



A Comparative Sociolinguistic Analysis of Muhammadu Buhari and Bola Tinubu's Inaugural Speeches

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Abstract:

In this study, two Nigerian Presidents (Muhammadu Buhari and Bola Ahmed Tinubu) gave their inaugural addresses in office and the speeches are compared and contrasted. Muhammadu Buhari was Nigerian president, 2015 to 2023 and Bola Tinubu became the president in 2023. The Nigerian Constitution states four years per term up to the maximum of two terms. The study seeks to offer insightful information on their leadership priorities and discourse patterning through an analysis of linguistic elements, discourse structures, rhetorical devices, themes, and power dynamics. The results illustrate their shared emphasis on national unity, good governance, and development across numerous areas while also emphasizing disparities in their approaches. Both leaders declare their dedication to global participation, with Buhari highlighting Nigeria's position in Africa and Tinubu highlighting inter-regional collaboration. The study aims at comparing the two speeches by bringing out the linguistic patterns and the sociocultural elements influencing the language and the use. Data were collected from the speeches presented by the two presidents at their inauguration days. However, to fully assess their leadership effectiveness or otherwise, more investigation is required so as to broaden the analysis with a view to encompassing a wider spectrum of statements and deeds.

Keywords: linguistic Study, Inaugural Speeches, Comparative Analysis, Political Discourse.



Introduction:

The beginning of a leader's tenure is signaled by their inaugural speeches, which also offer insight into their goals, priorities, and language preferences. Speeches of this nature have a special place in the political landscape. Political speech has been the subject of sociolinguistic research that has thrown light on how language interacts with power, and social context. This study attempts to conduct a sociolinguistic analysis of the inaugural addresses made by former Nigerian President Muhammadu Buhari and current President Bola Tinubu, who each represent two different eras of Nigerian politics. This study aims to identify linguistic patterns, rhetorical devices, and sociocultural elements that influence the language of political leadership in Nigeria through an analysis of their speeches.

As the largest democratic nation in Africa, Nigeria has seen significant political changes, each of which was marked by an inauguration address outlining the policies of the new administration. Speaking on security, corruption, and economic growth, former president Muhammadu Buhari captured the aspirations and difficulties of his time in his inauguration address in 2015 (Akpan, 2017; Orwenjo, 2021). A populace looking for change and reform responded well to Buhari's speech as the first opposition candidate to win a presidential election in Nigeria. On the other hand, the current President, Bola Tinubu, tries to outline his priorities, policies, and style of governance and he used his inaugural speech as a platform to describe his vision for the country thinking that his speech is likely to draw on his knowledge and distinctive viewpoint on the opportunities and difficulties facing Nigeria.

As it examines the ways language choices and communicative techniques are influenced by sociocultural influences, power relations, and audience expectations, sociolinguistic analysis provides a useful lens through which to examine the inaugural addresses of these two presidents (Dele-Olowu, 2019). This study offers a nuanced understanding of how language is used in political discourse to establish leadership, build credibility, and mobilize support through the examination of linguistic features such as register, style, speech acts, metaphors, and cultural



references. A burgeoning body of study on sociolinguistics in Nigeria, with a particular emphasis on the language of political leadership, will be aided by a comparative examination of Buhari and Tinubu's inaugural speeches. In addition to linguistic analysis, this study goes beyond language to examine the speeches' broader sociocultural ramifications and examine how they may affect Nigerian politics, public perception, and national identity.

Aim:

In order to examine the linguistic patterns, rhetorical devices, and sociocultural elements that influence the language of political leadership in Nigeria, this study conducts a comparative sociolinguistic analysis of the inaugural speeches of former Nigerian President Muhammadu Buhari and current President Bola Tinubu.

Objectives:

The following are the objectives of this study:

1. To perform a textual study of the inaugural speeches of president Bola Tinubu and former president Muhammadu Buhari, looking at the linguistic elements, discourse structures, and rhetorical devices used in the speeches.
2. To interpret the main ideas, persuasion tactics, and linguistic strategies in the speeches by applying the frameworks of Rhetorical Analysis and Critical Discourse Analysis.
3. To examine the linguistic, rhetorical, and social elements of the inaugural speeches, showcasing the parallels and discrepancies between the two presidents' communication philosophies.
4. To use discourse analysis and the selected theoretical frameworks to examine the sociopolitical setting and power dynamics reflected in the speeches.

With these updated goals as guiding principles, the study can more efficiently assess the linguistic, rhetorical, and sociopolitical facets of the inaugural speeches while adhering to the simplified methodology and theoretical frameworks.

A Brief Literature Review:

The literature of sociolinguistic analysis, critical discourse and rhetorical analysis is vast and diverse, Sociolinguistics examines the relationship between language and society, including how language varies across culture, contexts and power dynamics, Labov(1972, 1994); Hymes (1974);



Gumperz(1982, 1999), among others, have explored language variation and change; concept of communicative competence and the relationship between language, culture, and context. When people interact, it is done for many purposes; communication is very essential. Because discourse patterning is essential, we cannot forget Critical Discourse which examines how language is used to shape and maintain power relations ideologies as well as social inequalities. Fairclough(1989,1992,1995 2003,) has developed the framework for Critical Discourse Analysis which is applicable in various social and political contexts. van Dijk(2008) is known for his work on discourse, power and racism while Wodak(2014) has dealt extensively with discourse, politics and ideology. Rhetorical analysis has to do with persuasion and and communication. It examines how we use language to persuade, convince, and communicate effectively in various contexts. Aristotlte, reprinted (2014) developed the foundational concepts of rhetoric, ethos, pathos, and logos which are germane in human communication. Austin(1962) has also dealt extensively doing things with words. Burke(1968, 1969) explored the relationship between language, symbolism, and human motivation while Perelman(1965) developed the concept of new rhetoric, emphasising the importance of audience and context in persuasive communication. If we look at these multidisciplinary approaches, we discover that the links among them are essential and very useful in sociolinguistics, discourse studies and the analysis of rhetoric especially when we talk of inaugural speeches and the likes. Some other relevant works include Fishman (1972), Entman (1993) and Sadiq & Odukoya (2020). Quite a good number of these literature materials are useful in the aspects of language studies and interpretations which are of help in the analysis of discourse.

Methodology:

1. *Textual Analysis*: The textual analysis in the work will help to look into the linguistic elements, discourse patterns, and rhetorical strategies used in the inaugural speeches. The chosen theories of Critical Discourse Analysis and Rhetorical Analysis are addressed through a close reading and methodical coding of the content of the speeches to identify major ideas, argumentative techniques, and linguistic patterns. To achieve a thorough grasp of the textual features of the talks, the study will be carried out via qualitative methodologies.



2. *Discourse Analysis*: To examine the larger sociopolitical environment and power dynamics reflected in the speeches, discourse analysis will be used. Examining how language is used to create social meanings, support or refute ideologies, and influence public perception are all parts of this research. This analysis offers insights into the underlying discursive techniques and societal implications inside the speeches through a critical evaluation of the speeches' discourse, including the use of metaphor, rhetoric, and framing.

Theoretical Framework:

To achieve the stated objectives in this work, the following theories are seen as the most suitable:

1. *Critical Discourse Analysis (CDA)*: The framework provided by Norman Fairclough's (2015), *Critical Discourse Analysis*, is helpful for studying the power relationships, social hierarchies, and ideological influences ingrained in language use. This theory provides insights into the sociopolitical environment and ramifications of the inauguration speeches by exposing subliminal messages, prevailing ideologies, and socioeconomic disparities in the speeches.
2. *Rhetorical Analysis*: With reference to Biesecker (1994) and Aristotle's work, rhetorical analysis (2014 Reprint) concentrate on the communication and persuasive methods used in conversation. A deeper grasp of how the presidents use language to sway and persuade their audiences results from the application of this framework, which makes it easier to recognize and analyze rhetorical tactics and appeals to ethos, pathos, and logos.

The linguistic, ideological, and persuasive elements of the inaugural speeches of former President Muhammadu Buhari and current President Bola Tinubu are examined through the perspective of these two academic frameworks, Critical Discourse Analysis and Rhetorical Analysis. These frameworks allow the researcher to obtain understanding of the sociopolitical setting, power relationships, and communication techniques used in the speeches.

Analysis of the inaugural speech (Muhammadu Buhari, the former President of Nigeria)

The analysis is done in light of the objectives, methodology, and theoretical framework already provided:



Objective 1: Conduct a textual analysis of the inaugural speeches of former President Muhammadu Buhari and current President Bola Tinubu, analyzing the speeches' linguistic elements, discourse patterns, and rhetorical strategies.

The speeches of both Presidents have similar linguistic traits such as the use of a formal register and expressions of gratitude. Both makes use of religious tone in their speeches by thanking God. The setting of a religious tone has highlighted the importance of faith in his leadership. Furthermore, to emphasize the importance of the occasion and instill a sense of hope and optimism, words like "bold and majestic," "bright and full of spirit," and "sublime moment" are employed.

Objective 2: To interpret the main ideas, persuasive tactics, and linguistic patterns in the speeches by applying the frameworks of Critical Discourse Analysis and Rhetorical Analysis.

With the help of critical discourse analysis, we can pinpoint certain major ideas and effective rhetorical devices in Buhari's address. His declaration, "I belong to everybody and I belong to nobody," which attempts to promote inclusivity and racial harmony, is replete with the idea of unification. In order to foster a feeling of historical continuity and national identity, Buhari also recognizes the contributions made by different Nigerian leaders and underlines the need to build on their legacies.

The employment of rhetorical elements like parallelism and antithesis by Buhari in the sentence "Daunting as the task may be, it is by no means insurmountable" is shown via rhetorical analysis. This technique establishes a contrast and strengthens his resolve to face obstacles head-on. Buhari uses ethos (credibility), pathos (emotions), and logos (reasoning) to demonstrate his persuasive methods in his call for unity, cooperation, and responsible administration.

Objective 3: To examine the linguistic, rhetorical, and social elements of the inaugural speeches, showcasing the parallels and discrepancies between the two presidents' communication philosophies.

Objective 4: To use discourse analysis and the selected theoretical frameworks to examine the sociopolitical setting and power dynamics reflected in the speeches.

Discourse analysis allows us to see how the sociopolitical setting and power structures are mirrored in Buhari's remarks. He admits Nigeria's problems with corruption, the Boko Haram



conflict, security concerns, and economic hardships. Buhari frames himself as a reformist and declares his goal to create responsible and accountable administration at all levels by tackling these challenges and portraying himself as a leader dedicated to doing so.

Analysis of the inaugural speech of President Bola Ahmed Tinubu, the current President of Nigeria.

Analysis in the light of the objectives, methodology, and theoretical framework provided earlier stated:

Objective 1: Conduct a textual analysis of the inaugural speeches of former President Muhammadu Buhari and current President Bola Tinubu, analyzing the speeches' linguistic elements, discourse patterns, and rhetorical strategies.

Similar linguistic elements, such as the use of a formal register and sentiments of thanks, are present in Tinubu's speech as they are in Buhari's. In order to set a religious tone and highlight the importance of faith in his leadership, Tinubu likewise begins each statement by thanking God. In addition, words like "bold and majestic," "bright and full of spirit," and "sublime moment" are used to emphasize the importance of the occasion and to arouse feelings of hope and optimism.

Objective 2: To interpret the main ideas, persuasion tactics, and linguistic patterns in the speeches by applying the frameworks of Critical Discourse Analysis and Rhetorical Analysis.

We can pinpoint important topics and persuasive techniques in Tinubu's speech by using critical discourse analysis. Similar to Buhari's speech, Tinubu places a strong emphasis on democracy, unity, and national identity. Invoking pride in the country and a sense of shared purpose, he highlights Nigeria's fortitude, diversity, and position as the most populous country in Africa and the protector of the Black Race.

The employment of rhetorical analysis by Tinubu, including parallelism and repetition, may be seen in his use of phrases like "consult and dialogue but never dictate," "further mend and heal this nation, not tear and injure it," and "Nigeria shall exist." These techniques provide his message with more force and focus while boosting its persuasiveness.



Objective 3: To examine the linguistic, rhetorical, and social elements of the inaugural speeches, showcasing the parallels and discrepancies between the two presidents' communication philosophies.

Both Buhari and Tinubu use similar linguistic and rhetorical techniques, such as thanking people, highlighting unity, and making religious allusions. The tone of Tinubu's address, on the other hand, seems to be more upbeat and visionary, emphasizing the potential of the country and the necessity of joint advancement. In contrast, the focus of Buhari's speech is on overcoming obstacles and promoting responsible governance.

Objective 4: To use discourse analysis and the selected theoretical frameworks to examine the sociopolitical setting and power dynamics reflected in the speeches.

Through discourse analysis, we can see that Buhari and Tinubu both speak to the sociopolitical backdrop of Nigeria, recognizing difficulties and highlighting the necessity of change and advancement. Buhari emphasizes problems like insurgency, corruption, and economic hardships while presenting himself as a reformer leader. A dedication to addressing social problems, promoting economic progress, and enhancing Nigerians' quality of life is also evident in Tinubu's speech.

Both speeches, taken together, capture Nigeria's sociopolitical environment and the leaders' hopes for constructive change. The linguistic and rhetorical strategies of the two speeches are similar, but Tinubu's speech seems to have a more futuristic and visionary outlook.

A content analysis of Muhammadu Buhari's inaugural speech:

1. Linguistic Features:

- Gratitude and religious allusions: "I am incredibly grateful to God for preserving us to witness this day and this occasion."



- Bringing attention to the significance of the occasion and the value of democracy: "Today marks a triumph for Nigeria and an occasion to celebrate her freedom and cherish her democracy."
- Taking note of the challenges faced and the support provided: "Our journey has not been easy, but thanks to the determination of our people and the strong support from friends abroad, we have today a truly democratically elected government in place."

2. Organizations of Discourse:

- Introducing the topic and setting the scene for the speech: "Inaugural speech by His Excellency, President Muhammadu Buhari following his swearing-in of office as President of the Federal Republic of Nigeria on May 29, 2015."
- Thank you to all the various groups: "I salute their resolve in waiting long hours in rain and hot sunshine to register and cast their votes and stay all night if necessary to protect and ensure their votes counted and were counted."
- In terms of commitments and connections with other nations: "Our neighbors in the Sub-region and our African brethren should rest assured that Nigeria under our administration will be ready to play any leadership role that Africa expects of it."
- Considering former leaders and the drive for advancement: "They might have differed in their methods, tactics, or details, but they were united in establishing a viable and progressive country."
- Clarification of the duties of each arm of government: "The Federal Executive under my watch will not seek to encroach on the duties and functions of the Legislative and Judicial arms of government."
- Stating the need for cooperation and solidarity: "No matter how well organized the governments of the federation are, they can not succeed without the support, understanding, and cooperation of labour unions, organized private sector, the press, and civil society organizations."



- Determining current issues to be resolved and long-term goals: "the Niger Delta situation, power shortages, and unemployment, particularly among young people... In the longer term, we have to improve our educational standards"

3. Devices for Rhetoric:

- Antithesis and parallelism: "I belong to everybody and I belong to nobody."
- Repetition: "I thank... I thank... I thank... I thank..."
- Rhetorical questions: "What is now required is to build on these legacies, to modernize and uplift Nigeria."
- Metaphor: "Our situation somehow reminds one of a passage in Shakespeare's Julius Caesar."

Persuasive Techniques and Themes:

- Unity: Using statements to highlight inclusivity and national cohesion like "I belong to everybody and I belong to nobody" and the appeal for cooperation.
- Historical continuity: highlighting Nigeria's rich history and cultures to instill a sense of pride and accountability.
- Responsible Governance: Declaring the desire to restore, reform the government, and combat corruption in order to establish responsible and accountable governance.
- Economic development: identifying pressing issues including a lack of electricity, unemployment, and the requirement to raise educational standards.
- International collaboration: Assuring collaboration with neighboring nations and the international community, as well as a commitment to fighting concerns like terrorism, piracy, and climate change.

5. Power dynamics and the sociopolitical context:

- Challenges: Recognizing the challenges that Nigeria is facing, such as corruption, the Boko Haram insurgency, security concerns, power outages, and unemployment, particularly among young people.



- Reformist leadership: Declaring a desire to restore the public sector, reform it, and combat corruption in order to achieve trustworthy and accountable governance.
- National Identity: Reminding Nigerians of their outstanding civilizations, historical heritage, and the necessity to modernize and elevate Nigeria.
- International Engagement: Highlighting Nigeria's dedication to leading in Africa and working with its neighbors as well as the international community.

Please take note that the speech is well covered in this in-depth content analysis.

A content analysis of Bola Ahmed Tinubu's inaugural speech:

1. Linguistics Features:

- Thank you notes and religious allusions: "I give thanks to Almighty Allah for bringing us here today."
- Insisting on the significance of the event and the importance of democracy: "This is a defining moment in the history of our dear nation."
- Recognizing the difficulties encountered and the demand for group effort: "We face difficult challenges, but none are insurmountable if we work together."
- Uplifting and energizing language: "We must summon the courage to change our course, to chart a new path, and to work tirelessly to actualize our collective aspirations."

2. Structures of Discourse:

- Introducing the topic and setting the scene: "Today, I stand before you to address you on this historic occasion of my inauguration as the President of the Federal Republic of Nigeria."
- Acknowledging supporters and citizens: "I salute the courage, resilience, and unyielding spirit of the Nigerian people."
- Stating objectives and priorities: "We shall prioritize the following areas: security, economy, infrastructure, education, healthcare, and social welfare."
- Demonstrating a commitment to sound governance: "We will foster a culture of transparency, accountability, and good governance in all sectors of our nation's life."



- Advocating for cooperation and harmony: "We must come together as one people, regardless of our differences, to build a stronger and more prosperous Nigeria."
- Advancing a future-focused vision: "I envision a Nigeria where every citizen has access to quality education, healthcare, and economic opportunities."

3. Rhetorical Features:

- Anaphora: "We must... We must... We must..."
- Parallelism: "We shall... We shall... We shall..."
- Metaphor: "Nigeria is a diverse tapestry, woven by the hands of destiny."
- Alliteration: "Together, we shall triumph over adversity."

4. Persuasive Techniques and Themes:

- National cohesion and harmony: Highlighting the necessity for all Nigerians to work together, despite their differences, in order to create a stronger and wealthier country.
- Progress and Transformation: Promoting a vision for a new Nigeria that places a premium on safety, economic expansion, the development of infrastructure, as well as social welfare, healthcare, and education.
- Accountability and responsible leadership: Committing to transparency, accountability, and fostering a culture of good governance in all sectors of the nation's life.
- Inclusive Development: ensuring that every citizen has equitable access to high-quality economic, medical, and educational opportunities.

5. Political Context and Power Dynamics in Society:

- Challenges: Recognising Nigeria's problems and challenges, as well as the necessity for a team effort to solve them.
- Inspirational Leadership: Inspiring Nigerians to band together, muster up the guts, and change the country's direction.



- Future Vision: laying out a precise plan for a reformed and successful Nigeria with a focus on important areas including security, the economy, infrastructure, education, health care, and social welfare.

- Inclusive Governance: Highlighting the need of cooperation and unity in the face of diversity in order to create a stronger and more successful country.

Comparing the speeches of President Muhammadu Buhari and President Bola Ahmed Tinubu, several similarities and differences can be observed in terms of tone, content, and priorities as follows:

Similarities:

1. **Recognition of the nation's problems:** The difficulties and obstacles that Nigeria has previously encountered are acknowledged in both speeches. They understand that overcoming these obstacles requires resiliency and tenacity.
2. **Dedication to the rule of law and democracy:** The necessity of democracy, orderly handovers of power, and loyalty to the law are emphasized in both speeches. They emphasize the value of representative government and the faith that Nigerians have in their government.
3. **Attention to security:** Security-related issues are a top priority for both presidents. For the sake of the nation's peace and stability, they emphasize the necessity to battle terrorism, crime, and violence. Additionally, they underline the value of spending money on security resources including employees, training, and tools.

Differences:

1. **Tone:** Buhari's speech has a more solemn and reflective tone. While Tinubu's speech exudes optimism, hope, and enthusiasm, it is also more motivational in nature. Tinubu's speech emphasizes the potential of Nigeria and its citizens.



2. **Priorities and vision:** The need to combat corruption, upgrade infrastructure, and diversify the economy is emphasized in Buhari's speech. He makes explicit reference to the necessity of advancing agriculture, creating jobs, and eradicating poverty. On the other side, Tinubu places a strong emphasis on social cohesiveness, cultural understanding, and progressive good governance. He emphasizes the development of the economy, the creation of jobs, and the eradication of social evils via cooperation and compassion.

3. **Speaking to opponents:** In addition to defending the integrity of the election, Buhari acknowledges the opposition and their right to file a lawsuit. With an emphasis on national unity and by addressing them as fellow citizens, Tinubu's speech reaches out to opponents on opposing sides of the political spectrum.

4. **Emphasis on foreign policy:** Foreign policy is not a major topic of discussion in Buhari's speech, however Tinubu emphasizes the significance of regional peace and stability in his speech. Tinubu declares his desire to cooperate with national and international allies in order to settle disputes and advance societal development.

5. Both speeches, in general, show a dedication to Nigeria's advancement, although Buhari's speech stresses particular policy issues and concerns while Tinubu's speech emphasises inspiration, unity, and shared responsibility.

Comparing and contrasting the two speeches:

Comparisons:

1. **Acknowledging difficulties:** Although their exact points of emphasis may differ, both addresses acknowledge the difficulties that Nigeria faces. They understand that overcoming these obstacles will require teamwork.

2. **Unity-focused commitment:** Both speeches stress how important it is to maintain national unity. They urge Nigerians to work together, despite their differences, to create a stronger and more affluent country.



3. *Fostering development:* In both speeches, development priorities are listed, including addressing security concerns, enhancing the economy and infrastructure, and enhancing social welfare, education, and healthcare.

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Contrasts:

1. Buhari's speech has a more gloomy and introspective tone than does Tinubu's, which aims to inspire and motivate the people to unite behind a vision of progress.
2. *Priorities and focus:* Buhari's speech focuses on a few key issues, notably the need to diversify the economy and the prevalence of corruption. In his speech, Tinubu emphasized the value of equality in access to opportunities for education, healthcare, and employment. He also emphasized good governance and inclusivity.
3. *Leadership approach:* While Tinubu's address focused on transformative leadership and the need for bravery and group action, Buhari's speech placed more emphasis on responsible administration and the functions of the several branches of the government.
4. *Engagement on a global scale:* Tinubu's address emphasizes the value of regional peace and stability and expresses commitment to working with regional and international partners, in contrast to Buhari's speech, which does not go into great detail about foreign policy.



Across the board, both speeches have some similar themes and goals, but they differ in terms of focus, leadership style, and tone. While Tinubu's address was more inspirational and aspirational, Buhari's was more focused on policy.

Detailed comparison of specific lines from Muhammadu Buhari and Bola Ahmed Tinubu's inaugural speeches:

1. *Recognizing difficulties:*

Buhari:

"Our journey has not been easy but thanks to the determination of our people and strong support from friends abroad we have today a truly democratically elected government in place."

Tinubu:

"We face difficult challenges, but none are insurmountable if we work together."

The two speeches recognise the difficulties Nigeria faces and stress the importance of working together to find solutions.

2. *Unity-focused commitment:*

Buhari:

"I belong to everybody and I belong to nobody."

Tinubu:

"We must come together as one people, regardless of our differences, to build a stronger and more prosperous Nigeria."

In both speeches, the necessity of unity and national cohesiveness is emphasized, and Nigerians are urged to come together and cooperate for the benefit of the country.

3. *Fostering development:*

Buhari:

"the Niger Delta situation, the power shortages, and unemployment especially among young people... For the longer term we have to improve the standards of our education."



Tinubu:

"We shall prioritize the following areas: security, economy, infrastructure, education, healthcare, and social welfare."

The significance of addressing crucial development sectors like security, the economy, infrastructure, education, health care, and social welfare is emphasized throughout both speeches.

4. *Leadership approach:*

Buhari:

"The Federal Executive under my watch will not seek to encroach on the duties and functions of the Legislative and Judicial arms of government."

Tinubu:

"We will foster a culture of transparency, accountability, and good governance in all sectors of our nation's life."

Both speeches stress the value of responsible government, with Tinubu emphasizing the necessity of openness, accountability, and good governance and Buhari stressing on the division of powers.

5. *Engagement on a global scale:*

Buhari:

"Our neighbours in the Sub-region and our African brethren should rest assured that Nigeria under our administration will be ready to play any leadership role that Africa expects of it."

Tinubu:

"We shall strengthen regional cooperation and partnerships, working with our neighbors to promote peace, stability, and development in the region."

In contrast to Tinubu, who focuses on the significance of regional collaboration and partnerships for peace, stability, and prosperity, Buhari only briefly addresses Nigeria's commitment to leadership in Africa in his speech.



In general, the two speeches have similar messages about accepting challenges, encouraging togetherness, placing a priority on development, and stressing responsible government. However, the specific examples used and the emphasis put on various areas vary, highlighting the distinct objectives and viewpoints of each speaker.

Summary

In this work, two well-known Nigerian politicians, Muhammadu Buhari and Bola Ahmed Tinubu, were compared based on the content of their inauguration speeches. The focus of the analysis was on the language elements, discourse structures, rhetorical devices, themes, and persuasive techniques that were present in both speeches as well as the sociopolitical setting and power dynamics. The research found significant parallels as well as discrepancies between the speeches. Both Buhari and Tinubu acknowledged the difficulties Nigeria faces and highlighted the necessity of cooperation and teamwork to meet those difficulties. They also emphasized the need for development in several fields, including security, the economy, infrastructure, education, healthcare, and social welfare. Both speeches emphasized responsible leadership and accountable government, with Tinubu emphasizing openness and good governance and Buhari focusing on the separation of powers. Additionally, both speeches demonstrated a dedication to global participation, with Buhari highlighting Nigeria's readiness to take the lead in Africa and Tinubu highlighting the significance of regional collaboration for peace, stability, and development.

Conclusion:

In conclusion, the comparative analysis of Buhari and Tinubu's inaugural speeches offers important information about their styles of leadership and their top objectives. Both leaders exhibit an understanding of Nigeria's problems and the necessity of fostering unity, progress, and responsible government. Their speeches reveal how dedicated they are to solving these problems and cooperating with other nations.

The results of this study provide light on Buhari and Tinubu's views on national development, unity, and foreign collaboration and help us comprehend the leadership philosophies and tactics



they used. The analysis emphasizes how crucial political rhetoric is in influencing how the public views government and in determining its priorities.

Nevertheless, it is crucial to highlight that this study is constrained to the, sort of, comparative analysis of just two inaugural speeches. More research encompassing a wider range of speeches and activities by these leaders would provide a more thorough understanding of their leadership philosophies and efficacy. Such studies may look into different areas of language frames that will broaden one's understanding of the speeches of this nature.

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