

DISCURSIVE STRATEGIES IN POLITICAL SPEECH: A CRITICAL DISCOURSE ANALYSIS OF SELECTED INAUGURAL SPEECHES OF THE 2015 NIGERIA'S GUBERNATORIAL INAUGURALS

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ABSTRACT

This paper is a critical discourse analysis of discursive strategies in political inaugural speeches of six governors of Nigeria selected from the 2015 inaugurals on the 29th May, 2015. Norman Fairclough's *three-dimensional framework* of analysis was adopted as analytical model. The outcome of the analysis revealed the opening remark, the content and the closing remark as common macros structures. All the macro structures contained persuasive messages put across to audience to influence their political thoughts, beliefs and attitudes. The content of the speeches consisted of recurring and motivating topics/themes that were carefully selected to persuade the audience to accept the new government and build hope for the better in it. It was observed that the topics/themes overlap due to the fact that most of them were drawn from the party manifestoes. In addition, the nation's political; security, economic and social challenges as well as the people's needs are similar. The closing remarks were mainly restating of the major issues and policy directives mentioned. The first person pronouns 'we' and 'I' and their variants were used as strategies for expressing political ideologies especially the logic of inclusion and exclusion or self and group reference.

Keywords: Discourse, Critical Discourse Analysis, speech, and inaugural Speech.