

Political Discourse and Linguistic Manipulation in Nigerian Politics

Authors : Kunle Oparinde, Ernestina Maleshoane Rapeane-Mathonsi, Gift Mheta

Abstract : Using Critical Discourse Analysis (CDA) and Multimodal Discourse Analysis (MDA), the research seeks to deconstruct politically-motivated discourse as observed from Nigerian politics. This is intended to be achieved by analysing linguistic (mis)representation and manipulation in Nigerian political settings, drawing from instances of language use as observed from different political campaigns. Since language in itself is generally meaningless without context, it is therefore paramount to analyse the (mis)representation and manipulation in Nigerian political sceneries within their contextual basis. The study focuses on political language used by Nigerian politicians emanating from printed and social media forms such as posters, pamphlets, speeches, billboards, and internet sources purposely selected across Nigeria. The research further aims at investigating the discursive strategies used by politicians to gain more audience, and, as a result, shape opinions that result in votes. The study employs a qualitative approach. Two parties are intentionally selected because they have been essentially strong at the national level namely: All Progressive Congress (APC) and the People's Democratic Party (PDP). The study finds out that politicians in Nigeria, as in many parts of the world, use language to manipulate the electorate. Comprehensive discussion of these instances of political manipulation remains the thrust of this paper.

Keywords : communication, discourse, manipulation, misrepresentation

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