# Critical Discourse Analysis of President Goodluck Jonathan's Presidential Media Chat

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## Abstract

Since inception of the world, people have always made use of language within the circles of leadership. This use of language has been broadened to incorporate its usage over the media in order to reach a large audience. The president of the Federal Republic of Nigeria, Dr. Goodluck Jonathan has equally taken to the use of language over the media to reach a wide section of Nigerians through the programme tagged 'Presidential Media Chat'. However, there are some patterns of his language use which are conventionally inappropriate. This paper adopts the framework of critical discourse analysis to study these speech patterns which he employed during his 7th presidential media chat held at the State House on May 4, 2014. The paper observes that his speech pattern reflecting social power

abuse is very much limited but this is not so with regards to reflecting his dominance and inequality with the citizens as these are always reflected in his speech through which he endeavours to assert his statutory authority over his interviewers questioners, as well as the citizens. The paper equally observes that the reflection of manipulative intent through his speeches is most obvious and most regular as it serves as a way through which he tries to win the opinion of the general public to himself. Sarcasms are equally observed in his speeches which he employs in order to make light of certain issues.

**Key words**: language, media, social power abuse, dominants, inequality, manipulative intent, presidential media chat.

## 1. **Introduction**.

Language is an important tool to man. It is equally peculiar and exclusive to man. It is essentially, a phenomenon which human beings devised for the conveyance of their thoughts, ideas, feelings, intentions, and their likes to one another. The result is that irrespective of what social group or class anyone belongs, the essence of language to one, no matter the form it appears is always a vital phenomenon to its user. It is thus put into various moments and circumstances of usage by children, the youths, as well as the aged members of the society in their interaction with one another, irrespective of their social class or status.

In politics, the essence of language is enormous as it has become a tool used by politicians and political office holders to pass their information, thoughts, views, ideas and intentions to the members of the society. It does not end here however as it is equally employed to influence or manipulate the opinions of the people who make up a given political unit. To achieve these, these political leaders endeavor to create various forums to enable them reach-out to the masses they intend to pass their information or ideas to. As much as possible, they seek to, and make use a forum or a medium that provides a large and far-reaching audience. The newspapers, radio stations, television stations, rallies and other similar forums provide large audience which are targets for political publicity.

The president of the Federal Republic of Nigeria has equally taken to the media to help his administration reach the millions of Nigerian people. Thus, he initiated a

programme entitled 'Presidential Media Chat' through which he aims to interact with Nigerians and get to answer questions on various issues affecting the country and her citizens. However, there are certain patterns of language usage observed with regards to the manner in which the Nigerian President, Dr. Goodluck Jonathan speaks or makes use of language during this Presidential Media Chat that warrant a critical study which this work sets about to do.

The scope of the works is sociolinguistics as we critically evaluate the speeches of Dr. Goodluck Jonathan in his 7th Presidential Media Chat based on the social factors that can help reflect the current state of affairs in the country, Nigeria. Consequently, the objectives of this work include the following:

- To critically examine the patterns of speech of Dr. Goodluck Jonathan that reflect social power abuse,
- To critically examine the patterns of speech of Dr. Goodluck Jonathan that reflect his dominance over the citizens,
- To critically examine the patterns of speech of Dr. Goodluck Jonathan that reflect inequality, and
- To critically examine the patterns of speech of Dr. Goodluck Jonathan that reflect manipulative intent.

In line with the above objectives or aims, the following research questions have been adopted to enable the researcher achieve the purpose of this research work:

- What are the patterns of speech of Dr. Goodluck Jonathan that reflect social power abuse?
- What are the patterns of speech of Dr. Goodluck Jonathan that reflect undue dominance over the citizens?
- What are the patterns of speech of Dr. Goodluck Jonathan that reflect inequality?
- What are the patterns of speech of Dr. Goodluck Jonathan that reflect manipulative intent?

The study is indeed significant as it is able to bring people's attention to the point of sensitivity with regards to what they say to ensure that the intended meaning which they intend to convey is the actual meaning which their audience derive.

## 2. Literature review

Several authors, writers and researchers have written several works and conducted several researches that prove relevant in throwing more light on the topic of study and aiding better understanding of what this study sets out to achieve. Some of these works will be reviewed under three sections which include conceptual framework, theoretical studies, empirical studies and theoretical framework.

### 2.1. Conceptual studies

There are certain terms employed in this work which the researcher would like to explain so as to ensure the overall understanding of the work. These concepts include:

i. Media: According to Nwulu (2012), the media is popularly regarded as the Fourth Estate of the Realm. In this work, it refers to the means and institutions for publishing and broadcasting information.

ii. Media chat: This is the talking together or interaction between or among people or group of people over a medium of communication which can be the radio or the television.

iii. Social power abuse: In this work, it refers to arbitrary expression of one's political strength in a manner that is unconventionally appreciated.

iv. Dominance: Dominance here the state or act of being in a position of power, authority or supremacy over others.

v. Manipulation: It refers to the act of influencing, managing, directing, controlling or tampering with something.

### 2.2. Theoretical studies

Several authors and writers have expressed their opinions and put forward several theories to account for the relationship between political leaders and their citizens, as well as the relationship between both groups and the socio-economic state of a country. According to Van Dijk (2008), "The undeniable power of the media has inspired many critical studies in many disciplines: linguistics, semiotics, pragmatics, and discourse studies" Based on these identified theories or approaches to study of language, the media and the government, several writers

have written several works. According to Jato and Kokoh (n.d.), in Africa, leaders have state powers and the authority to command things to happen and as such, can influence whatever form of development through the political environment of policy formulation and execution. Based on these state roles, the development of a nation has been supported by earlier thinkers such as the mercantilist and the classicist theorists.

According to the above mentioned authors, the mercantilist theorists view the relationship between the state powers and economic growth in terms of specie (i.e. gold and silver) inflow. That is, they saw the need and advocated for state intervention in economic activities to increase the wealth of the people and that of the state. They equally maintain that a strong state is also to defend her citizens from external attacks. The classicists in their own view called for less direct intervention from the government in economic activities but maintain that the state should provide an enabling environment for the people. Thus, these thinkers maintain the need for a well-governed state that will protect the people, provide means of exchange, maintain law and order, etc., for development to take place.

Nigeria as a country, had her independence in 1960 and after several challenges, came up with five national objectives of the 1970-1974 plan of the nation. The objectives include:

- To build a strong and self-reliant nation
- To build a great and dynamic economy
- To build a just and egalitarian society
- To build a land of bright and full opportunities for all citizens, and
- To build a free and democratic society.

However, these objectives have not yet been achieved irrespective of modifications made and approaches taken as Ajayi (2003:57) puts it that "Nigeria, a country with rich human and natural resources, is still poor and termed underdeveloped."

The identified state of affairs in the country have resulted in more efforts being made by political office holders in Nigeria to seek routes through which they can get in touch with vast majority of Nigerian citizens in order to impact their views on them and change public opinion in their favour. The various mass media

channels such as newspapers, radio stations, television stations and the internet medium have become reliable sources to achieve this. The Nigerian President, Dr. Goodluck Jonathan over the period has equally taken to the television media to institute what is termed 'The Presidential Media Chat' in order to enable him impact his views on Nigerian citizens and to influence their opinions in his favour as well.

According to Nwulu (2012), "The media, popularly regarded as the fourth estate of the realm (of government) is a powerful organization that may make or mar governments all over the world depending on its approach to issues concerning government and governance." This author equally maintains that depending on ownership and interest, a news media either supports a particular government in power whether such government is doing well or not and in some other instances, the media, irrespective of the good intentions of government, may out rightly antagonize such government. No matter which position a news media house chooses to assume, it cannot do that without the aid of the prime tool which is 'Language'.

Language according to Ndimele (1999) performs six key communicative roles which include information role by which it is used to pass information from one person to another; expressive role by which one can express emotions, feelings or attitudes towards another or state of affairs; phatic role by which contact and relationship are established with other people within a given speech community; directive role by which one influences the behavior or attitude of others; ideational role by which one seeks compliance of the forces of nature in accordance with the belief and faith of people; and performative role by which it brings a sudden change in the state of affairs as soon as uttered.

Recognizing these immense roles of language, Dr. Goodluck Jonathan aims to employ it immensely through his presidential media chat. However, the question is on how this employment of language is done to actualize the goals of the presidential media chat. Nzeakor and Nnadi (2010) cautions on this by stating thus, "Language from all that have been discussed is a two edged sword. It is a tool through which conflicts arise and also through which the same conflicts can

be avoided or resolved." The words of Dr. Goodluck Jonathan will be critically examined in line with these possibilities embedded within the use of language.

**2.3. Empirical studies**

A number of researches have been conducted which show similarity with the one being done here. A few of these will be reviewed in relation to the gap created which the work aims at filling-up. These works include those of Agbedo (2012), Nwankwere (2012), Waya (2012), Ahamefula and Okoye (2012).

In the study conducted by Agbedo (2012) entitled Fuel Subsidy Removal and Mind Control Game in Nigeria: A Critical Discourse Analysis Perspective in which he critically examined how Nigerian government employed the role of language to influence the opinions and views of the generality of Nigerians to support their moves intended towards the removal of fuel subsidy which will invariably result in an increase in the price of petroleum products. He observed that dominant groups in our contemporary society use all shades and hues of language to create coercive tactics, persuasion, and/or interpersonal and group-based influence manipulations to control public discourse and ram unpopular policies down the throat of the silent majority, and how the Nigerian majority or populace equally appropriates the evocative powers of discourse and access to the media to resist the systemic class domination and oppression.

In a similar research conducted by Nwankwere (2012) on the possible influences of affective expressions on government officials, she observed that affective expressions are employed, and most negatively, in government circles in Nigeria and that the purpose for which the Subject (speaker) uses them in communicating with Object 1 (listener/hearer) is for selfish gains. She notes that in situations where Object 1 are 'wolves in sheep clothing' (bad leaders), they collude with the Subject to loot the treasury (public fund). This researcher then went on to give examples of such affective expressions employed for instance in the Igbo land of Anambra state, Nigeria. They include expressions such as: '[ d[ any[ mma', '[ na-eweta qkx', 'Anx kpqrq nkx na-eju qnx', 'Aka ji igwe', among others.

Waya (2012) in his own study, conducted a pragmatic analysis of victory and inaugural speeches of President Goodluck Jonathan. From his analysis, he

observed that democratic government places premium on the interest of the people, noting that in his victory and inaugural speeches, Dr. Goodluck Jonathan made 'less use of verdictive speeches that were used in the commanding sense' and more use of assertive speeches. Some of the identified assertive speeches include: "This is a new dawn! Our nation has spoken", "Now is the time for all Nigerians to reach out to their neighbours", "I want all of us to join in brotherhood, party affiliation or preferred candidate notwithstanding".

Then, in the study conducted by Ahamefula and Okoye (2012) entitled *Felicity or Insincerity: The Pragmatics of Selected Speeches of Nigerian Public Leaders*, they looked at the use of language by the then president of Nigeria, Chief Olusegun Obasanjo and pointed out from their study that the then president violates the basic tenets of the Gricean co-operative principle and Austin's felicity conditions which all propagate the need for good communication between and among people and groups of people. Thus, they pointed out the following expressions in the then president's words which they observed from their findings to buttress their point: "This idiot, go get a job"- a statement he used against the media chiefs to express his frustration towards their attempts to analyze and broadcast his words and actions as the president; "Shut up"- his outburst to the victims of Ikeja Military Cantonment Bomb blast when they cried out to him.

**2.4. Theoretical Framework**

In order to achieve the objectives of this research, the researcher adopts the theoretical framework of Critical Discourse Analysis. According to Wikipedia, Critical discourse analysis emerged from 'critical linguistics' (CL) developed at the University of East Anglia in the 1970s, and the terms are now often interchangeable. Sociolinguistics was paying little attention to social hierarchy and power. CDA was first developed by the Lancaster school of linguists of which Norman Fairclough was the most prominent figure. Ruth Wodak has also made a remarkable contribution to this field of study. The approach draws from several disciplines in the humanities and social sciences, such as critical linguistics.

Fairclough developed a three-dimensional framework for studying discourse, where the aim is to map three separate forms of analysis onto one another: analysis of (spoken or written) language texts, analysis of discourse practice (processes of

text production, distribution and consumption) and analysis of discursive events as instances of sociocultural practice. Fairclough and Wodak (1997: 271-80) summarize the main tenets of CDA thus:

- CDA addresses social problems
- Power relations are discursive
- Discourse constitutes society and culture
- Discourse does ideological work
- Discourse is historical
- The link between text and society is mediated
- Discourse analysis is interpretative and explanatory
- Discourse is a form of social action.

In terms of its methodology, it is generally agreed upon that any explicit method in discourse studies, the humanities and social sciences may be used in CDA research, as long as it is able to adequately and relevantly produce insights into the way discourse reproduces (or resists) social and political inequality, power abuse or domination. Consequently, the strength of CDA lies in the fact that it does not limit its analysis to specific structures of text or talk, but systematically relates these to structures of the sociopolitical context based on its ability to adopt any method it deems relevant for a given study.

**3. Research methodology**

The methodology adopted for this research is such that aids in ensuring orderliness and better grasping of the ideas being expressed and submissions being made. Thus, the following constitute the methodology employed in this work:

**3.1. Research design:** A descriptive survey design is adopted for this reseach. Thus, systematic plan was adopted to reflect the most important details required, given the limited time and spatial content for the work. Thus, the paper starts with an introduction of what the work is about by recognizing the problem aimed to be solved, its relevance and limitations too. Relevant works of literature which help to shed more light on the nature of the research work are then discussed. The laid-down systematic plan for the work is presented, followed by the presentation and

analysis of data. The work then ends with the summary of the findings or observations made from the study.

**3.2. Area of study:** The area of study for this work is sociolinguistics which studies language based on its relationship with the various social factors that influence its usage within a given society. In this study, the socio-political circumstances existing in Nigeria are put into context while studying the use of language in the Presidential Media Chat by Dr. Goodluck Jonathan.

**3.3. Method of data collection:** The work takes to the internet to obtain available transcribed copies of Dr. Goodluck Jonathan's speeches during his 7th Presidential Media Chat held in February 2014; particularly published in the Premium Times.

**3.4. Method of data analysis:** The data obtained for this research work will be analyzed based on the tenets of CDA as the various assertions as well as the responses made by Dr. Goodluck Jonathan on various issues and to various questions respectively are analyzed. The analysis will ensure that his speeches reflecting instances of social power abuse, his dominance over the citizens, inequality and his manipulative intents are critically analyzed.

**4.0. Data analysis**

In this section, adequate effort will be made to ensure that all data that will help to answer the questions of this research work are all attended to, one after the other.

**4.1. Analyzing the patterns of speech of Dr. Goodluck Jonathan that reflect social power abuse**

From the data obtained, the researcher observes that there is not much instance of language usage by Dr. Goodluck Jonathan that reflect social power abuse. As a matter of fact, there is only but one instance of such on the obtained data and this is seen as he explains his decision to shut down the entire city of Abuja due to the World Economic Forum (WEF) being hosted in Nigeria. He unilaterally took the decision and insists that it is in a bid to make the movement of attendees easier and faster. He then claims to appeal to the private institutions to join government

offices and shut-down during the WEF whereas he was invariably, commanding them to shut down compulsorily, saying thus:

"Nigeria will not be the first country, people in other countries do that…. It does not affect our economy. We are not saying private companies must close down, but we advise that they do."

This should not be the case as it is really something the researcher and several other Nigerians consider an abuse of social power on the part of Dr. Goodluck Jonathan to close and restrict the movement of people to their homes due to the presence of a handful of people with the sole excuse being to ensure easier and faster movement for the 'handful'.

**4.2. Analyzing the pattern of speech of Dr. Goodluck Jonathan that reflects his dominance over the citizens and groups of people**

Many instances of language use by Dr. Goodluck Jonathan that reflect his expression of dominance over the citizens abound in his 7th Presidential Media Chat. These instances include his immense you of assertive statements. Assertive statements are statements made with an expression of immense surety or certainty about the status of a phenomenon and about the outcome of an event. This is seen in his statements concerning the menace of the terrorist group in Nigeria known as the Boko Haram as he says,

"Wherever they are, we will surely get them back."

To this, he further adds that the Nigerian security agents are capable of stemming the tide of terrorism and expresses his dominance equally by stating that he had reached a decision to recruit more and train them as well. Thus, he shows his dominance over the terrorists as seen in the quotation above and also over the citizens by reflecting his power of decision on recruitment or giving jobs to them. He equally reflects his dominance over job creation by the people in the following words:

"Government cannot employ more than 5% (of Nigerian population)" and he further states that his government creates good environment for employers, that is, the small and medium scale enterprises to thrive.

This is also evident in his statements that reflect domination such as "Nigeria must spend money to organize the WEF", which reflects his dominance and control over the nation's funds. Another is, in his response to the fears of the people following the scarcity of petroleum product that it may be a ploy by the government to increase the pump price of petroleum product. To this, Dr. Goodluck Jonathan responds thus:

"I cannot increase pump price through the back door. If I want to do it, I will do it."

He concludes his statement above by stating that for now, he has no plans to increase pump price. The expression, 'For now' is a clear reflection of his dominance over the affairs of the country and the citizens, as he maintains that he can decide to implement an increase in the pump price of petroleum whenever he wishes and deems it fit to do so.

Following this also, his response to the question asked by a Nigerian, Olarenwaju, Smart through the twitter handle on his earlier statement that Boko Haram had infiltrated his cabinet. Dr. Jonathan responds thus:

"I never said that Boko Haram has infiltrated my cabinet, I used the word government"

Form his statement above, one can notice the manner in which Dr. Jonathan showed his dominance over the citizen with the use of the first person singular pronoun 'I'. This is indeed aimed at intimidating the person who asked the question as it will also help reflect the wide gap between him and any other Nigerian who tries to ask him questions through the media chat. This he also hopes will serve as a caution towards people asking him questions he may deem unfavourable in this forum.

### 4.3. Analyzing the patterns of speech of Dr. Goodluck Jonathan that reflect his inequality with the citizens

There are various instances of Dr. Goodluck Jonathan's speeches during his 7th Presidential Media Chat that reflect the expression of his inequality with the Nigerian citizens. By this, I mean that through these speeches that will be analyzed

below, he tries to reflect the fact that he occupies an immensely higher status than the citizens and any other individual or groups of individual within the country.

Concerning the Chibok girls that were kidnapped by the Boko Haram terrorist group from the Government Secondary School, Chibok on the night of 14th April, 2014, some Nigerian citizens raised the question of negotiation with the terrorists for the release of the girls. To this, the president responds,

"You cannot negotiate with people you don't know…. Sometimes, you people know more than me."

The statement above indeed reflects a sarcastic expression of the fact that he is of a higher status and is equally wiser than the people who think they are experts on such issues or people who think they know better. Invariably, he reflects himself to be wiser and knowing above the people. He equally shows the inequality between him and the individuals involved in the matter by saying that he met with the Chibok School's principal and was informed that 53 of the girls kidnapped had returned home. Through these words, he reflect his status as the foremost individual through whom key information on national issues flow from/through. Thus, notwithstanding the statements from the police that only 44 of the girls had returned, his own words which flow from him as the highest placed individual should be accepted and taken as the truth.

In line with the above issue, he equally reflected his high status which ranks him above other Nigerians by stating that he has had personal discussions with Barrack Obama of the US where he requested for assistance to tackle Boko Haram. Through this expression of his, one can take not of the word 'personal' which indicates his high status as one who is highly ranked enough more than any other citizen in Nigeria to have a personal audience with such an equally highly-placed man as President Barrack Obama. I will also like to draw your attention to the fact that he did not care to address the US president with the title of 'President' as he mentions him simply as Barrack Obama of the US to reflect that he is in a status where he can address such ranked people casually given the fact that they all share the same world status as co-presidents which no other Nigerian can currently boast of.

On discussing the issue of unemployment and job creation, the president also tried to show inequality of understanding of the policies in the country than the citizens given his higher statutory placing. This can be seen in the following statements,

"People must know that re-basing the economy has not added anything to us. Rebasing the economy does not mean new things were created. It simply means proper stock taking of the economy".

On the issue of corruption in which the case of missing N40billion from the federal account was alleged by the former Central Bank of Nigerian (CBN) governor, the president spent much time showing his dissatisfaction with the CBN governor whom he later suspended from office. He equally reflected the inequality between him and the citizens in relation to the issue by expressing his views that the higher place individuals should be allowed to discuss the issue. Thus he says

"Sanusi is no ordinary Nigerian".
The word 'ordinary' here indeed shows huge reflection of inequality among him, the CBN governor and then, the citizens on the other hand. Through this, he showed his recognition of gap in status among Nigerians by expressing the fact that there are ordinary Nigerians and Nigerians who are not ordinary people.

**4.4. Analyzing the patterns of speech of Dr. Goodluck Jonathan that reflect manipulative intent**

From the data obtained, certain statements made by Dr. Goodluck Jonathan reflect he intention to manipulate the thoughts and actions of the people to his favour. Also, he equally employs these manipulative strategies as a way of avoiding answering questions he does not wish to answer or to avoid providing details to some of the questions asked as well. Let us look at some of these instances.

On answering questions on issues bordering on security in the country, the president tries to manipulatively shift the blame away from his administration by saying,

"We're receiving an unfair share of the global terror."

He went on to blame external (foreign) forces targeting the destruction of Africa's largest economy (Nigeria). He argues that because of Nigeria's size and economy, many world forces are interested in its downfall. This does not reflect an attempt to answer the questions directed to him as regards the reason significant impact has not yet been recorded so far with regards to addressing the security challenges in the country.

Similarly, the president also in a manipulative intent tries to defend his minister of petroleum who was alleged to have spent about N10billion Naira of public fund on chattered aircraft for her and her family's personal use. Rather than provide immediate answer to this allegation, the president rather, took to alleging that
"Some papers and magazines are specifically set up by some people to oppose government. A paper 'NEXT' was set up from the onset to bring the government down and its target was the Ministry of Petroleum Ministry and when they didn't succeed, it died."

These statements from Dr. Goodluck Jonathan indeed reflect strong manipulation of the discussion in session as he aims to label the newspapers writing stories on the allegation of corruption against the minister as liars whose aim is to pull down his government through his cabinet unjustly. Although he finally answered the question, his first statement of pointing accusing fingers to the media is aimed at creating a soft-landing strategy for his administration and his minister of petroleum with regards to the issue.

Another instance is also reflected in the statement in which he attempts to plead with the parents and guardians of the kidnapped Chibok girls to cooperate with security agencies to release information about the names and pictures of the girls and also said,
"The issue of security, we are handling it….Let the parents (of the missing Chibok girls) come forward and help us, and I promise, we shall find the girls".

This really is a linguistic manipulation of words aimed at projecting his image as a president who is immensely concerned with the safe return of the kidnapped girls and the welfare of the citizens in general. There is in no way a parent can ever be able to rest, relax or sleep without doing the necessary things within his or her

power to ensure the return of the kidnapped child. Thus, it is easy to see the manipulative intent when the president says he is pleading to the parents to play their roles in delivering information on just names and pictures to the security agencies.

An analysis of his response to the justification of the performance of the state of emergency which has been in place in the three states of Adamawa, Yobe and Borno due to the insurgency also shows manipulative intent. His statement reads thus:

"Terrorism is not a phenomenon a six months or one year State of Emergency can solve…. Without the state of emergency, security operatives in affected states may be frustrated."

This response from a critical or judgmental point of view simply indicates that the president has intention to extend the state of emergency in these affected states. It is a way he employed to avoid answering the call from various sections of the northerners to end the state of emergency in the states.

Again, on the issue of the missing billions of Naira earlier stated in this work, a look at these words from Dr. Goodluck Jonathan really reflects a manipulative intent. He says,

"If anybody steals billions, I am telling you, we will know…billions now in this country, we will celebrate it."

One can notice a sarcastic expression employed here. The question one may ask is "I the president making a comic relief out of this question or is he attempting to evade answering the question adequately?" Whichever his intention is, it is a manipulative attempt which he adopted to achieve his personal aim.
On the issue of declaring his political ambition ahead of the 2015 general elections, the president chose to adopt a strategy that will manipulatively leave his audience in the balance as he says'

"The issue of declaration should not be a problem for Nigeria."

He went on to say that Nigeria should be more concerned with what the panel has discussed with him earlier. In this way, he evades stating categorically if he intends to stand for election or not. Bringing in the issue of a panel is also manipulative as before now, no one had been informed on the setting up of any 'panel' to handle the issue except the judiciary who have been tasked to interpret the constitution to state whether he is qualified to stand for poles once again or not; having seen-off the expiration of late President Umaru Musa Ya'ardua's tenure before his election as the president in 2011.

Then, the president takes to making promises and assurances which constitute the usual way politicians in the country and beyond manipulate the opinions and hopes of the citizens. Thus, he assures that Nigeria will never go back to the days when it was producing just 2000MW of electricity and then said,

"I promise we will get over our challenges."
These manipulative statements are analyzed to be a manipulative intent to fill the hearts of Nigerians with hopes and political calmness towards his administration.

**5. Summary of findings and conclusion**

The findings made in this work abound. The researcher observes that Dr. Goodluck Jonathan makes use of several linguistic expressions which reflect his social abuse of power, his domination tendency over the citizens, his inequality status as the most statutory personality over the citizens, as well as his tendency to manipulate the opinion of the citizens during his Presidential Media Chat.

With regards to social power abuse, the researcher observes that his linguistic expression does not reflect much of it given the democratic nature of the country. As a matter of fact, it is at a very minimum level. With regards to domination, the researcher observes that the president's language use reflects this through his assertive and surety statements through which he makes sure that he is able to dominate his interviewers and questioners, making sure the person or group of persons is made to recognize and revere his status as the president of the Federal Republic of Nigeria.

In reflecting his inequality status as the most statutory personality over the citizens in Nigeria, the researcher observes that through his linguistic expression, the president reflects himself as the most knowledgeable person with regards to policies and their workings in the country. He equally shows that every citizen is not of equal rank as he uses the expression 'ordinary Nigerians to reflect it. He equally employs sarcastic expressions to drive home his points that he is on a much higher status in comparism to other citizens in the country.

Then, the researcher observes that the president, Dr. Goodluck Jonathan in his 7th Presidential Media Chat employs a lot strategies such as the shift of blame to another entity or group of people other than him or his administration when confronted with what he views as difficult issues or questions. He equally employs sarcasm to either evade questions or topics and also to make light of an issue under discussion.

The researcher therefore concludes that these strategies which the government employ to achieve his personal aims or intentions are sometimes irrelevant and will not in any way contribute to solving the various challenges facing Nigeria as a nation which range from terrorism or insurgency, unemployment, corruption, abuse of power or office by public office holders and political appointees. The use of language in the Presidential Media Chat by Dr. Goodluck Jonathan can therefore be bettered to achieve better outcome.

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