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Media Communication and Language Use: A Critical Discourse Analysis of Selected News on Politics

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ABSTRACT

contexts to the study and description of language. The reason behind this is that language cannot exist on its own and be meaningful unless we relate its study to social practices. Of course, the essence of its existence is to serve both personal and social needs because different peoples and groups in different professions and societies have different ways by which they express themselves in communication. Discourse analysis was born of this—as there is a need to probe how contexts shape the use of a particular language different from the rule-governed form of it. Thus, this study examines language use in media communication. Critical Discourse Analysis (CDA henceforth) with Fairclough's three-dimensional model (3-D Model) of CDA is used for the analysis of the selected news on politics. Fairclough's three-dimensional approach to CDA sees a text as a communication medium comprising three interrelated activities viz description, interpretation and explanation. Description is the identification of the formal features of a text. Interpretation identifies the relationship between the formal features of the text and interaction by considering the experiential, relational and expressive functions of the identified linguistic features in the text. Explanation which is the last stage is concerned with the relationship between interaction and the social practices, that is, it focuses on how the societal beliefs shape the use of language in communication. The findings of this study show that news broadcasters inform people of pressing issues, attract their attention in the course of communication, and state facts and reinforce the stated information in the mind of the listeners or readers through the use of a well organised and manipulated form of language. Based on the above premise, it could be said that social conditions and episodes that people encounter at a particular time influence their use of language and it varies from one profession to another. For instance, the news broadcaster of the selected news on politics uses linguistic features such as passive sentences, processes, modalities, first and third person pronouns, adjectives, metaphors to depict his/her experiences about the world around him, to establish a kind of relationship with the audience and to explicate the episodes revolved around the 2023 pre-election period in Nigeria and its effects on all the Nigerian populace.

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I. INTRODUCTION

Communication is an important aspect of human

endeavours, and language is an integral part of it.

Of course, communication is defined as a process

involving a sender sending a particular message to a receiver, and the receiver accurately gets the intended message of the sender (Babatunde, 2007). To make the foregoing process fruitful for the sender and the receiver, the use of language matters because the purpose of communication is to pass a particular message to people through well organised linguistic features (Onipede, 2019; Babatunde, 2007). Media communication, as it implies by the word 'media', is any kind of communication initiated by media. It could also mean the use of a variety of medium in collecting and passing of information from one person or people to another. Media communication includes television and radio broadcasts and other issues communicated on the television and radio. These kinds of media communication are termed electronic communication. Other examples of media communication are magazines, newspapers, news on websites and so on. Discourse analysis (DA) has several definitions. However, Osisanwo (2003) asserts that the fitted and simple definition out of the numerous definitions of DA is that of Brown and Yule (1983) as "the analysis of language in use (p.8)", because 'Discourse' itself is 'language in use'. In addition, the definition of discourse by Ibrahim (2020) as "any stretch of language larger than sentence used in a context", presupposes that DA is the analysis of any stretch of language larger than sentence which is used in a context. DA is a multidisciplinary field of language study which is concerned with the study and analysis of linguistic features beyond the level of sentence. Furthermore, one thing peculiar about DA is that it relates the study of language to social contexts (Osisanwo, 2003; Nawaz, Bilal, Kalsoom, Fayyaz & Nayyar, 2013; Tannen, Hamilton & Schiffrin, 2015).

A Media study, according to Nawaz et al. (2013), is the study of constitution, history and effects of media. Cotter (n.d.) explains that the United Kingdom has been the leader in most of the dominant approaches to media language research. For example, the work of the Glasgow University Media Group, were collected in books "Bad News" (1976), "More Bad News" (1980), and their successors have been influential in setting the stage for research on media discourse especially in Europe, Britain and Australia. As said by the author, the books titled 'Bad News' and 'More Bad News' are popularly known as canonical examples of the study of media language, in spite of the shortcomings that

subsequent researchers in Britain Media Studies and tradition acknowledged. The researchers that focused on ideological analyses of the British press at the early period explored the content of industrial reporting in the British broadcast media. The choice on the use of lexical items, the ordering of information and the use of quotations were assessed through content analysis and offered as evidence of bias in the press. Other notable and prominent contributions to the development of media discourse were seen in the efforts of some British and Australian scholars at the University of Birmingham who engaged in cultural studies work borrowing from semiotics and critical theory-oriented tradition. Hallidayan Systemic-functional Approach to linguistic analysis also had great influence on the development of media discourse, particularly current studies in the media field. This is because his approach reveals how multifaceted and multidisciplinary media studies can be. Nawaz et al. explain that Mitchell (2010) classifies media studies into two traditions. The first one is 'the tradition of empirical sciences like communication studies, sociology and economics' which generally focus on mass media, their political, social, economic and cultural role and impact in creating and distributing content to media audiences. The second tradition is that of 'humanities e.g. literary theory, film/video studies, cultural studies and philosophy which focus on the constitution of media and the interrogation, 'how they shape what is regarded as knowledge and as communicable' (Cotter, n.d; Cotter, 2015; Nawaz et al. 2013; Osisanwo, 2003). Hussein (2017) remarks that News Media is a unique genre of discourse and it uses a specific type of language that is not easy to grasp. Most of news media, especially political one, is loaded with meanings and there is no neutral or absolute reality to find there. This is because Hussein says that a big amount of its interpretation relies on the receiver's repertoire whether linguistic, ideological, and contextual or what so ever (Hussein, 2017). In a website, some distinctive features of media discourse are enumerated. Two of them are sensationalism, and headlines and lead sentences. According to the website, media often employs sensationalism to capture attention and boost readership/viewership. This can involve exaggeration, emotional language, and dramatic presentation to make stories more appealing. Secondly, media discourse relies on attention-catching headlines and lead sentences that clearly convey the essence of a story and attract readers to engage further. The core distinctive

features of media discourse, according to Cotter (n.d.), and Klemenova and Ereshchenko (2020), are bias and ideology in language.

According to Pihlaja (2021), the advancement in technology has played a significant role in development and transmission of systems of belief and ideology of any society. Cotter (2015) reports that it was not so long that “media”, the media: broadcast and print institutions and outlets reporting, interpreting, conveying news about the world around us, whether local, global, serious, fun, event or entertainment became a fully developed industry or discipline. According to the author, the idea of ‘media’ stemmed from Marshall McLuhan’s 1960s observation that “medium is the message” which depicts the fact that words and image alone do not tell the story; the manner through which we receive our news and the channels used to broadcast the news, is a key or integral part of it. According to Cotter, this view on media has resulted in a fair amount of research on discourse in and of the media. The internet and other digital technologies emerged at the end of the twentieth century and changed the way of media (newspapers, television, radio, online media, journalism and so forth were drastically developed (Cotter, 2015; Nawaz et al. 2013; Pihlaja, 2021). An attempt to examine language use in the different kinds of media mentioned, media discourse (thus) emerged and it includes any discourse in which the communication between people is facilitated by technology. Pihlaja (2021) asseverates that the study of media within Applied Linguistics has been the focus of Critical Discourse Analysis and the work of Norman Fairclough (1989, 1995). From this view or perspective, the study of media discourse focuses on the manners in which ideologies are produced and sustained in media discourse and how these ideologies serve the powerful people through favouring their voices and neglecting the voices of the less powerful ones (Pihlaja, 2021).

The selected news on politics will be analysed within the theoretical framework of CDA following the 3-D Model to discourse studies which was propounded by Fairclough in 1989. The commitment of CDA is seen in its consistency in dealing with social inequality by focusing on real world problems. This is why it is regarded as problem-driven approach, and attributed to this is that the approach is aimed at unfolding or disclosing the relationship between discourse, ideology and power, and the manner

power abuse, dominance and inequality are legitimised, reproduced and resisted by text and talk in social and political contexts. CDA views the analysis of discourse as an activity that goes beyond texts, thus CDA is concerned with the social, historical and cognitive contexts revolving around the creation of texts (Flowerdew, 2008; Onipede, 2019; Teun & Van Dijk, 2015).

According to Flowerdew (2008) and Onipede (2019), the goal of CDA is to disclose the social abnormalities, uncover the hidden assumptions and debunk claims of authority through the examination of language in use. In the same vein, Rashid (2013) reports that Corson (1995) remarks that CDA applies certain techniques such as textual and stylistic features to find out the social relations, identities from linguistic perspectives. On this note, many linguistic features that CDA examines in texts in order to achieve the above aim are identified by various scholars in the field. For example, Fairclough, in his early book in 1989, as cited in Flowerdew (2008), presented a list of features in form of questions and sub-questions which he termed ‘mini reference manual’. These questions are ‘What experiential values do words have? What relational values do words have? What expressive values do words have? What metaphors are used? What experiential values do grammatical features have? What relational values do grammatical features have? What expressive values do grammatical features have? And sub-questions are ‘what type of process and participants predominate? Is agency unclear? Are nominalisations used? Are sentences active or passive? Are sentences positive or negative? Van Dijk (2001) in Flowerdew (2008) itemises some features which are ‘word order, lexical style, coherence, word choice, topic choice, speech acts, rhetorical figures, syntactic structure and so on. Other scholars like Huckin (2005) and Jagar (2001) have some features in common at the word/phrase level e.g. classification, including names and labels, connotations, metaphor, codewords, lexical presupposition, modality, ideology, registers including synthetic personalisation and so forth; at the sentence/utterance level e.g. deletion or omission through nominalisation and agentless passive, transitivity– agent-patient relations, topicalisation, insinuation/inferencing, foregrounding and so on; at text level e.g. framing, heteroglossia, genre convention, textual silences, foregrounding, discursive differences, extended metaphor etc. The approach has the underlying

principle which states that discursive and social practices pass through three stages in any texts whether they are spoken, written or visual. These stages are description, formal properties of texts; interpretation, the relationship between text and interaction; and explanation, the relationship between interaction and social context (Onipede, 2019). The three dimensions of Fairclough's model which are closely linked with the three identified stages are represented in the diagram below.

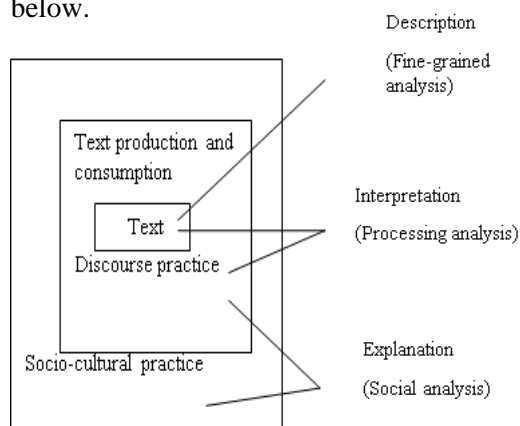


Figure 1: Fairclough's 3-D Model of CDA

Culled from Ahmed, Su and Ahmed (2017)

According to Ahmed et al. (2017), Fairclough's 3-D model comprises three inter-related processes of analysis (e.g. description, interpretation and explanation) which are closely linked with three inter-related dimensions of discourse and they are:

1. The object of analysis (including visual, verbal or visual and verbal texts)
2. The processes and discourse practices by means the object is produced and received (written/speaking/designing and reading/listening/viewing by human subjects)
3. The socio-cultural conditions or practices which govern these processes

These three dimensions have inter-dependent relations. This means that the dimensions can be analysed separately but interconnected in their roles in the understanding of the overall messages of a particular text. Therefore, the three dimensions will be used in the analysis of the selected news on politics. For instance, description is required for textual dimension so as to probe the linguistic features in the selected news. Interpretation is needed to discern the relationship between text and interaction while explanation or social analysis will be adopted to accentuate on the production of discourse and

social ideologies found or fused in every interaction.

Many studies have been carried out in the area of media, communication and the use of language. Among them are Opeibi (2007) which probes communication between Nigerian political leaders and the populace through the use of language during campaigns; Daramola(2008) investigates inaugural addresses of two former Nigerian political leaders– Chief Earnest Shonekan and the military Head of State, General Sanni Abacha; Mensah, Nzuanke and Adejumo (2022) examine the use of labelling by Nigerian political leaders in communicating negative thoughts/things about others, specifically against the opposition parties, to the populace; Ahmed, Su and Ahmed (2017) explore the use of language in television advertisement and so on. However, the difference between the aforementioned studies and this current one is in the area of the analytic approach used. For instance, Opeibi (2007) adopts multilingual approach; Daramola (2008), semiotic discourse analysis and systemic-functional theory; Mensah et al. (2022), intercultural pragmatics while this current study employs 3-D model of critical discourse analysis. Ahmed et al. (2017) that uses CDA like this current study is concerned with language in television advertisement, whereas this study focuses on language use in news on politics. In sum, the aim of this research paper is to provide a comprehensive analysis of language use in the selected news on politics through the use of Fairclough's 3-D Model of CDA; specifically, the objectives of the study are:

1. to identify the linguistic features used in the selected news on politics;
2. to explain the experiential, relational and expressive functions of such linguistic features to the subject matter of the news;
3. to discuss how social beliefs, especially the circumstances that happened during the Nigerian 2023 pre-election period influence the use of language.

II. METHODS

The source of data for this study is The Nation News on politics specifically news on 2023 Nigerian presidential election during the pre-election period. The news in number 2 of The Nation Newspaper which was broadcast on February 12, 2023 is selected. The selected news is a digital one downloaded online and ten excerpts are taken from the selected news. The collected data will be analysed following the features that

CDA examines in texts and the three-dimensional approach of critical discourse analysis. To be specific, the analysis of the collected data will follow the three interrelated activities of Fairclough's 3-D Model of CDA. First, the formal (linguistic) features used in the selected news on politics will be identified. Second, the discussion of the experiential, relational and expressive functions of those features will be done. Finally, the way language is influenced by the episodes of the 2023 presidential election during the pre-election period in Nigeria will be explained.

III. RESULT AND DISCUSSION

This section is concerned with the presentation of some excerpts from the selected news on politics, the analysis of the excerpts, and discussion.

Data Presentation

Excerpts from The Nation News on politics, titled 'Who Wins 2023 Presidential Election?'

Date of Broadcast: February 12, 2023

Excerpt 1: Who wins 2023 presidential election?

Excerpt 2: In another five days, Nigerians would be going to the poll to elect a successor to President Muhammadu Buhari and a new class of national assembly members.

Excerpt 3: Last Sunday, our team of correspondent and analysts took an initial look at the state of the race and produced an electoral map that projected potential winners in the 36 states based on certain identified factors.

Excerpt 4: Since the Independent National Electoral Commission (INEC) flagged of the campaigns in September, 2022, it has been dominated by ethnicity, religious sentiments, personal attacks and fake news on social media.

Excerpt 5: Many observers have described this as one of the dirtiest campaigns ever with not too much focus on the critical issues facing the populace—like the economy and insecurity.

Excerpt 6: ...the fundamental of the race seemed to be looked in, with many people appearing to have made up their minds who they will vote for early. Indeed, some estimates say that percentage of electorate who are undecided could be as low as five percent.

Excerpt 7: In the last few weeks, however, an x-factor was thrown into mix with the seeming intractable fuel scarcity and bungled naira swap which has plunged millions of people across the country into unprecedented hardship.

Excerpt 8: One week after our initial projections,

we can report an easing of the fuel situation in key cities like Lagos and Abuja. However, there remains considerable tension and uncertainty over the currency situation. This has been compounded by President Buhari's announcement that the old #500 and #1,000 notes were no longer legal tender in the country. In his early morning broadcast to the nation on Thursday, he permitted the old #200 to remain in use till April 10.

Excerpt 9: The air of intrigue has also thickened on the back of charges that the fuel and cash scarcities were deliberately contrived by Fifth Columnists within the corridors of power to create an environment to scuttle the election and introduced extra-constitutional devices like Interim Government.

Excerpt 10: Suffice it to say that every electoral cycle the air is thick with intrigue as schemers trying every trick in the book to either thwart the process, or prevent certain candidates from emerging winners.

Data Analysis and Discussion

1. Description (Fine-grained Analysis)

This is the first stage of Fairclough's 3-D model (text analysis) of CDA which examines the linguistic features used in a text by the text producer to transport the ideological framework of the society to the audience. In the selected news on politics, there is a choice of vocabulary, registers used and the adoption of foregrounding at lexical, sentential and textual levels. The linguistic properties used in the selected excerpts of the selected news are enumerated below.

i. The Use of Adjectives

The use of adjectives, both positive and negative, in the selected news and the nouns they qualify respectively is shown in the table below.

Table 1: Adjectives used in the news and the nouns they qualify

Adjective Used	Nouns Qualified
Potentia, personal, critical	fake, dirtiest, winners, news, attack, campaigns, issues
Undecided, intractable, bungled	electorate, scarcity, naira swap
Unprecedented, legal	hardship, tender

ii. Rhetorical Question

The topic of the news is rhetorical because it

requires no direct response from the readers of the news.

iii. Metaphors

The reporter of the news used metaphors shown in the table below.

Table 2: Metaphors used in the selected news

lexical metaphors	extended metaphor
Dirtiest campaigns, the air of intrigue has also thickened... and the air if thick with intrigue	Corridors of power

iv. Passive Sentences

Passive sentences with agents and without agents are used e.g. ‘...it has been dominated by ethnicity, religious sentiments...’ ‘an x-factor was thrown into the mix...’ ‘This has been compounded by President Buhari’s announcement...’ ‘the air of intrigue has also thickened’, and ‘fuel and cash scarcities were deliberately contrived by Fifth Columnists’ in excerpts 4, 7, 8, and 9.

v. The Use of Declarative Mode

Declarative sentences dominate the whole content of the news except the topic of the news that is in form of interrogative mode. Examples of declaratives are ‘...Nigerians would be going to the poll to elect a successor to President Buhari...’, ‘the fundamental of the race seemed to be looked into...’ etc.

vi. The Use of Cynicism

There is use of cynicism in the content of the news e.g. ‘many have described this as one of the dirtiest campaigns ever with not too much on the critical issues facing the populace’ and ‘...fuel and cash scarcities were deliberately contrived by Fifth Columnists within the corridors of power to scuttle the election and introduced extra-constitutional devices’ etc.

vii. Topicalisation

Parts of the sentences in the selected news, especially adverbials, are thematically marked in excerpts 2, 3, 4, 7, and 8 by putting them at the initial position of the identified excerpts e.g. ‘In another five days’, ‘Last Sunday’, ‘Since the Independent National Electoral Commission (INEC) flogged of campaigns in the late September, 2022’, ‘In the last few weeks’, ‘One week after our initial

projections’ and ‘In his early morning broadcast to the nation on Thursday’.

viii. Concession-*contra* Expectation

Contra expectation, an instance of coherence, is observed in the use of the word ‘however’ in excerpts 7 and 9.

ix. Amplification/Exemplification

This is also an instance of coherence in discourse which is a kind of ‘associative’ and it is noticed in excerpts 5, 8 and 9 e.g. ‘...like the economy and insecurity’, ‘...like Lagos and Abuja’ and ‘...like an Interim Government’.

x. Means-purpose

This is a way of achieving coherence in discourse under ‘cause and effect’ e.g. ‘...were deliberately contrived by Fifth Columnists within the corridors of power to create an environment to scuttle the election and introduced extra-constitutional devices’.

xi. Genre Convention

Analysis of genre, according to (Rashid 2013), refers to the particular identification of patterns in a text. There is a reflection of the routine within media industry in the use of language. One of the conventions of the profession is not being specific on the subjects or doers of some actions reported to the populace and this is intentionally done in the profession for the sake of confidentiality. Examples of this convention in the excerpts are ‘many observers’, ‘some estimates’, ‘...an x-factor was thrown into the mix...’.

xii. The Use of Modalities

The use of modalities in some excerpts is also noticed. Modalities such as ‘would’, ‘will’ and ‘can’ are used.

xiii. Synthetic Personalisation

There is use of personal pronouns in the news and it is illustrated in the table below.

Table 3: Personal pronouns used by the news reporter

First person	Third person	Forst person passive	Third person possessive
We	He	Our	His

xiv. Inferencing

This is used in excerpt 10 by the text producer e.g. ‘suffice it to say that every electoral cycle the air is thick with intrigue... trying every trick in the book to either thwart the process or prevent certain candidates from emerging winners.

xv. The Use of Processes

There is use of processes with varied verb tenses like future, past, present perfect and simple present tenses e.g. ‘Nigerians would be going...’, ‘our team of correspondent and analysts took an initial look at... and produced an electoral map...’, ‘he permitted the old #200 note...’, ‘many observers have described this...’, ‘some estimate say that...’, ‘...with many people appearing to have made up their mind...’, ‘there remains considerable tension and uncertainty over the currency situation’ in excerpts 2, 3, 5, 6 and 8.

2. Interpretation (Process Analysis)

This is the second stage (process analysis) of the 3-D model to CDA which is concerned with the relationship between textual analysis and interaction. Thus, the assessment of the significance of the identified linguistic features to the subject matter of the selected news could be done in terms of the experiential, relational and expressive values of words, grammatical features, metaphors etc. used in the text. These are discussed below.

Experiential Values of Linguistic Features

The reporter of the selected news used some linguistic properties to depict his or her worldviews and experiences, as well as that of the audience. The linguistic features used indicate the subject matter of discussion and particular socio-political background of the news. The news may differ from other kind of news because of its social and political context as it revolves around one core idea which is economic, social and political inequality of the populace compared to their counterparts (i.e. political leaders in offices). For instance, the selective use of positive and negative adjectives qualifying some nouns namely ‘dirtiest campaigns’, ‘intractable fuel scarcity’, ‘bungled naira swap’, ‘unprecedented hardship’, ‘critical issues’, ‘no longer legal tender’ etc. communicate bad experiences of the reporter including the audience during election campaigns in the country. Secondly, the use of processes e.g. existential process in excerpt 8, ‘there remains

considerable tension and uncertainty over the currency situation’ showcases one problem that has not been resolved which the reporter experienced. The relational process in excerpt 6, of which an attribute is given to a set of electorates, ‘electorate who are undecided’ portrays the dual experience of the reporter before 2023 presidential election as some electorate had decided who to vote for at that time, while some had not. The use of material process of different verb tenses helped to project the reporter’s experiences about the past events, present occurrences, perfected actions in the present and aided the reporter’s prediction about future events e.g. ‘...our team took an initial look at... and produced an electoral map...’ in excerpt 3, ‘he permitted the old #200 to remain in use till April 10’ in excerpt 8, ‘there remains considerable tension...’ in excerpt 8, ‘Many observers have described this as one of the dirtiest campaigns’ in excerpt 5, ‘...Nigerians would be going to the poll...’ in excerpt 2 and so on. Equally, passive sentences are used to depict the passive roles of some people in the actions, episodes and activities of life, either by not including them in the sentences or including them but they are being relegated to the background e.g. ‘an x-factor was thrown into the mix...’, ‘this was compounded by President Buhari’s announcement... etc. in excerpts 7 and 8 respectively. In the two excerpts above, no one really knows who performed the action of throwing ‘an x-factor’ and also President Buhari was not really the initiator of the naira swap situation, but was just worsened by his said announcement.

Relational Values of Linguistic Features

The news reporter used some linguistic features to establish a kind of rapport between himself or herself and readers or audience. Also, the reporter stirred up the interest of the audience because he or she was also a victim of the social ordeals of the period. The first linguistic property in the selected news is that of rhetorical mode used for the topic of the selected news e.g. ‘who wins 2023 presidential election? It is used here not as an interrogative question that requires a direct response but as an attention-catching device which would prepare the readers’ mind for the main body of the news. The second linguistic feature is the use of modalities ‘would’, ‘will’, ‘can’ and they are used in excerpts 2, 6 and 8 to affirm the reporter’s certainty about the subject matter before readers, and to indicate an irrefutable fact during the period of fuel scarcity and currency swap. Topicalisation

is also used to draw the attention of readers to a certain period of time of certain reported episodes. Declarative mode is mostly used in the selected news to inform or provide information, state facts and infer a certain meaning or cause of action as it can be seen in excerpt 10 through inferencing. Finally, first person pronouns and first person possessive pronouns used in the selected news depict the reporter's first-hand information given to readers, and his/her involvement in the episodes of the period, while third person pronouns are used to report what someone else did which he himself might have not really confirmed.

Expressive Values of Linguistic Features

According to Rashid (2013), expressive and relational values might be closely linked in a text if the speaker himself is involved in or affected by the episodes under discussion, the reporter was among the masses that experienced the problems during the period. Expressive values of the linguistic features thus show the expression of personal experiences of the reporter. This is because his eagerness portrays the fact that his/her words are expression of all masses. This can be evaluated through the reporter's use of metaphors, cynicism, amplification/exemplification etc. For instance, metaphors, 'dirtiest campaigns', 'corridors of power' and 'the air of intrigue has also thickened' are used to equate abstract ideas with concrete images, and hence they represent ideology which results in reality in that particular context according to an individual perception (Rashid, 2013). For example, in their orderly arrangement the metaphors used connote campaigns that do not follow normal protocol, people who are in power or in government and use power to restrict others from achieving their goals and the worse nature of the plot by the wicked ones against the good then. The reporter's use of amplification or exemplification in excerpt 5 presupposes that during campaigns, political leaders did not care about the pressing issues that the populace faced in the country but they were obsessed with how they would win.

3. Explanation (Social Practice Analysis)

A language becomes a living object when relating to social contexts and practices. This last stage (social analysis) of Fairclough's 3-D model examines or explains how some socio-cultural conditions or practices govern the process of text

production, linguistic features used and the speaker's interaction with audience. The selected news is concerned with the events of pre-election period, particularly on presidential election. So, as we all do experience various social upheavals during campaigns for another election in Nigeria, the reporter's use of language was influenced by the bad experiences we normally have during this period. For example, the use of 'means-purpose' in excerpt 9, 'the fuel and cash scarcities were deliberately contrived by Fifth Columnists within the corridors of power to scuttle the election and introduced extra-constitutional devices...'; contra expectation in excerpts 7 and 8, 'however, an x-factor was thrown into the mix with seeming intractable fuel scarcity and bungled naira swap', 'however, there remains considerable tension and uncertainty over currency situation'; the use of metaphor and cynicism in excerpt 5, 'many observers have described this as one of the dirtiest campaigns ever with not too much focus on the critical issues facing the populace— like the economy and insecurity' and '...as schemers trying every trick in the book to either thwart the process or prevent certain candidates from emerging winners' in text 10. Each of the excerpts exemplifies what normally happen during election such as 'the plots of certain political leaders to prevent a particular candidate from winning in the election, especially one that the populace like; mishaps of all sorts that the populace face during the period like economic hardship, insecurity etc.; government's deaf ear to these problems and government's selfish interest as it is usually observed during the period that some political leaders in political offices reserve money for campaigns and election.

IV. CONCLUSION AND SUGGESTION

The findings from the analysis of the selected excerpts from the selected news on politics show that personnel in the media industry manipulate language to achieve their communicative purposes. For instance, one of the findings of this study is that the reporter of the selected news uses processes, negative and positive adjectives, and passive sentences to communicate his or her experience during pre-election period to readers. Secondly, the relational values of the linguistic features used in the selected news are realised through the reporter's use of modal verbs 'would', 'will' and 'can' to communicate certainty and unarguable fact about the episodes of the pre-election period. Also, declarative mode (i.e.

declarative sentences) is used to provide information, to state and to limit certain information to the Nigerian society. Other linguistic features used for relational values are synthetic personalisation, inferencing, lexical and extended metaphors, topicalisation, genre convention. To conclude with, expressive values of linguistic features in the selected news are seen in the use of expressive modalities and other linguistic features viz metaphors, means-purpose, amplification/exemplification, cynicism etc. and the news reporter used these linguistic features to expose the social abnormalities during campaigns such as abuse of power, a pursuit of one's selfish goals/desires and leaders' deliberate intention for making their followers face tons of challenges and problems for the personal political and economic gains of the those leaders .

Based on the foregoing discussion of findings, this study would be useful to English language users and learners, particularly those that use it as a second language. This is because they, through the analysis and the findings got from the analysis of the excerpts, would be exposed to an in-depth or fine-grained analysis of a text– spoken or written and both the literal and implied meanings embedded in the analysis of such a text.

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