argument in sentence 54, "we have dutifully intervened to save this nation from imminent collapse". In this argument, he provides a fourth reason for the military coup of the masses,

using the link "because" the reasoning"; It is an open and explicit call to the public to condemn the corrupt policies and difficult conditions in which the citizens live.

It is worth noting that Buhari goes beyond the borders of the innocent when he affirms his solidarity with the citizens who participated in bringing the country into this current predicament. It should be noted that Buhari presents this cause-and-effect argument in Sentence 55, "We therefore expect ... including those who have participated ... in bringing the nation to... to cooperate with us" as he reveals the concerns of those who are subjected to abuse of office and corruption, economically, socially and morally to citizens. It is a form of quasi-logical persuasion that Buhari might help get his fellow Nigerians to think of him as a patriotic leader.

Seven more examples of causation can be seen in the specified discourse, in sentence 54, where the cause-conductor "finally" and "because" are used in the sentence (32, 17,4).

#### *Conditional clause*

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9. However, little did the military realise that the political leadership of the second republic will circumvent most of the checks and balances in the constitution and bring the present state of general insecurity.

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14. The situation could have been avoided if the legislators were alive to their constitutional responsibilities; Instead, the legislators were preoccupied with determining their salary scales, fringe benefit and unnecessary foreign travels, et al, which took no account of the state of the economy and the welfare of the people they represented.

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Buhari uses the logical connective "if" to extend his quasi-logical argument in sentence 14. He tries to create persuasive messages with the "if" logic rule that links the action in the main clause to the probability in the subordinate clause. It links the occurrence of an act in which lawmakers must develop an unwavering will to resist whatever brings about the state's public insecurity "the situation could have been avoided if the legislators ..." to the possibility of avoiding public insecurity, which is the ideological basis of the Senate and Representatives, which has the slightest chance to preserve On "public security." According to him, the realisation of probability in the subordinate clause, that is, the maintenance of public security, would be impossible if lawmakers continued to reject and oppose all forms of this ideology .strictly

#### *Presentational strategy*

It should be noted that Muhammadu Buhari, in the discourse under study, uses three techniques to create involvement. These presentational techniques are rhetorical deixes, images, and metaphors.

#### *Rhetorical Deixes*

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26. I am referring to the fire incidents that gutted the P&T buildings in Lagos, the Anambra State Broadcasting Corporation, the Republic Building at Marina, the Federal Ministry of

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Education, the Federal Capital Development Authority Accounts at Abuja and the NET Building.

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27. Most of these fire incidents occurred at a time when Nigerians were being apprehensive of the frequency of fraud scandals and the government incapacity to deal with them.

28. Corruption has become so pervasive and intractable that a whole ministry has been created to stem it.

33. Fellow Nigerians, this indeed is the moment of truth.

37. Let no one however be deceived that workers who have not received their salaries in the past eight or so months will receive such salaries within today or tomorrow or that hospitals which have been without drugs for months will be provided with enough immediately.

55. Let we therefore expect all Nigerians, including those who participated directly or indirectly in bringing the nation to this present predicament, to cooperate with us.

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Examples of pronouns are "I", "that" in sentence 26, "these" "with them", in sentence 27, "that" "it" in sentence 28, "this" in sentence 33, "that" "who" "their", in sentence 37, and "those" "who" "this" and "with us", in sentence 55, also in sentence 13 such as "we believe" "their advice", "to their" "their salary" "they" in sentence 14, and "our inability" "our financial" in sentence 15. Buhari utilises these deixes to assert that the damage and harm caused by the corrupt policies of the second republic have afflicted all parts of Nigeria.

The second type of rhetorical deixes, employed by Buhari, is the expression of time such as "moment of truth" in sentence 33, "eight or so month", "today or tomorrow", "for months", "immediately" in sentence 37 and "the year 1979" in sentence 8. Employing time deixes represents an indication of the soldiers' total shift in their struggle against the corrupt politicians. At the same time, "the past eight months" is an indication of the time when Nigerians began to fall into the severe impasse for the sake of corrupt leadership.

The time deixis "the 1979" refers to when the second republic's political leadership started circumventing the constitution. In contrast, the time deixis "the moment of truth", which refers to the year 1983, signifies the heightening realisation of the military in that it was when they got face to face with the corrupt forces. It was the time when they transformed their rejection of incompetence into action. Using such deixes could help Buhari to evoke the passions of the Nigerians against the corrupt government.

The third type of deixes, utilised by Buhari, is proper names such as "Lagos" "Anumbra" "Marina" "Abuja" in sentence 26, "Nigerians" in sentence 33, "workers", "hospitals", "drugs" in sentence 37, and "nation" in sentence 55. By proper name deixes, Buhari may be able to persuade his audience who are adversely affected by the policies of the corrupt system of the second republic. Fromkin and Rodman (1983) state that understanding deixes is based on the pragmatic knowledge that the speaker and the receiver share about the expressions.

One more intensive example of rhetorical deixes is obvious in sentence 26. Rhetorical deixes of proper nouns, pronouns, and expressions of time are manipulated to uncover the incompetence exploitation of corruption by the second republic.

The third type of rhetorical sign that Buhari uses is the expression of time. Examples of the expression of time include "moment of truth" in sentence 33, "the past eight months," "today or tomorrow," "for months," "immediately" in sentence 37, and "current" in sentence 55. The use of the sign represents The time "the past eight months" is an indication of the time when Nigerians began to fall into the severe impasse for the sake of corrupt leadership. In contrast, the time "moment of truth", which refers to 1983, indicates the increased awareness of Nigeria's citizens when the army toppled the government of the second republic.

Through the rhetorical deixes mentioned above, Bukhari tried to convince his audience, who had been negatively affected by the corrupt regime's policies, which the senior officers had decided to intervene against the corrupt authorities to save the nation from imminent collapse. Fromkin and Rodman (1983) state that understanding signs depends on the pragmatic knowledge that the speaker and receiver share about expressions.

According to Al-Dulaimi (2017), deixes mean personal pronouns that refer to the speaker alone, such as (I), or a speaker with others such as (we), and pronouns referring to the addressee singular or dual or plural masculine or feminine, existential or possessive.

### *Images*

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24. While corruption and indiscipline have been associated with our state of under-development, these two evils in our body politics have attained unprecedented height in the past few years.

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36. In spite of all this, every effort will be made to ensure that the difficult and degrading conditions under which we are living are eliminated.

19. Nigeria was already condemned perpetually with the twin problem of heavy budget deficits and weak balance of payments position, with the prospect of building a virile and viable economy.

37. Let no one however be deceived that workers who have not received their salaries in the past eight or so months will receive such salaries within today or tomorrow or that hospitals which have been without drugs for months will be provided with enough immediately.

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It is generally agreed that image-based speech is more effective and influential than conceptual discourse because it can elicit strong emotional reactions. As we can see in the above examples, Buhari tries to convince his listeners through mental images. Buhari used it to engage his fellow Nigerians in the suffering of the civilian leadership of the Second Republic. Such images are "the correlation of corruption and indiscipline," "difficult and degrading conditions", "huge budget deficits" and "weak balance of payments". It should be noted that using these images, Buhari could urge his audience to show solidarity with them. The use of these images also reflects the desperate conditions of the people of Nigeria who

live under the difficult and degrading conditions. Fezer (1989) expresses that through images, a conversation is opened between hearts and minds. Wiesler (1989) adds that mental images, as sensory images represented in the five images, are distinguished by their ability to present a new experience by enhancing the individual's energy, ability to remember, attention and focus, and individual confidence and intuition. In utterance, the speaker has revealed an act and aggression of his intention and thus remains committed to carrying out the action expressed in the statements. The atmosphere that follows the coup is always one of uncertainty, fear, and insecurity. Hence, Buhari and his colleagues' distinct use of promises to realistically calm tense nerves and dispel fears, restore confidence and assure the masses that they are on the right path to save the country.

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37. Let no one however be deceived that workers who have not received their salaries in the past eight or so months will receive such salaries within today or tomorrow or that hospitals which have been without drugs for months will be provided with enough immediately.

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In this example, Buhari uses several images to engage his receivers in the corruption and indiscipline to which the workers were subjected. The image mentioned can be referenced in the excerpt above. Such as: "They have not received their salaries for the past eight months," "Hospitals that have been without medication for months". The exact sequence of images can influence the audience to remember workers' struggles that were fresh in their minds, especially when they were awakened too early, bored, weak, and exhausted. Using these mental images, Buhari appears to have an intrinsic desire to commit the atrocities that workers suffered under the corrupt leadership of the Second Republic and to be felt and imagined by his audience.

### ***Simile***

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10. The premium on political power became so exceedingly high that political contestants regarded victory at elections as a matter of life and death struggle and were determined to capture or retain power by all means.

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What is significant about the speech under analysis is that it was delivered at a critical time when the top armed forces overthrew the civilian government of the Second Republic after Nigeria faced a dangerous economic impasse. In Example 8, Buhari intends to persuade his audience that a coup is becoming more systematic and promising as it is represented and directed by the top armed forces to save the nation from collapse. Furthermore, Buhari uses the Simile "a matter of life and death struggle" in sentence 10 to emphasise the premium for political power. By using this simile, Buhari is trying to convince his audience of the idea that political contestants will not remain bent on retaining power in all forms of corruption even if it leads to the perdition of citizens. Moreover, by using this analogy, Buhari attempts to make his language more abstract and powerful. Axelward (2007) demonstrates that simile implies a high sense of persuasion because it equips our language with vitality, abstraction, and power.

*Metaphor*

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43. In view of the drought that affected most parts of the country, the federal government will, with the available resources, import food stuffs to supplement the shortfalls suffered in the last harvest.

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50. All those chairmen and members of statutory corporations, parastatals and other executive departments are hereby relieved of their appointments with immediate effect.

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What is noted in metaphor is the use of metaphor techniques. Lacoff and Johnson (2003) state that metaphors play an essential role in the persuasion process and make abstract things more familiar and concrete. They are also crucial political tools of political persuasion because they help politicians move meaning from politics as a complex field to a more straightforward domain where there is a shared system of beliefs and values between the speaker and his recipients. In this excerpt, Buhari uses metaphors extensively. For example, in sentence 43, the metaphor for "most of the country" is used to compare orchards, as part, across the country. By using this metaphor, Buhari attempts to emphasise that the state of economic stalemate has spread throughout the country. Meanwhile, this metaphor creates the impression that the mismanagement of the leadership of the Second Republican politics was lurking everywhere in Nigeria. "Corporate members," in sentence 50, is a metaphor Buhari uses to describe those who were employed in various institutions, bodies, and executive departments. Using this metaphor may help him induce the masses to show solidarity with them. Moreover, it can make the people who address them realise that corruption, by its very nature, is incompatible with any social or political progress.

*Analogical Strategy*

The analogical discourse of Muhammadu Buhari in the discourse under study is obvious through his attempt to allude the religious sayings.

*Religious Utterance*

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38. We are determined that with the help of God we shall do our best to settle genuine payments to which government is committed, including backlog of workers' salaries after scrutiny.

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58. May God bless us all.

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Buhari ended his speech by referring to the Quranic text of high educational value. By alluding to "with the help of God" in sentence 38, he is trying to lift the spirits of his audience. And the text is "You alone we worship; and upon You, we call for help" from Surat Al-Fatihah, Al-Qur'an, verse: 5. Al-Saadi explains: Helping is relying on God Almighty to bring benefits and ward off harm, with confidence in Him in obtaining that, and worshiping God and seeking His help is the means to eternal happiness. Deliverance from all evils, so there is no way to salvation except by doing that (Tayseer Al-Latif Al-Manan, p. 11). According to Ibn Rajab (2008), there is no helper for a servant in the interests of his religion and worldly life except God Almighty, so whoever God helps is the one who helps him. And in Sahih Muslim (2664), the Prophet, peace, and blessings be upon him, says: strive for what is good for you, seek the help of God and do not fail, (Al-Nawawi, 1929). And every person is in constant need of Allah's

help in all his situations and all his affairs, so Buhari asks for help in order to be able to fulfil his obligations and be able to do it. Mention of this Quranic text may help Buhari convince his audience of the need to make sacrifices to settle the payments that the government is obligated to make. Equally important, by using this text, Buhari tries to emphasise the idea that Nigerians are in a serious economic dilemma from not paying workers' accumulated salaries and lacking medicines in hospitals and elsewhere. Packets can be identified by using the received character "we will" in the above argument. Buhari tries to teach his audience the importance of reformism in human life by manipulating this character. Still, he also assures them that reformism cannot be guaranteed unless there is a great deal of sacrifice. He ended the speech with a greeting and a prayer of blessing to his listeners, leaving them the impression that he is, after all, a gentleman.

### Summary of Major Findings

The study demonstrated that Buhari used three persuasive strategies, quasi-logical, presentational, and analogical. A summary of the frequency of these strategies is presented in Table 2.

Table 2

*Persuasion Strategies and Techniques in "Saving Our Great Nation from Total Collapse"*

Persuasive Strategies	Persuasive Techniques	Frequency\sentence
<b>Presentational</b>	Rhetorical Deixes	21 (sentence:33,37,55)
	Images	3 (sentence: 19,24,36)
	Simile	1 (sentence: 10)
	Metaphor	2 (sentence: 43,50)
<b>Quasilogical</b>	Enthymeme	1 (sentence:21,22,23,24,25)
	Causation	5 (sentence: 4,12,20,54,55)
	Conditional clause	1 (sentence: 14)
<b>Analogical</b>	Qur'anic Reference	1 (sentence: 38)

It can be seen that the quasi-logical arguments were presented, most often through the manipulation of causation, following the conditional clause, enthymeme, and syllogism. The presentational argumentation was most often evident through deixes, followed by images, simile, and metaphor. The analogical arguments applicability was apparent when Muhammad Buhari referred to the Holy Qur'an and the Sunnah of the Prophet. It can be seen from among the three strategies that the presentational strategy was the most prevalent by Buhari. The show aimed to establish common ground with Nigerians, incite a love of solidarity and cooperation with the top armed forces, and incite their anger and discontent with the civilian political system in Nigeria.

Whereas, the quasi-logical argumentation was evident through the technique of premises and inferences and the technique of causation and consequence as he tries to persuade his



recipients to reason in the ideological principles of the "corrupt political system" as a reaction against all institutional forms of the political leadership of the Second Republic. In the discourse under consideration, the strategy actively worked on formulating Muhammad Buhari's persuasive speech.

### **Conclusion**

The present study is designed to reveal how Muhammad Buhari used the language to persuade his audience to cooperate with the military government against the various forms of corruption and indiscipline practiced by the political authorities of the Second Republic. This study is an attempt to explore the methods of constructing the argumentation discourse, its components, and mechanisms, to stand up to the methods of working the persuasive components in his memorable historical discourse *Save our great nation from complete collapse* (1984). According to the three persuasive strategies of Johnstone (2008), the analysis was performed: quasi-logical, presentational, and analogical. The results show that the three persuasive strategies were employed in Buhari's speech. Of the three strategies, presentational is the most prevalent in the speech under study. The use of presentational strategies necessitated the employment of logical tools: most of them are rhetorical deixis, followed by images, simile, and metaphor. Using such arguments may be helping Buhari address his audience's sentiments to engage them on various issues related to their being in the economic stalemate under the corrupt leadership.

In contrast to the presentational argument based on inclusion and sharing, Buhari used quasi-logical arguments that are based on rationality. Such as syllogism techniques, enthymeme, causation, and logical connective "if". These methods were used to push his masses to think about ideological principles of the corrupt political system and incite them to think in solidarity with them as a reaction against all institutional forms of the political leadership of the Second Republic. The results also discovered that Buhari used analogical argument to reinforce his claims by referring to the texts of the Noble Qur'an and hadith. Perhaps his familiarity with religious books helped him persuade his audience to preserve their religious teachings for their cause.

Generally, it can be concluded that in addition to Buhari's upbringing, education, culture, and political career, which played an important role in shaping his speech, he has demonstrated that he possessed remarkable persuasive skills that helped cement his position as a prominent global figure and formidable political leader. The strategic function of his persuasive speech was to attract the attention of his audience towards his intention to save the nation from collapse and good governance in the country. He was not only a great communicator, but also a great persuader who was able to get his audience on track through logical, emotional, and educational, didactic arguments. The important thing to realise about the three persuasive strategies is that they are universal and viable; they are used by leaders to effectively influence their recipients' beliefs, attitudes, and values .

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