VOL. 10 NO. 6,
NOVEMBER, 2025
E-ISSN 3027-1401
P-ISSN 3026-9148

African Scholar Publications & Research International
www.africanscholarpub.com

Journal of Arts and Sociological Research (JASR)

A Critical Discourse Analysis of Metaphor of Religion, Time and Economic Desire in President Muhammadu Buhari's Independence Day Speech

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DOI: https://doi.org/10.70382/ajasr.v10i6.070

Abstract

The study uses Critical Discourse Analysis to examine the role of metaphor of religion, time and economic desires in President MuhammaduBuhari'sIndependence Day speech of 1stOctober,2022. This study critically examines metaphor of religion, time and economic desires in President MuhammaduBuhari's Independence Day speech delivered on October 1st, 2022, through the lens of Norman Fairclough's three-dimensional model of Critical Discourse Analysis (CDA), which encompasses textual analysis, discourse practice, and socio-cultural practice. The speech is analyzed to uncover how language is used to construct national identity, legitimize power, and shape public perception during a politically sensitive period preceding the 2023 general elections. The textual level reveals rhetorical devices, modality, and pronoun usage aimed at fostering unity and projecting a legacy of integrity. At the discourse practice level, the study investigates how the speech was produced, distributed, and consumed within media and political contexts. The socio-cultural level explores the broader ideological implications of the speech in relation to governance, security, economic hardship, and democratic transition in Nigeria. The analysis finds that Buhari's discourse reinforces hegemonic narratives of patriotism and national resilience, while subtly deflecting responsibility for socio-economic challenges. The paper concludes that the speech serves as a strategic instrument of political self-representation, embedded with ideological meanings that support the outgoing administration's image and shape the expectations of incoming leadership. The research attempted to unravel the hidden meanings and connotations of power in President MuhammaduBuhari'sindependence day speech of 1stoctober, 2022 speech.

President MuhammaduBuhari's Independence day speech of 1st October, 2022 was sourced from the Internet. Since all the paragraphs will not be studied because of limitation of time and space, a total of fifteen (15)pragraphs were selected for discussion sampled and analyzed using purposive sampling technique.

Key Words: Critical Discourse Analysis, power, Dominance, Ideology, Independence, Speech Discourse

Introduction

Independence Day is an official national holiday in Nigeria, commemorated annually on the 1st of October. This significant occasion marks Nigeria's declaration of independence from British colonial rule, which transpired on 1st October 1960. Each year, the President of Nigeria delivers an address to the citizenry, employing language strategically to influence and persuade the populace.

Political discourse involves the strategic use of language to shape public perception and opinion. It serves as a mechanism through which societal control is exerted. A speech that resonates with a large audience may elicit diverse interpretations, which can significantly impact the President's success. Political rhetoric functions as a means of establishing and maintaining social relationships, articulating sentiments, and promoting ideas, policies, and programs within any given society.

Our language is inherently politicized, often without our conscious awareness, as it embodies the interests of those who articulate it. Discourses can serve both as instruments of power and knowledge assertion, as well as vehicles for resistance and critique.

Independence Day addresses are pivotal instruments through which politicians convey their perspectives and emotions to the public, with the explicit aim of reshaping and redirecting citizens' opinions to align with their own. These speeches typically underscore the initiatives of successive administrations while positioning the speaker as the preeminent leader capable of transforming the populace's fortunes. Politics, fundamentally, is a contest for power to actualize specific political, economic, and social ideologies. In this context, language plays an indispensable role, as every political action is meticulously prepared, accompanied, influenced, and articulated through language.

The Statement of the problem is that delivery of political speeches markedly differs from that of academics and other professionals when addressing the masses, particularly concerning their underlying ideologies and lexical choices. While there exists a body of research on Critical Discourse Analysis (CDA) pertaining to various speeches and texts, there is a notable paucity of in-depth studies focusing on the critical discourse analysis of metaphors related to religion, time, and economic aspirations in President Muhammadu Buhari's Independence Day Speech of 1st October 2022. This gap has spurred the researcher's interest in conducting a comprehensive discourse analysis of the speech's textual content.

The objective of this research is to undertake a Critical Discourse Analysis of the metaphors pertaining to religion, time, and economic desires within President Muhammadu Buhari's Independence Day address of 1st October 2022. To accomplish this, the researcher will first identify the metaphors associated with religion, time, and economic aspirations in the speech. Subsequently, the researcher will examine how these metaphors contribute to the comprehension of the speech and the acceptance of the President's policies.

The aim of this research is to do a Critical Discourse Analysis of metaphor of religion, time and economic desires in President MuhammaduBuhari's Independence Day speech of 1st October, 2022. To achieve this, the researcher will first point out metaphor of religion, time and economic desire in the speech. The researcher will further explore how the metaphors have in any Way to the understanding of the speech and the acceptance of the president's policies. Further more, the research answers the the following research questions:

1. What are the painted out metaphor of religion, time and economic desires in president Muhammadu Buhari's Independence Day speech of 1st October,2022?
2. How do the pointed out Metaphors help in the understanding of the speech?

Review of Related Literature

This section comprises of conceptual and Empirical reviews of literature relevant to this study.

Conceptual Review

Discourse is a form of language use. It is a practice not just of representing the world, but of signifying the world, constituting and constructing the world in meaning. To Fairclough (2001:p. 66), a discourse is "a way of signifying a particular domain of social practice from a particular perspective".

Discourse Analysis (DA) is the analytical framework which was created for studying actual text and talk in the communicative context while CDA is a type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political context.

Critical Discourse Analysis (CDA) is particularly interested in the detailed interface between structures of discourse and the structures of power. Critical Discourse Analysis specifically wants to know the role of discourse in the production and challenge of power and dominance ; how language is used and abused by the elite class and their discursive strategies for the maintenance of inequality; how language can be an instrument of persuasion and impression, justification, propaganda, oppression and suppression, manipulation and Misrepresentation.

Research efforts of Norman Fairclough, Gunter Kress, Roger Fowler, Teun Van Dijk, Ruth Wodak, Sara Mills, and Paul Chilton and Michael Toolen among others, gave birth to CDA. The aim is to go beyond textual analysis to uncover hidden meaning and messages as well as possible interpretation – be it social or political, inherent in a linguistic expression, and its consequences on the hearer. CDA is concerned with studying and analysing words used in discourses to reveal the source of power, abuse, dominance, inequality and bias and how these sources are initiated, maintained, reproduced and transformed within specific social,

economic, political and historical contexts. One domain of discourse to which CDA has been applied so much in recent times is politics. wood, (2006)
(Fairclough, 1992, 2001; Ribeiro, 1996; Bloomer, Griffiths and Morrison, 2005). Fairclough (Language and Power,14) for instance, used this kind of interaction to identify the power relations in an interview in a police station, involving the witness to an armed robbery attack and a police man, in which basic information elicitation is going on.

Political Discourse

The study of political institutions and everyday life of decision-making in organizations have become a major new focus of CDA. Political discourse, as a sub-category of discourse in general, can be on two criteria: functional and thematic. Political discourse is a result of politics and it is historically and culturally determined. It fulfills different functions due to different political activities.

Many studies of political discourse deal with the language of professional politicians and political institutions, some of which are discourse- analytical Chilton, (2004, p. 14). Political discourse is identified by its actors or authors, viz., politicians. Politicians in this sense are the group of people who are being paid for their (political) activities, and who are being elected or appointed as the central players in the politics. But we therefore should also include the various recipients in political communicative events, such as the public, the people, and citizens. All these groups and individuals, as well as their organizations and institutions, may take part in the political process, and many of them are actively involved in political discourse Van Dijk, (1997, p. 13). It may therefore not come as a surprise that politicians themselves have adopted a more personalized rhetoric of choice and life style values to communicate their political messages to citizens Simpson &Mayr, (2010, pp. 42–43). Political discourse is not only about stating public propositions. It is about politics. It is about doing things with words. Words are used to affect the political body. Lexical items may not only be selected because of official criteria of decorum, but also because they effectively emphasize political attitudes and opinions, manipulate public opinion, manufacture political consent, or legitimate political power. Wood, (2006, p. 82) mentions the following speech acts as some of its functions which are to protest, legitimize, intimidate, persuade the people or lead them to a particular view of political reality and to act in a way that is consistent with his/her view by voting for a particular party. AccordingtoOdebunmi, et. al.(2010.p.216) During campaigns, linguistic techniques such as persuasion, rational argument, irrational strategies, threats, entreaties, bribes, manipulation, and so on that can help to achieve the politicians aims are used. These elements (and others) are interwoven and layered to manipulate the meanings of political messages.

Language and Politics

Language and politics have become inseparable to an extent that language is an indispensable tool in politics. An inquiry of the language of politics helps us to gain insight into how language is used by those who wish to gain power, those who wish to exercise power and those who wish to keep power. This appears to be in consonance with the claim that language

is a vital process of setting the personality and the program of the candidates to the public with the primary aim of gaining their support and mobilizing them to participate in the process of securing and controlling power Opeibi, (2004, p.222). Thus, politicians use language to extend their manifestations, ideas, messages and ideology to the target audience.

No doubt that politics has become a linguistic issue while language has become a political issue. Chilton, (1998, p. 116) states that language is "the universal capacity of humans in all societies to communicate, while by politics he means "the art of governance" Thus this inquiry views language as an instrument to interact or transact in various situations and/or in different organizations being conventionally recognized as political environment. It is generally accepted that the strategy that one group of people takes to make the other group of people do what it intends to be done is known as a linguistic strategy. It involves manipulative application of the language. Fairclough (2002) sees linguistic manipulation as the conscious use of language in a devious way to control the others. It involves manipulative application of the language to see the various purposes.

Empirical Review

Previous researches that the researcher found relevant to the present study are reviewed in this session. Rai, (2018) conducted a research on Critical Discourse Analysis of Beauty Product Advertisement'. The main objectives of her research were to analyze the linguistic features of beauty product advertisement in terms of their lexical and syntactic features and to investigate the discursive techniques used in beauty product advertisement that represents the identity of women. She used the qualitative research design to complete the objective of her research. She used observation checklist as a research tool to collect required data for her study. For the data, she selected ahundred beauty products advertisements by using purposive sampling procedure. She analyzed and interpreted her data descriptively by using Fairclough's 1992 framework. After analyzing the data, she found that beauty product. Advertisersused different types of linguistic features such as pronouns, positive and negative adjectives, compound words and sentences to attract women. Similarly, advertisers used different types of strategies such as picture of celebrities, emotive words, and partition of pictures to manipulate women. This study revealed how the ideology of beauty is constructed and reconstructed through advertisements by stereotyping how beauty products are synonymous with successful life.

Likewise, Vahid&Esmaeli(2012) conducted a research entitled "The Powerbehind Images: Advertisement Discourse in Focus." The aimof this research was to investigate the intentions and techniques of consumer productcompanies to reach more consumers and sell more products. They analyzed sixdifferent advertisements (product and non- product ads). Norman fairclough's 3-D model and Kress and Van Leeuwen's grammar of visual design were usedto analyze the data. Their study showed that when a private producer intends to persuade the viewer to buy special products, they give the power to the viewer. When the advertisements were produced by the government, it tries to show her power.

Similarly, Bhatta, (2013) conducted a research on 'Critical Analysis of Classroom Discourse'. The objective of this research was to analyze the classroom discourse critically in terms of

interactional control, politeness and power. He used both primary and secondary sources of data. Teacher and students at secondary level of three private schools of Kathmandu district were the primary sources of data. He recorded nine conversations from 22 selected schools. As research tool he used observation and audio recording. He found that teacher dominance had reflected in turn taking systems in exchanging structures, topic control and overall discourse. Similarly, the teacher domination was found desirable. Power was shown by teacher's overlaps, questions, commands and the ways they addressed their students.

In the same way, Zang, (2014) conducted a research on 'A Critical Discourse Analysis of Political News Reports'. The main objective of this research was to analyze the linguistic features, news production and social context of American media critically in relation to Iraq war. He collected the news stories from 'New York Times' which is a leading newspaper in America. The news reports were analyzed by Fairclough's three dimension framework and Halliday's functional grammar. He found that language and ideology are mutually determined. The language in news discourse is by no means neutral. American media try to justify the importance of war in Iraq and boost the morale of American army. The reports help to criticize Saddam, win support and finally justify the war.

Babur, (2014) undertook a research on 'Discourse Analysis of Advertisements of School Admissions in Pakistan'. The purpose of the research was to find out which devices of language do schools use in their advertisements and to figure out how and why schools make use of pictures in advertisements. The researcher investigated different school brochures which are meant to be published for admission purposes in Pakistan using Faircloug, (2003) three dimensional model of CDA. The researcher found out that the use of language in school advertisement is astonishingly manipulative.

Similarly, Chapagain, (2016) conducted a research on 'A Critical discourse Analysis of Political News Stories in English Dailies'. The objectives of his research were to identify and analyze the formal features of political news stories critically in terms of metaphor, modality and transitivity and to analyze the discursive practices and ideological hegemony within political news stories from newspapers. He used survey research design to get the objective of his research. To collect representative data from three newspapers, i.e. The Kathmandu Post, The Rising Nepal and The Himalayan Times he used observation checklists as the tools for data collection and non-random purposive sampling strategy to select the data. He employed analytical and descriptive method to analyze the data. He found that the conceptual metaphors are used to highlight the relationship between two countries Nepal and India. Similarly, some high value model makers are used to carry over the positive image of Indian rulers in Nepalese society. The researcher found that political leaders and news writers have used different discursive practices such as presentation of glorious past and fear of the future to control the people ideologically.

Not many researchers have written on political Independence day speeches in Nigeria especially with particular reference to ideology and power relations. Furthermore, rhetoric in the form of promises, religious allusions, repetitions, figurative expressions, coinages, pidgin were also observed as essential components that characterize the language of politicians.

Although the research has provided insight into the stylistic structures of political campaign texts, however, this study is a critical discourse analysis and not a stylistic analysis. Moreover, it is not ideologically driven and does not probe into the underlying intentions beneath the speaker's mind.

Another discourse analyst, Opeibi, (2004) carried out a *"Discourse Analysis of the Use of English in the 1999 Presidential speech of Independence in Nigeria"*, the researcher applied analytical tools from Holliday's systemic functional theory. He sampled President OlusegunObasonjo's IndependenceDay speech.

He described IndependenceDay speech discourse as a resource organized according to the functions it has evolved to accomplish. He observes also that politicians in Nigeria use several innovative and persuasive strategies to cast and communicate their political messages. He also identified how contextual features function as carriers of meaning within an environment of discourse. His research mainly examined the significant features of the language of political advertising in Nigerian politics and analysed the emergence of New Englishes from the Nigerian perspective not only from the angle of micro linguistic structures but also from the perspective of discourse patterns and pragmatic implications.

Opeibi hinged his study on the framework of Discourse Analysis which makes it different from the present study that looks into how language (re)produces and sustains power and unequal power relations as well as ideological structures of society using Fair Clough's members' resources.

Another empirical attempt to probe into the hidden meanings of Independence day speech texts was carried out by Agger (1992) diagonal on *"Selected Nigerian presidential Independence Speeches: A Critical Discourse Analysis Perspective"*. He unraveled how language was used to champion individual interest in politics. His study was hinged on Huckin's model of CDA.

CDA sheds light on the fact that language is a very strong device in promoting certain ideologies, institutions and distorting realities hence, it is a source of empowerment to the less privileged group to debunk the hidden messages through linguistic means.

Theoretical Framework

This study critically examines metaphor of religion, time and economic desires in President MuhammaduBuhari's Independence Day speech delivered on October 1st, 2022, through the lens of Norman Fairclough's three-dimensional model of Critical Discourse Analysis (CDA), which encompasses textual analysis, discourse practice, and socio-cultural practice. The speech is analyzed to uncover how language is used to construct national identity, legitimize power, and shape public perception during a politically sensitive period preceding the 2023 general elections. The textual level reveals rhetorical devices, modality, and pronoun usage aimed at fostering unity and projecting a legacy of integrity. At the discourse practice level, the study investigates how the speech was produced, distributed, and consumed within media and political contexts. The socio-cultural level explores the broader ideological implications of the speech in relation to governance, security, economic hardship, and democratic transition

in Nigeria.

Fairclough‟s Approach to CDA assumes a dialectical relationship between particular discursive practices and the specific fields of actions (including situations, institutional frames and social structures), in which they are embedded.

Methodology

In the context of this study, the process of gathering relevant information and data involved library research, discussions with experts in the fields of CDA (especially political discourse) and sociolinguistics. Relevant critical writings and several publications that provided useful insights into this study were consulted. President MuhammaduBuhari's Independence day speech of 1st October, 2022 was sourced from the Internet. In carrying out this research, purposive research design is employed. This is because the study seeks to uncover the hidden meaning relating to the social structure, ideology and power relation between the Nigerians and the president.

Qualitative approach is used to detect discussion structures within the speech of president muhammaduBuhari and to discuss the ideologies and metaphor of religion, time and economic desires underlying it.

Since all the paragraphs will not be studied because of limitation of time and space, fifteen (15) paragraphs will be selected.

However, purposive sampling technique will be used to do the selection. The selected samples are analyzed following NomanFairclough's three dimensional model.(Textual analysis, Discursive practice, and social practice)

Data Presentation and Analysis

In this study, it was observed that the politicians use figurative expressions to project their ideology and asymmetrical power relations, get attention and emphasize special meaning with the ultimate goal of eliciting support and persuading the hearers.

Metaphors of Religion

Nigerian politicians make references to God to compel the electorate to belief in them and their administration. The reason is to give spiritual credence and authority to their speech. They believe that the majority of Nigerians are religious, thus, they commonly allude to this shared religious convention. The extracts below are instance of metaphor of religion from the President MuhammaduBuhari's Independence Day speech of 1st October, 2022.

i. I address you today, <u>with a deep sense of gratitude to God</u> and a high level of appreciation to all Nigerians whose tremendous goodwill gave me the opportunity to provide leadership for our great country at one of the trying times in her history.
ii. Conscious that today's address would be my last on an Independence Day as your President; I speak to the millions of Nigerians, <u>who believed in me</u>, propelled and stood by me in my quest to bequeath a country where all citizens have equal opportunities to achieve their lives desires in a peaceful atmosphere.

iii. To the Glory of God and His Grace as well as the commitment and passion displayed by many Nigerian supporters, we have made appreciable progress in these areas but not yet at our destination.
iv. I was called to serve, along with my team, I saw an opportunity to create a better Nigeria which we have done with the support of Nigerians. Almighty God and the good people of Nigeria supported us in laying a solid foundation for the Nigeria of our dreams.
v. I thank you all and God bless the Federal Republic of Nigeria.

The speaker realized that Nigerians are religious sensitive and therefore exploit this tendency to project their ideology, to present positive image of himself and to impose common-sense assumption as ways to drive home important political messages. In the examples listed above the words: "sense of gratitude to God", "who belief in me", "to the glory of God and his grace", "Almighty God","God Bless" are used to project the ideology of superiority based on dependence on the Almighty God. Also itinvokes that common sense ideological representations which are taken for granted. The Speaker invoke these religious sensibilities to project images especially the God factor as supreme determiner of all things to show that no one can challenge what God says.

The use of allusion to cast political messages constitutes an effective way employed by the politicians to solicit support and persuade the voters. These allusions are extensively made to religion. The religious sensibility of the populace is recalled in the examples cited above. In Nigeria, religion occupies a central place in the socio-political scene of the country. Indisputably, one can say that Nigerians are fanatically attached to their religions and they often express strong sentiments to religious issues.

In fact, the religion to which a President belongs can determine the support he receives from the cross sections of the country. Hence, the President in the texts under study brings his religion sensibilities into the discourse. The allusion to this shared religious knowledge suggests that only those who are committed and persistent followers of God can be listening.

Metaphors of Time

There are metaphorical references to time in the Independence day speech text selected for this study. When politicians are trying to sell themselves and their political programmes to the citizens with the ultimate goal to maintain power, slogans and lexical items referring to time either directly or by implication are employed. In the text that follow, there is a careful choice of words that carry the implication of time and change. These words were used ideologically to project „self" and „other", which are different from their ordinary everyday usage and denotative meaning. The following extracts from the speech will illustrate this;

1. I address you today, with a deep sense of gratitude to God and a high level of appreciation to all Nigerians whose tremendous goodwill gave me the opportunity to provide leadership for our great country at one of the trying times in her history.
2. Conscious that today's address would be my last on an Independence Day as your President; I speak to the millions of Nigerians, who believed in me, propelled and

stood by me in my quest to bequeath a country where all citizens have equal opportunities to achieve their lives desires in a peaceful atmosphere.

3. …… being elected as a Democratic President in 2015 was made possible by the majority of Nigerians.
4. I then pledged to Improve the Economy, Tackle Corruption and Fight Insecurity and this was further strengthened by my commitment to lift 100 million Nigerians out of poverty in ten years as the central plank of my second term in 2019.
5. At the inception of this administration in 2015, I provided the funding requirements of the security agencies which was also improved in my second tenure in 2019 to enable them to surmount security challenges. We will continue on this path until our efforts yield the desired results.

A critical look at the words such as „today",” I then”, " future", „now",„ present day", :at the inception", „during that time", “second tenure”, as used in this Independence day speech text will reveal against the contexts of other usage, that they carry meanings that go beyond the linear progression of clock time, days and months. These temporal deixes are markers of time. For instance, the word „now" could represent the Nigeria's present socio-political situation, which is used in the context of power and ideology to projects ideology of positive self-representation and also used to show power relations – the superior „we" who have changed the situation and the inferior „others" who could not.

A close look at the deitical references shows that they are ideologically positioned to promote the interest of the speaker. These deixes come to sharp mind as the speaker flash them. The background information is that Nigerians forget something easily as a general attribute and the politicians play on this audience short memory to make reference to these markers believing they will register easily in the minds of their audience to make them accept the ideology.

Another implicit representation of the ideology of time/sense of time is in the words „future" and „hope" which suggest future expectation that the speaker promised to the people. He is not only imposes this common sense assumption on the people, but he also uses these words to legitimize power.

Metaphor of Economic Desires

1. EXTRACT

>*"Our administration has given the desired priority to the Agricultural Sector through a series of incentives to Micro, Small and Medium Scale Enterprises that resulted in creating millions of jobs. Leading this initiative, the Central Bank of Nigeria's intervention in a number of areas as well as the Anchor Borrowers Programme had created the required leverages for Nigerians towards self-sufficiency in food and the necessary attraction for farming as a business."*

1. Textual Analysis (Description): Focus on Metaphors and Language

The paragraph uses economic metaphors that subtly frame Buhari's economic desires as progress, empowerment, and transformation:

a. Metaphor of Priority as Desire: "Desired priority" frames economic policy as will-driven or intentional, suggesting a moral and emotional commitment to agriculture. The term "desired" implies that economic decisions are based on collective national wishes, not just policy.

b. Metaphor of Economic 'Leverage': "Created the required leverages" borrows from mechanical/economic metaphors: a lever implies a small force (policy) generating big results (economic transformation). This metaphor technocratizes economic policy, making it seem logical, calculated, and neutral, hiding political power relations.

c. Metaphor of Farming as Business: "The necessary attraction for farming as a business" transforms subsistence farming into entrepreneurial desire. This metaphor reflects a neoliberal economic imagination, in which even basic survival activities are monetized and rebranded as commercial opportunity.

2. EXTRACT

>*"The growing contribution of non-oil exports, especially in agriculture, information and communication technology as well as the performing arts to our national economy will enhance our foreign exchange earning capacity."*

1. Textual Analysis (Metaphorical Features & Language)

a. Metaphor of "Growing Contribution": The use of "growing contribution" is a biological metaphor: economic sectors are personified as organisms capable of growth and development. This suggests an organic, natural progression, implying the economy is alive and healthy, aligning with desires for stability and prosperity.

b. "Non-oil Exports" as Alternative Economic Heroes: Non-oil sectors are metaphorically elevated to contributors or even saviors, offering hope of release from Nigeria's oil dependency. This metaphor positions agriculture, ICT, and the arts as new frontiers, imbuing them with desirability and modern economic relevance.

c. "Enhance Our Foreign Exchange Earning Capacity": This phrase uses the metaphor of economic machinery: "capacity" implies a mechanical system with the ability to produce output.

3. EXTRACT

"*Fellow Nigerians, this administration removed several decades uncertainty for potential Investors in the Oil & Gas sector with the passage of the Petroleum Industry Act, 2021. This landmark legislation created opportunities for foreign investments in addition to improving transparency in the management of the sector"*

1. TEXTUAL ANALYSIS (Description)

This layer focuses on language choices in Buhari's speech that convey economic aspirations and ideologies.

a. Lexical Choices: Words such as "diversification,""economic recovery,""foreign investment,""infrastructure," and "sustainability" appear as key economic vocabulary. Use of modality (e.g., “We must…”, “We will…”) implies strong intention and obligation toward economic goals.

b. Rhetorical Strategies: Nationalistic appeals: Tying economic development to patriotism (“The sacrifices of Nigerians have not been in vain”). Achievements vs. Aspirations: Listing accomplishments (like rail projects or fertilizer production) alongside promises (e.g., youth empowerment or industrialization) reinforces a narrative of progress.

c. Pronouns: Inclusive pronouns like “we” and “our” are used to create a collective sense of responsibility and achievement. Yet, power asymmetry is masked: decisions remain top-down despite the language of inclusion.

2. DISCURSIVE PRACTICE (Interpretation)

This level analyzes how the speech is produced and consumed and how it fits within broader discourses.

a. Production: Buhari's speech is scripted and institutional, shaped by the presidential office, public relations teams, and political speechwriters. It is positioned for both domestic (Nigerians) and international (investors, global partners) audiences.

b. Consumption: Intended to legitimize government policies, shape public expectations, and deflect criticism (especially on economic hardship, inflation, debt). It mobilizes hegemonic narratives: portraying Nigeria as reforming, resilient, and moving toward economic independence.

c. Intertextuality: The speech echoes earlier policy documents (e.g., Economic Recovery and Growth Plan - ERGP, or National Development Plan). It also references global economic discourse, like “post-COVID recovery” and “energy transition.”

3. SOCIAL PRACTICE (Explanation)

This dimension connects the speech to broader economic and ideological frameworks in Nigeria.

a. Neoliberal Economic Desires: The speech reflects neoliberal ideology: market reforms, privatization, entrepreneurship, and reduced government spending. Buhari emphasizes creating an “enabling environment for business”, a hallmark of neoliberal discourse.

b. Hegemony and Legitimacy: Economic difficulties (e.g., inflation, fuel subsidy removal, unemployment) are reframed as temporary sacrifices for long-term gain. The speech seeks to manufacture consent (à la Gramsci) by presenting economic hardship as part of a collective national project.

c. Silences and Omissions::Critical issues like mass poverty, corruption, youth disenfranchisement, and foreign debt dependence are underemphasized or glossed over. The economic desires of the elite are foregrounded, while those of the marginalized remain voiceless.

4. EXTRACT

>*"We are confronting current economic challenges such as debt burden, growing inflation, living standards and increasing unemployment accentuated by our growing youthful population. These problems are globally induced and we would continue to ensure that their negative effects are addressed in our policies."*

1. Textual Analysis (Description)

This stage focuses on the metaphors and linguistic choices used in the paragraph.

a. Metaphor of Confrontation: "We are confronting current economic challenges…" draws on a conflict metaphor, implying a battle or struggle against external forces. This positions the government as active, defensive, and combative, facing threats that need to be defeated. The metaphor creates an image of agency, even though structural economic issues may be deeply systemic.

b. "Debt burden" and "Growing inflation": The phrase "debt burden" uses a weight metaphor, implying that debt is a heavy load Nigeria must carry.

"Growing inflation" and "increasing unemployment" use biological growth metaphors, as if these economic issues are living organisms that expand if unchecked. Such metaphors present economic problems as natural phenomena, which subtly depoliticizes them—making them appear uncontrollable or inevitable rather than policy-driven.

c. "Accentuated by our growing youthful population": The youth population is framed not as an asset but as a magnifier of economic problems suggesting that demography becomes a liability rather than a strength. This reflects a latent tension in how government discourse often others young people, displacing responsibility from failed youth employment policies.

d. "Globally induced": This metaphor deflects blame: economic problems are external imports, not internal mismanagement. Framing these issues as "globally induced" subtly shields the government from accountability, while aligning Nigeria with global struggles.

e. "Negative effects are addressed": The metaphor of "addressing" effects is a bureaucratic euphemism cold, technical, and vague. It suggests a rational, managerial approach, but lacks specificity, potentially concealing the lack of effective intervention.

2. Discursive Practice (Interpretation)

a. Production: The speech is carefully scripted, targeted at both domestic (discontented citizens) ``and international (donors, investors) audiences. It uses metaphors to frame economic distress in less politically damaging ways, while asserting a posture of control.

b. Interpretation by Audience: Citizens may read the metaphors of "confronting" and "burden" as government recognition of hardship—an attempt at solidarity. However, the blame-shifting ("globally induced") may frustrate audiences already skeptical of leadership effectiveness. Investors might interpret the language of policy responsiveness as a commitment to fiscal responsibility and stability.

3. Social Practice (Explanation)

a. Ideological Implications: The metaphors embed neoliberal economic desires, emphasizing resilience, adjustment, and managerial problem-solving over structural transformation. The

discourse promotes the idea that economic crises are external and solvable through responsible governance, which legitimizes the government's economic direction.

b. Power and Responsibility: The government is framed as capable and in control, even though it simultaneously disclaims full responsibility for the problems. Youths are subtly portrayed as part of the problem (by "accentuating" unemployment), rather than victims of systemic failure in education, employment, and governance.

5. EXTRACT

> *"This administration will continue to ensure that our fiscal policies are supported by a robust and contemporary monetary policy that recognises our peculiarities in the midst of the growing global economic difficulties."*

1. Textual Analysis (Metaphorical and Linguistic Features)

This paragraph is rich in institutional, technocratic metaphors, presenting economic policy as dynamic, adaptable, and intelligent.

a. "Robust and Contemporary Monetary Policy": The word "robust" metaphorically suggests strength, health, and resilience like a strong body or immune system.

"Contemporary" implies modernity and progress, constructing monetary policy as forward-thinking and fit for current challenges. Together, these metaphors serve to desire and project economic competence, suggesting that the government's tools are up-to-date, resilient, and efficient.

b. Metaphor of Policy Support: The phrase "fiscal policies are supported by…" evokes a structural metaphor: the economy is imagined as a building, where monetary policy serves as support beams or scaffolding. This constructs economic management as a technical, stable structure, implying rational, calculated action rather than ideological or political intervention.

c. "Recognises our peculiarities": This metaphor frames the Nigerian economy as unique, perhaps even exceptional, requiring tailored or customized solutions. It implies a form of localised economic desire—to not blindly follow global models, but to acknowledge domestic realities.

d. "Growing Global Economic Difficulties": Again, we see the use of growth metaphors for negative phenomena (economic crises), suggesting that these challenges are natural, organic, and expanding not necessarily man-made or internally driven. This helps to externalize blame, presenting Nigeria as a victim of global turbulence rather than domestic policy failures.

2. Discursive Practice (Interpretation)

a. Production and Intent: The speech is a carefully scripted, presidential address, intended to maintain public confidence while navigating real economic anxiety. The metaphors function to portray the administration as technically competent, strategically responsive, and aware of Nigeria's uniqueness in a global context.

b. Audience Interpretation: To the general public: the metaphors convey a sense of order and intentionality in economic governance, even if citizens aren't seeing direct improvements. To investors and international bodies: terms like "robust," "contemporary," and "policy support" speak the language of global finance, aimed at building legitimacy and trust.

3. Social Practice (Explanation)

a. Economic Desires and Neoliberal Ideology: The metaphors express an economic desire rooted in neoliberal rationality governance based on fiscal discipline, monetary stability, and market trust. There's an implied belief in technocratic solutions rather than redistributive or structural reforms.

b. Power Relations and Ideology: By casting the government as an economic engineer or technocrat, the paragraph masks the political nature of economic decision-making. It depoliticizes economic hardship by framing it as something technical and globally caused, rather than as the outcome of specific national policies or governance failures.

c. Silences and Erasures: No mention is made of how these policies affect ordinary Nigerian especially the poor, unemployed, or informal sector workers. The metaphor of "policy support" obscures questions of economic justice, accountability, or redistribution.

Conclusion

It is important to re-emphasize that language has great power potentials to influence and shape public opinion. Within the framework of Critical Discourse Analysis, language plays a vital role in manifesting, creating and sustaining power relations and ideological structures of society. These power relations are reproduced, enacted and legitimized by the application of certain linguistic devices President MuhammaduBuhari used metaphor of Religion, metaphor of Timeand metaphor of economics desires. The study reveals amazingly discourse structures that have implications for power and ideology in order to uncover hidden meanings and messages that are embedded in the linguistic expressions used.

From a Faircloughian perspective, Buhari's 2022 Independence Day speech constructs a strategic narrative of economic transformation that Naturalizes elite-centric economic reforms (e.g., subsidy removal, foreign investment), Positions economic pain as patriotic duty, Conceals structural inequalities through abstract nationalistic language, And reinforces dominant neoliberal ideologies under the guise of national development.

The economic desires expressed are not neutral but are ideologically loaded, serving the interests of dominant political and economic actors while marginalizing alternative visions of economic justice and inclusive growth.

Metaphors of Economic Desires Constructs economic governance using institutional and biomedical metaphors (robust, support, recognises peculiarities), which imply strength, adaptability, and professionalism. Expresses a technocratic and neoliberal economic desire, promoting an image of policy as rational, scientific, and depersonalized. Frames global economic hardship as external and uncontrollable, thus absolving national leadership from deeper responsibility.

Sure! I've carefully reviewed your references and corrected them according to APA 7th edition style, making sure formatting, capitalization, italics, and punctuation are consistent. I've also organized them alphabetically. Here's the corrected version:

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