Lexical Constructions of 2mi l′-kzn Strategies in Political Campaign Speeches of Bola Ahmed Tinubu

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Abstract. Political campaigns in the world generally and Nigeria specifically are a tactical way through which politicians convince electorate on credibility of their candidancy and seek public votes in order to win election. Extant studies have examined political campaigns of intending and elected public office holders in Nigeria from stylistic, sociolinguistic, historical, and philosophical points of view with insufficient scholarly attention paid to Bola Ahmed Tinubu's campaigns speeches in the 2023 presidential election in Nigeria. This study, therefore, investigates how lexical choices are deployed to legitimize and perpetuate 2mi l'-kzn strategies in political campaign speeches of Bola Ahmed Tinubu with a view to showing prominent pragmatic acts that characterise the speech. With bias from Jacob's Mey's (2001) pragmatic acts theory complemented with Odebunmi's (2006) theory of context as framework, the study, purposively, selected Bola Ahmed Tinubu's political campaign titled "Without me Buhari would not have become president", which is a fifteen-minute video clip. The clip was transcribed and subjected to pragmatic (acts) analysis. Allusion to political antecedents, Yoruba proverbs, humour, metaphor, turn-taking, and naming complemented with inference, relevance, reference, shared situational knowledge, metaphor and metapragmatic joker perform the practs of thanking, nominating, imploring, rebuking, vowing and "righting". It can be surmised that Bola Ahmed Tinubu implicitly employs shared-beliefs to perpetuate and legitimate his presidential ambition in 2mi l'-kzn campaign speeches.

Keywords: Bola Ahmed Tinubu, Political Campaigns, Presidential Election, Pragmatic Acts

Languages: English, Yoruba

1.0 Introduction

Bola Ahmed Tinubu (henceforth, BAT) was born on March 19th, 1952 and started his education from St John's Primary School, Aroloya, Lagos State and Children's Home Schools, in Ibadan, Oyo State. From there, he travelled to United States, in 1975, where he studied, first, at Richard J. Daley College in Chicago and later proceeded to Chicago State University where he graduated with Bachelor of Science in Accounting.

BAT is an influential Nigerian politician who served as the governor of Lagos State between 1999 and 2007 under the political party, Alliance for Democracy (AD), and the Senator representing Lagos West in the Third Republic under the auspices of Social Democratic Party (SDP). He is the presidential aspirant of All Progressives Congress in the 2023 Nigerian Presidential General Election. Since his emergence as a presidential aspirant of the party, he has engaged in political campaigns across different states in Nigeria. Among his political campaigns is the one popularly called *4mi l'9kzn* which is translated as "it is my turn". This is the campaign he delivered in Ogun State. In *4mi l'9kzn* campaign speeches, BAT justifies the reasons for engaging in presidential race and why it is his turn to be the next Nigerian president.

Politicians use speeches to express their intended mission and vision statements, mottoes, goals, and so on. These speeches are characterised with tactical language use. Kamalu and Aganga (2011) state that language plays an important role in manifesting political wills and accompanying political actions. A good example is political speeches in Nigeria where speeches affect the electorate who are on the receiving end. Political speeches could be campaign, valedictory, and inaugural done on a special occasion such as Independence Day, Democracy Day, Budget Presentation Day, and so on. These speeches are employed in a unique way to achieve a set of political goals and objectives such as canvasing for votes, reorienting the electorate, emphasising one's good deed and so on. It can be, therefore, inferred that campaign speeches are largely dependent on language in the formation and development of human mind, and inseparable from the practice of human society. Campaign speeches help to persuade and manoeuver voters into believing in the credibility of a political candidate. Thus, presidential election campaign speeches are unique and serve as a way of seeking public vote at elections with the sole intention of reshaping and redirecting the electorate. This is because the presidential elections are strategic to policy formation in any nation. In view of the above, this study examines how 2mi l'-kzn strategies in political campaign speeches of Bola Ahmed Tinubu are deployed to legitimise BAT's presidential ambition with a view to showing predominant pragmatic acts inherent in the speeches.

2.0   Literature Review

Recent studies on political campaign speeches have examined the discourse of Bola Ahmed Tinubu from stylistic, sociolinguistic, pragmatic, and historical viewpoints with insufficient scholarly attention paid to how strategies in *4mi l'9kzn* speeches are deployed to legitimise the 2023 presidential ambition of BAT. For instance, Omilusi (nd) examined campaign communication promises' failure in 2019 general elections in Nigeria. The paper, specifically, investigated how broken and unrealized electoral campaign promises are seen as the major challenge in the legitimisation of democracy in Nigerian political space. Campaign promises, which can be translated into party manifestoes and policies, are a way through which voters, either retrospectively or prospectively, evaluate candidates and parties that would best serve their interest when in control of state power. This paper concluded that democratic processes of elections and referendums are threatened by non-participation of citizens in politicking and polity. The similarity between Omilusi's paper and the current one is that both are situated within Nigerian political space. However, the divergence lies within the fact that the current paper focuses on the political campaign of BAT, while Omilusi focusses on how to strengthen democratic process in Nigeria.

Eze (2021) studied discursive strategies in selected 2019 presidential campaign speeches in Nigeria. Situated within van Dijk's mental model theory, the paper specifically focused on discursive strategies in campaign speeches in 2019 presidential elections. The paper discovered that rhetorical questions, parallel structures, figurative expressions, and others are discursive strategies that characterise 2019 campaign speeches in Nigeria. The convergence is that both papers focus on presidential political campaigns in Nigeria. However, while Eze (2021) is on 2019 presidential campaign, the current study focuses on the 2023 presidential election in Nigeria.

Kamalu and Iniworikabo (2016) focussed on the use of metaphor in selected political speeches of some presidents in Nigeria. In this study, three elected presidents are purposively selected namely: Presidents Olusegun Obasanjo, President Musa Yar'Adua and President Goodluck Ebele Jonathan. The paper discovered that metaphor of conflict, war, building, disease, journey, illness, games, and sports are used as source domain to reveal socio-political realities in Nigeria in the target domains. The difference between this paper and the current study is that, while the current paper focuses on the campaign speeches of an aspiring presidential aspirant, Kamalu and Iniworikabo's work (2016) centres on speeches of three elected presidents in Nigeria. Furthermore, while the current study examines negotiation strategies by utilizing relevant insights from Jacob Mey's pragmatic theory, Kamalu and Iniworikabo (2016) use van Dijk's mental

model theory investigating the political speeches of three elected presidents in Nigeria.

It can be observed from the foregoing that previous studies have paid insufficient scholarly attention to the negotiation strategies in BAT political campaign speeches particularly in the campaign speech titled 2mi l'-kzn. This study, therefore, examines 2mi l'-kzn strategies in BAT political speeches as well as prominent pragmatic acts that perpetuate and legitimize the 2023 presidential ambition and aspiration of BAT.
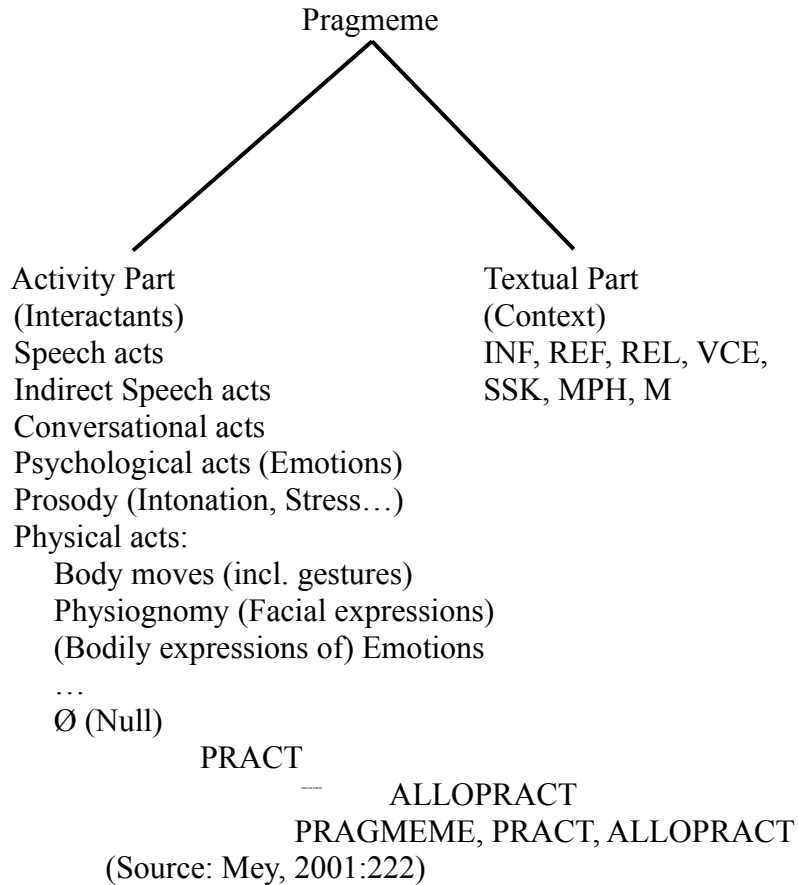
3.0   Aims and Objectives

The aim of this study is to investigate 2mi l'-kzn strategies in political campaign speeches of Bola Ahmed Tinubu. In order to achieve the above aim, the following objectives are stated: to identify and explain *2mi l'-kzn* strategies in perpetuating BAT's presidential ambition; to identify and discuss prominent pragmatic acts that characterize BAT's *2mi l'-kzn* political speech; finally, to discuss how *2mi l'-kzn* strategies corroborate pragmatic acts in the speech.

3.1   Theoretical Framework

This study adopts Jacob Mey's (2001) pragmatic acts complemented with Odebunmi's theory of context. Mey (2001)'s pragmatic acts theory focuses on situated speech acts. In essence, the theory aims to fill the scholarly lacuna in speech acts theory by J. L. Austin modified John Searle. Though it was called speech acts theory, the theory really lacks context and action.

Furthermore, pragmatic acts as a theory of action and utterance is situation-dependent. According to Mey (2001:221), the theory of pragmatic acts is concerned with explaining "language use from the inside out…rather the focus is on the environment in which both speakers and hearers find their affordances such that their entire situation is brought to bear on what can be said in the situation as well as on what is actually being said". This implies that pragmatic acts is based on speech acts situated in context thereby suggesting that context plays a significant role in the explication of meaning. Mey calls a generalized pragmatic acts as **pragmeme** and the instantiated pragmatic acts and as "pract" or "ipras", which is a realisation of a particular pragmeme.

There are two parts of pragmatic acts theory namely: activity part and textual part. The activity part includes the following speech acts, indirect speech acts, conversational, acts, psychological acts, prosodic acts and physical acts; while, the textual part has these elements namely: "INF" stands for inference, "REF" for establishing reference, "REL" for relevance, "VCE" for voice, "SSK" for Shared Situation Knowledge, "MPH" for metaphor, and "M" for metapragmatic joker. Here is the diagrammatic representation of Jacob Mey's pragmatic acts theory:

Pragmeme

Activity Part
(Interactants)
Speech acts
Indirect Speech acts
Conversational acts
Psychological acts (Emotions)
Prosody (Intonation, Stress…)
Physical acts:
    Body moves (incl. gestures)
    Physiognomy (Facial expressions)
    (Bodily expressions of) Emotions
    …
    Ø (Null)

Textual Part
(Context)
INF, REF, REL, VCE,
SSK, MPH, M

PRACT

ALLOPRACT

PRAGMEME, PRACT, ALLOPRACT
(Source: Mey, 2001:222)

In pragmatics, meaning construction and comprehension depends on a number of variables, which include the speaker, hearers and their Shared-Background Knowledge (SBK), Shared-Cultural Knowledge (SCK), Shared Socio- Situational Knowledge (SSK), Common Ground and the context. This means that context is the spine of meaning and the confluence of language and society (Odebunmi, 2006 and 2016). Pragmeme is complemented with Odebunmi's theory of context, which its main argument is that "since SSK is likened to context and context goes beyond co-text only, SSK should then be seen beyond the shared knowledge that derives from the situational context to include the ever-dynamic features of context" (Odebunmi et al. 2010). This, therefore, implies that context may include not only Shared Situational Knowledge but also Shared Cultural Knowledge, Shared Historical Knowledge, Shared Religious Knowledge and Shared Professional Knowledge and so on. Odebunmi's (2006) theory of context consists of three elements namely: shared knowledge of subject/topic; shared knowledge of word choices, referents and references; finally, shared socio-cultural experiences, either previous or immediate.

It can be surmised that pragmatic acts theory complemented with Odebunmi's theory of context is adopted as theoretical framework in this study. While the theory of context accounts for *2mi l'-kzn* strategies through shared knowledge of subject matter, word choices as well socio-cultural experiences, pragmatic acts theory focusses on prominent practs in selected BAT's speeches.

3.2   Methodology

The source of data for this study is the political campaign of BAT titled "without me, Buhari would not have become president". This is purposively selected because BAT avowedly projected the slogan *2mi l'-kzn. 2mi l'-kzn* is a Yoruba clause that is translated as "It is my turn". In this political campaign clip that lasted for fifteen minutes and twenty second, BAT specifically said it was the turn of the Yoruba ethnic group. This campaign video clip of BAT is transcribed and subjected to pragmatic acts analysis.

4.0   Data and Analysis

It is apposite to examine *2mi l'-kzn* strategies in BAT's speeches, followed by prominent pragmatic acts as well as how these strategies resonate (with) pragmatic acts in legitimatizing and perpetuating BAT's presidential ambition in 2023.

4.1   2mi l′-kzn Strategies in BAT Campaign Speech

Six strategies are identified and used to perpetuate and legitimize 2023 presidential ambition of BAT. The strategies are allusion (political antecedents, servitude, and slavery), proverbs, humour, metaphor, turn-taking, and naming. These strategies are deployed with a number of pragmatic acts tools in the textual part and are explicated below:

4.1.2 Allusion

According to Raheed (2018:1), allusion is "a linguistic element that is usually considered as an implicit reference to a person, an event, to another work of literature, social or political art". Allusion in 2mi l'-kzn is deployed to evoke emotions and solicit support for BAT presidential ambition. Allusion is made to the political antecedents of BAT. This is exemplified in (1).

> (1) Since the time we started as AD, AC, ACN and now the APC […] 0gun 4'f-r7 (medicine for headache)

Excerpt 1 illustrates that BAT is a popular name in Nigerian political space. BAT asserted that, what is called All Progressives Congress (henceforth, APC) today, is an offshoot of Alliance for Democracy (AD). This is the use of reference (REF). AD, in 1999, won all the six states in southwest Nigeria, while Peoples Democratic Party (henceforth PDP) won in the northern states of Nigeria. While the PDP won at the federal level, and became the ruling party, all other parties became opposition party (SSK) at different regions. The fact remains that AD is a strong opposition to the maladministration of PDP at the federal level. The inference is that, without AD at that time, election would have been funfare and a mere political jamboree for PDP. The relevance (REL) of this is that AD metamorphosed into Action Congress (henceforth, AC), AC into Action Congress of Nigeria (henceforth, ACN) and finally APC. The tactical deployment of metaphor (headache) reveals that PDP is the headache; thus, it is the bane of Nigerian development (INF). Headache is a medical illness that affects memory and comprehension. Thus, Nigerians are tired of PDP and have been searching for alternative party. Also, PDP has been a source of concern to many Nigerians who are tired of maladministration and corruption that has become the order of the day in the country. Despite all these ills, BAT's political party is a major solution to the headache of Nigerians (INF). The relevance of this is that, between 2003 and 2007, PDP won five states out of the six states in south-west of Nigeria (REF) remaining only Lagos State that stood with AC and fought against PDP. Thus, AC became medicine for headache of PDP (M.). SSK and M illustrate that, since 1999 (REF), BAT's political party has become a source of solutions to the myriads of Nigerian socio-political, economic, and religious problems. The indexical "now" (M) shows that APC, upon taking over the leadership of the country from PDP in 2015 has, since, become medicine for the myriad problems created by PDP.

It can be surmised that allusion is a linguistic device deployed to perpetuate and legitimize the 2023 presidential ambition of BAT. Through textual part analytical tools, BAT retrospectively concretises the fact that he is the best candidate and that is why he won the party ticket among strong contenders such as Rotimi Amachi, first runner up and Vice President Yemi Osibajo and others.

4.1.3 Proverbs

According to Finnegan (1970), proverbs are used to transfer values, mores, beliefs, and traditions from one generation to another generation. Thus, proverbs perform a transcendental, trans-generational, and dominant role in African communities and are repository of societal and cultural values, mores, tradition, and beliefs (Ayinuola, 2019). In the discourse of *2mi l'-kzn* campaign speech, let us examine the use of proverbs:

(2) Zp4 m'- ran l'znpe, t'2m7 dire (come unto me is the name that is called my own is good.

The Yoruba mythical view is that life is polarized into good and evil. Good is prayed for and desired at all time, while evil is prayed against. The fact remains that nobody wants evil but good shows that life, in its totality, is encapsulated into both good and evil. Therefore, Yoruba people believe that nobody can receive good without receiving evil- (4n8yzn k0 l4 gbare, k9 mz gba b7 l'-j- kan). Evil days are days someone losses his/her beloved, had an accident, and so on. Good days are the days someone gets (new) promotion, gives birth to babies or twins, buys new car and house, travels abroad and these days are always celebrated and desired.

In the discourse of *2mi l'-kzn* campaign speech, this proverb is deployed to show that BAT desires presidency. BAT desires to be called the Grand Commander of Federal Republic Nigeria (GCFR). This position brings honours and people give unalloyed respect to you. SSK is that the president of Nigeria is powerful constitutionally to the extent that he can remove elected governors and order the massacre of a whole community. Also, REF shows that it was BAT that helped Buhari to achieve his long-term ambition of becoming the president of Nigeria after he had failed woefully three times. At the third attempt, President Buhari vowed never to contest again and even wept bitterly in a national television (REF). The inference (INF) is that, if BAT could help President Muhammadu Buhari to achieve his ambition, then he has the potential to help himself. This is the common ground why the proverb is necessary and good desired by someone is not evil and it is the major reason why the Yoruba people say that "t7 nq bq n j9 ni, jo omo cni, ina ti omo la n pa) translated as (that is when fire burns father and son respectively, the father first of all quenches his own vice versa). In essence, this proverb shows that when father and son are in jeopardy, it is highly expedient for father to solve his own personal problem before facing that of his son and vice versa. However, it is not bad for father to start good things and followed by his son vice versa. Proverbs in *2mi l'-kzn* campaign speech is used to perpetuate that Nigerian presidency is desired and wished by BAT. Thus, it is not bad for father to desire the office of president in the presence of his children. SSK shows that the father is BAT, while sons are Yemi Osibajo, Dapo Abiodun, Raji Fashola, Rauf Aregbesola, Segun Mimiko, Kayode Fayemi and others (REF).

4.1.4 Humour

Schwarz (2010) asserts that humour represents a central aspect of everyday conversations and all humans participate in humorous speeches and behaviours. In the discourse of *2mi l'-kzn* campaign speech, humour is being used to perform the pragmatic functions of condemning and rebuking the so-called Nigerian delegates. This is explicated in the excerpt below:

(3) You, delegates that are here, don't turn into delicates

SSK shows that delegates in Nigerian political space are instruments used by politicians to achieve their political ambitions. In the last primary elections in Nigeria, delegates are chosen nearly from all the states of the federations. The delegates decide who clinch their party presidential ticket and represent their party in the general election. The fact remains that these delegates are bribed and their vote is always given to the highest bidder. Many politicians distribute foreign currencies to the delegates in order to win primary elections. This is the major reason why delegates are cunny because, most times, the highest bidder gets their votes and wins elections. The statement "delegates don't turn into delicates" shows that the delegate should be truthful and vote for the best candidate and not highest bidder. Their voting should be guided by equity, transparency and justice at the interest of Nigeria. National interest should be taken into consideration because capable and qualified individuals should be voted so that they can steer the ship of the nations. The inference (INF) is that BAT is aware that Yemi Osibajo is from Ogun State but delegates should not vote on favoritism but on leadership qualities which BAT possesses. "Delegates not becoming delicate" means that those delegates that have showed support for him should vote for him on the day of election. This is the reason why delegates would not become delicate. Delicate, in a literary sense, is synonymous with subtle, faint, gentle, and pale. In the *2mi l'-kzn* campaign speech context, delicate means unpredictable, flexible, and changeable. This suggests that the decision of the "delicates" could change prior some minutes before the election due to "financial motivation and influence". It can be observed that humour is deployed to lambast the inconsistency and undependability of Nigerian delegates in primary election.

4.1.5 Metaphor

Charteris- Black (2011) defines metaphor as a situation whereby an aspect of our experience is domains," which involves a cognitive mental process whereby conceptual structure of source domain is mapped onto the conceptual structure of target domain (Ayinuola, 2017). This means that metaphor is cognitively and conceptually used to perpetuate BAT's presidential ambition in *2mi l'-kzn* campaign speech. Instances of metaphoric expressions signifying source and target domains with conceptual metaphors are explicated in a table below:.

Table 1: *Source, Target, and Conceptual Domains*

Metaphor Types/ Source Domain	Target Domain	Conceptual Domain
Zak3 (victimization)	Politics	Politics is about victimization.

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Ogbe (injury)	Politics	Politics is to cause injury.
Ob2 (soup)	Politics	Politics is soup
Garri/fura (cassava wheat)	Politics	Politics is dish and juicy.
Egb0 (injury)	Denial	Denial is injurious.

From the table above, it can be observed that the context is politics. The SSK is that politics in Nigeria is a dirty game and it is for the people who are insensitive, greedy, selfish, and covetous. In the process of sharing the so-called national cakes comes victimization and "permutations". For instance, (REF) political rivalry between former president Olusegun Obasanjo (henceforth, OBJ) and his vice Atiku Abubakar (henceforth, AAT) started in the quest for Third Term. While OBJ wanted to run for third term as the president of Nigeria, AAT looked for the way to succeed his boss as president. When OBJ saw the political ambition of AAT as being treacherous, OBJ axed AAT. This made AAT to run to BAT and AAT was given presidential ticket under AC but was defeated by Late Umaru'Musa Yar;Adua. That Atiku was axed reveals that he was victimized by OBJ. Thus, BAT became the escapist camp.

In another instance, BAT mentioned that he never solicited Ob2 (Yoruba translation of soup), and Garri (Yoruba's cassava wheat, and fura (Hausa's milk). The inference (INF) from all these metaphor (M) is that politics is delicious, milky, and juicy. This implies that, since the inauguration of this administration and despite knowing that politics is delicious, juicy and milky, BAT has not begged PMB for anything because he has been over the year waiting for his turn. Finally, BAT mentioned injury as a metaphoric element. "Egb0 il3" is translated as household injury. The implicature of this is that household injury is nursed in a household manner. BAT tactically condemns delegates that they should not use favourism in voting. This is because Professor Yemi Osibajo hails from Ogun State and he is a strong contender in the presidential ticket. BAT tactically says that the delegates should rather use competence as yardstick in voting than favourism. BAT evidently knows that Yoruba people do say that "omo eni o ni se di bebere ka gbe ibante sidi ara ita" translated as "one own son cannot deserve a juicy post and one would give his support to an outsider". Having aware of this, BAT solicits the support of the delegates as against their own born son who is contesting for the same presidential ticket.

4.1.6 Turn-Taking

Turn taking is a linguistic concept that deals with participant taking their turn in conversation. This implies that it is impossible for all participants to talk at the same time but each participant has to take their turn. Current speaker has taken his turn and may select the next speaker or self-select

himself. In Nigerian political space, turn taking refers to zoning or rotation of power. For instance, after the expiration of the tenure of OBJ, northern elders believed that it is their turn to govern Nigeria. This unwritten agreement led to the emergence of President Umaru Musa Yar'Adua (henceforth, PUMY). The demise of PUMY brought President Goodluck Ebele Jonathan to power. This is the reason why, after the expiration of the first term of GEJ, the northern elders resorted to vote for northern president. The quest led to the emergence of the PMB. Because the expiration of the current government would end in the next seven months, BAT opines that it is the turn of the Yoruba to get the presidential seat. Let us exemplify turn taking in the excerpt below:

(4) I wanted to contest for president that time…
        We are still on good terms… but I say, it is my time!
        It is not about age, education, I am experienced...
        …Bring the me (sic) presidency, it is my turn!

Excerpt 4 above illustrates the unwritten zoning formula among Nigerian politicians. BAT mentioned previous instance (REF) where PMB contested and failed woefully. BAT came to PMB in Kaduna and encouraged him to contest again. BAT supported him thereby making him to be victorious in 2015 presidential election and BAT supported PMB for his second term bid. PMB won and his tenure his about to expire. The inference (INF) is that BAT is the next person to be Nigerian president. The relevance (REL) is that SSK is "north-south" versus "south-north" zoning formula. BAT further said that (REF) "when Atiku was being flogged out of PDP by Obasanjo, he ran to me for help" and when Nuhu Ribadu was being axed (REF), he (Nuhu) came to me and "I backed him". BAT again legitimates his presidential bid by saying that (REF) "it has been over 25 years now that I have been serving them". The inference (INF) is that BAT has been supporting people. It is now the turn of people to support him. For instance, relevance shows that BAT is a political gladiator. BAT has supported the likes of Raji Fashola, Yemi Osibajo, Aminu Tambuwal, Governor Ortom, Babajide Sanwo-olu, Rauf Aregbesola, Kayode Fayemi and others. Since he has supported all these supported to achieve their political ambitions in one way or the other, it is expedient for them too to support him in his presidential ambition (INF).

It can be said that turn taking is convention in Nigerian political space. Within a state, it is believed that power should rotated from central, north and south respectively. This is a way of ensuring political equity, justice, and fairness.

4.1.7 Naming

Naming is culture-dependent. In *2mi l'-kzn* campaign speech, naming is deployed to concretise social-political realities and happening. Names such as OBJ, Nuhu Ribadu, Wale Edun, Wale Candozo, ATK, Yemi Osinbajo, Muhammaudu Buhari and others. These names are socio-political actors in the Nigerian space. These names are used to concretise the socio-political, religious and economic realities and happenings in Nigeria. it must be noted that all these names are social actors and political bigwig in Nigerian political space.

4.1.8 Prominent Practs

Prominent practs in BAT campaign speeches are thanking, asserting, "righting", vowing, nominating, rebuking, claiming, calumning, and imploring. These practs are deployed along with textual apart analytical tools in pragmatic acts theory. These practs are exemplified below:

The thanking pract is performed by BAT in *2mi l'-kzn* campaign speech to show that BAT is not telling a fairytale. This pract is specifically deployed by BAT as a means of concretizing socio-political reality. This is because APC fans were not nonentity and could discern reality in Nigeria. This is because the party fans were aware of previous incidence in the party. It is expedient to exemplify this pract below:

(5) Thank God, that you are aware of this season.

This pract reveals that BAT is appreciating the work of God that those people that are present at the rally are not teenagers. This is because party fans are aware of previous political happenings and could know the next line of action. The major fact remains that many political stakeholders in Ogun State supported Vice President Yemi Osibanjo because he is their illustrious son. This is the reason that BAT thanks all the stakeholders that he won APC presidential ticket; thus, all efforts must be on ground for him to win the general election. It is expedient to say that, having been aware of previous political happening whereby BAT has been the savior of many politicians, it is now his turn and season. The season that BAT talked about is political because in the previous presidential elections, he was a backer of many politicians, but now it is time for him to come to the race and contest presidential seat.

Asserting pract is deployed by BAT as an avenue to disclose truth. This is what many people have not heard about. BAT categorically said that PMB consulted him that he should be his running mate but BAT declined. Asseerting pract is exemplified below:

(6) I wanted to contest for president that time. Buhari asked me to be his vice.

The asserting pract here is used to authoritatively confirm the fact that Buhari came to BAT that he (BAT should be his running mate. This is because the first time Buhari contested, Chuka Okadigbo was his running mate. The second time that Buhari contested, his running mate was Ume-Ezeoke, the former speaker of House of Representative. It is necessary to say here that Buhari has lost hope of becoming the president of Nigeria to the extent that he wept in a national television. The similitude of running mate dashed the hope of Buhari and the third time he contested, he picked a Yoruba man as his running mate and failed woefully. BAT tactical description of Buhari failure is to show that the failure was very monumental and predestined even to the extent that if he brings pope to run as his running mate, Nigerians would not vote for him. However, despite these failures three times, BAT came to Buhari in Kaduna and promise him that he would win this time around. It was concerted efforts of BAT that made Buhari to win Nigerian presidential election in 2015.

Righting pract is a strategy used by BAT to show that it is the turn of the south to govern Nigeria. Presidency is rotated between the north and south. It is to show political justice, equity and fairness. Righting is exemplified in excerpt 7 below:

(7) Bring me the presidency, it is my turn!
The presidency is not only meant for the north.
If not for my support would have become president
But I say it is the turn of Yoruba…
Even then, it is my turn!

Excerpt 7 illustrates the fact that political office in Nigeria is rotated between south and north even the ministerial posts are rotated. Major key posts are shared among the six geopolitical zones in the nation. BAT asserted that the north has spent eight years and now is the turn of the Yoruba race and among the Yoruba politicians, BAT is the only one that is ready.

Vowing pract is another strategy used by BAT to legitimize his 2023 presidential ambition. Vowing is used by PMB and BAT. PMB vowed never to contest againf because he failed three times. At the end of the third time, he vowed never contest and that if pope was his running mate, Nigerians would not vote for him. This is exemplified below:

(8) He (Buhari) even wept on a national TV, vowed never to contest again.

Excerpt 8 illustrates that Buhari regretted contesting Nigerian election. Despite his realist agenda, mission and vision statements, and party manifesto to transform the nation into Eldorado, he could not win election because Nigerians did not vote for him. Many Nigerians saw Buhari as a financier of insurgency and terrorism in Nigeria. therefore Buhari failed three times and vowed that he would never contest again. In the same vein, BAT vowed that he told nothing but the truth that Buhari had beeged him to become his running mate but he refused. This is not avoid Muslim-Muslim presidential ticket. This implies that BAT has been a supporter of progressive agenda.

Nominating pract is deployed by Bat to say that he submitted his vice presidents ambition to the current vice president. At the beginning of the struggles, BAT mandeated the APC is rebuilt and many political parties are merged together. For instance, the so-called new PDP led by Bukola Saraki were made to be part of APC. When the party was formed, Buhari wanted him to be his running mate.

(9) I was sked to submit three names-Yemi Cardozo, Wale Edun and Yemi Osibajo.. But I insisted on submitting only one name… that was how I nominated Yemi Osibajo

Excerpt 9 above shows that it was BAT that nominated Yemi Osibajo to be the running mate of Buhari among the three candidates shortlisted. This illustrates the fact that BAT is a political father to Yemi Osibajo and many politicinas in Nigeria generally and southwest specifically. This is why BAT said, since the last 25 years, he has been serving the nation, it is now the turn of the nation to serve him.

BAT claim that he was the one that is behind the success of Buhari in 2023 and He perpetuates this that Buhari had failed woefully three times before this time. This is exemplified below:

(10)   Things are serious now. This is our time. The presidency is not meant only for the north. But I met him in Kaduna and told him to try again.

This pract reveals that BAT is the brain behind the success and realization of the presidential ambition of Buhari and that since north has finished their term, it is the turn of the south. It further reveals that presidency is not only meant for the north but other parts of the nation particularly south. BAT asserted that he was the one that encouraged Buhari to contest again after his failure thrice.

Calumnying pract is a strategy used by Nigerian politicians to win election convincingly. This is because Nigerian politicians are aware that the nation is bifurcated into north versus south and Christian versus Muslim

polarity. A politician could automatically get the support of Nigerians because he is either a Christian or Muslim depending on the geopolitical zones. Let us exemplify this pract below:

> (11)   Saraki now saw those from the PDP will not get anything…
> if Buhari, a muslim becomes the president, I a muslim becomes (sic) his vice…he wont get the senate president that cannot also be a Muslim. That was how they started the campaign of calumny against me.

Excerpt 11 revealed that when Saraki was brought into the party. He knew that he would not clinch the ticket of being the senate president because Buhari is a Muslim and BATwho wanted to be his running-mate is also Muslim. For the party not to be called Muslim party, he jettisoned his ambition and submitted the name of Yemi Osibajo to be Buhari's running mate.

BAT bids the delegates to vote for him in the Nigerian presidential general election. They should not use kinship affair because he knows that Yemi Osibajo is their kinsman but the deleagtes should consider his age, education and experience. He knows that Yemi Osibajo is a professor but BAT too is educated. He is a former governor of Lagos State and he spent eight years as governor. It is, therefore, expedient for people to count on him and voted for him. Let us exemplify the pract below:

> (12)   Dear delegates, I implore you to support me.
> Please, don't make it a "kinsman affair"…

In Excerpt 12 above, BAT implores delegates to vote for him. This is because Nigerians are known for their favourism based on gender, race, tribe, religion and so on. BAT assets that the delegates should reconsider their decision to vote for him.

5.0   Conclusion

This paper has examined strategies and practs deployed by BAT in perpetuating and legitimizing his 2023 presidential ambition in *2mi l'-kzn* campaign speech. It can be surmised that six strategies are used to perpetuate and legitimate BAT's 2023 political ambition. These strategies are allusion, proverbs, humour, metaphor and turn-taking and names and naming. While allusion is made to political antecedents, proverbs preach self-centredness of man in crisis-prone situation. Humor is tactically used to implore delicates to avoid "kinmanship affair", metaphor reflects ideological worldview of Yoruba that the world is a battlefield. Turn-taking preaches political equality, justice and fairness among Nigerians explicating rotationalism, while naming concretises socio-political realities in Nigeria.

The practs are thanking, asserting, "righting", vowing, nominating, rebuking, claiming, calumning, and imploring are prominently deployed in BAT'*2mi l'-kzn* speech.

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