

LANGUAGE AND SUSTAINABILITY: A RHETORIC ANALYSIS OF GOVERNOR UMO ENO'S A.R.I.S.E. AGENDA INAUGURAL SPEECH

Maurice Udom, PhD¹

academicscholar24@gmail.com

ORCID ID: <https://orcid.org/0009-0009-5480-0680>

Nsemeke Ekanem² & Inemesit Obot³

Department of General Studies,
Akwa Ibom State Polytechnic, Ikot Osurua
nsemeke.ekanem@akwaibompoly.edu.ng

Abstract

The profound impact of language on social, economic, and political progress cannot be overstated. When employed effectively, language becomes a potent tool for rallying citizens toward collective action. The present study embarks on a rhetorical analysis of the inaugural address delivered by His Excellency Pastor Umo Eno upon assuming office as the Governor of Akwa Ibom State. The address is analysed to uncover how political leaders use language to communicate their visions and promote sustainable initiatives within their governance framework. The study adopts Aristotle's Rhetoric theory as its analytical lens, focusing on the Governor's use of the rhetorical elements of logos, ethos, and pathos. The address is examined to understand the strategic deployment of these rhetorical elements. The findings reveal Governor Umo Eno's adept integration of Aristotle's Rhetoric components – logos, ethos, and pathos – within his speech, effectively mobilising citizens by clearly articulating the ideas and vision encapsulated in the A.R.I.S.E Agenda, which serves as the foundational objectives of the administration, with a substantial emphasis on sustainability. It asserts the necessity for leaders across all sectors, especially in the political sphere, to harness the power of language to propel sustainable policies and actions.

Keywords: Language, Sustainability, A.R.I.S.E. Agenda, Rhetoric, Manifestoes.

1.0 Introduction

In the realm of politics, inaugural addresses often function as the precipice for unveiling a government's vision and agenda, further expounded in manifestos or strategic frameworks. These orations are not merely ceremonial; they establish the tenor for leadership and governance. In line with Fairclough (2015); Udom (2012); Uduk and Udom (2017), political discourse constitutes a form of social action that operates as a tool for articulating political intents and as a mechanism for accomplishing political objectives. Language in political speeches is meticulously composed to sway, invigorate, and galvanise the public. It molds public perceptions by providing context, framing issues, and delineating agendas. According to van Dijk (1997), the language used by political leaders frequently employ specific discourse techniques, such as metaphors, analogies, and persuasive rhetoric, to influence the emotions and comprehension of policy issues among the audience.

Governor Umo Eno's inaugural address corroborates these findings, employing inclusive and motivational language to resonate with a broad spectrum of audiences in Akwa Ibom State, underpinning unity and progress. The address also delineated his administration's vision, centering on pivotal domains such as agriculture, infrastructure, healthcare, education, and youth empowerment. Overall, the speech conveyed a message of optimism, inclusivity, and dedication to the advancement and prosperity of Akwa Ibom State.

This study endeavors to scrutinise the role of language in political communication, appraise the impact of the inaugural speech on governance and public perception, identify themes and rhetorical strategies in the governor's address, analyse the speech's coherence with sustainable development goals, and proffer remedies for effective political communication. The Impact of Inaugural Addresses on governance and public perception is paramount. Following Campbell and Jamieson (2008), Enang et al., (2014) inaugural addresses have historically been viewed as consequential rhetorical acts in political leadership. These speeches signify the commencement of governance and establish the tone for the political tenure ahead. Findings put forth by Beasley (2012); Udom, (2008) and Lim (2002) underscore the significance of inaugural speeches in conferring legitimacy and garnering public trust. Leaders utilise this opportunity to present their vision and align it with the aspirations and requirements of the electorate.

The analysis of Governor Umo Eno's address reflects a blend of personal narrative and policy outline. His speech aimed to reassure the public about his ability to lead and implement significant changes in agriculture, infrastructure, and youth empowerment. This study explores how political leaders use language to influence public perception and advance their

agendas, focusing on Governor Umo Eno's inaugural address. The research aims to uncover the linguistic tools and strategies that make such speeches effective and bridge the gap between political rhetoric and practical governance.

However, the study also critiques inaugural addresses for their frequent disconnect from practical governance, suggesting that political leaders often overpromise and under-deliver. Despite its optimistic tone, Governor Umo Eno's address raises concerns about the feasibility of implementing the ambitious policies outlined. Policy implementation depends on institutional capacity, financial resources, and political stability, which are not always within the leader's control. Monitoring mechanisms and accountability are crucial to bridging the gap between inaugural promises and tangible outcomes. The paper emphasises the need to understand the effectiveness of the governor's communication in reaching diverse audiences within the state. It analyses the speech's language and themes to determine its effectiveness and potential limitations in mobilising public support. Metaphors and symbolic language are also highlighted as important in political speeches, making complex policy issues more relatable and understandable to the public.

This study focuses on an in-depth analysis of Governor Umo Eno's inaugural address, using Aristotle's modes of persuasion – ethos, pathos, and logos – as a basis for the analysis. The use of gratitude, unity, and hope in Governor Eno's address follows the tradition of these rhetorical strategies. The paper concludes with recommendations for bridging the gap between political rhetoric and action, including enhanced communication training for political leaders, regular monitoring and feedback mechanisms, inclusive policy formulation, and using data-driven language to foster public trust.

1.2 Statement of the Problem

Political speeches are avenues through which leaders communicate their ideas and programmes to the citizens. In Nigeria and other parts of the world, inaugural addresses are crucial in setting the tone and rallying citizen's support for any leader's administration. However, sometimes there is a gap between leadership vision and citizens expectations which can be traced to incoherence and lack of clarity in political communication, particularly the inaugural addresses of leaders. It is in view of the above problem that this study attempts an analysis of Governor Umo Eno's Inaugural address to show if leadership vision encapsulated in the A.R.I.S.E agenda inaugural address is in harmony with citizen's sustainable expectations.

1.3 Objectives of the Study

The study is designed to address the following objectives:

- i. This study aims to analyse the use of language by political leaders, specifically Governor Umo Eno, to communicate vision and policy intentions and mobilise public support.
- ii. By dissecting the contents of Governor Eno's speech, the study assesses how inaugural addresses influence public opinion and set the tone for governance.
- iii. The study intends to identify key themes such as gratitude, unity, and development in the speech and explore the rhetorical strategies employed by the Governor in the speech to convey these messages.
- iv. This study will evaluate how the governor's stated priorities in the speech align with broader framework of sustainable development goals (SDGs) within Akwa Ibom State.
- v. Based on the analysis, the study will recommend strategies for improving the use of language in political communication to enhance engagement and achieve better governance outcomes.

2.0 Conceptual Clarifications

2.1 A brief overview of Akwa Ibom State

Akwa Ibom State was created on 23rd September 1987. It is home to an estimated population of approximately 5.5 million citizens, as reported by the National Bureau of Statistics (2018). The state's economy primarily revolves around extracting crude oil and natural gas, positioning it as the highest oil-producing subnational entity in the country (Akanbi, 2021). Despite its abundant mineral, natural, and human resources, Akwa Ibom encounters notable developmental challenges, emphasising the need for forward-thinking leadership.

Although the state has excelled in various governance areas, it has faced setbacks, particularly in unemployment and socioeconomic inequality. As an illustration, despite ranking second in Foreign Direct Investment (FDI) inflows after Lagos in the second quarter (Q2) of 2017 (National Bureau of Statistics, 2017, as reported by The Mail), the state experienced a sharp increase in unemployment, reaching 37.7% in Q3 2018 (NBS, 2018). This disparity between the state's abundant resources and economic progress underscores the need for leadership to address the growing imbalance and facilitate sustainable development.

2.2 Leadership philosophy and economic development in Akwa Ibom State

In Nigeria, leadership at the subnational level is marked by diverse political, economic, and developmental ideologies. Akwa Ibom State, like other states, has witnessed its leaders constructing their governance philosophy on specific guiding principles to advance the state's development. The state's inaugural civilian governor, Obong Akpan Isemin, introduced the idea of eradicating narrow-minded thinking and promoted ambition in all pursuits. This ideology aimed to foster a progressive, expansive governance and personal development approach.

During the tenure of Obong Victor Attah, the state adopted a collaborative development philosophy encapsulated in the slogan "Come, Let Us Build Together." His administration prioritised instilling a sense of shared responsibility among citizens for the state's infrastructural and economic advancement. Senator Godswill Akpabio focused his developmental framework on "the uncommon transformation" which brought about substantial infrastructural progress across the state. Mr. Udom Emmanuel, Akpabio's successor, structured his administration around the "Dakkada Philosophy," which emphasised citizens' need to rise, embrace self-reliance, and actively contribute to the state's development.

2.3 The A.R.I.S.E. Agenda: A vision for sustainable development

The incumbent governor, Pastor Um Eno, has introduced a distinctive development framework known as the A.R.I.S.E. Agenda. Despite criticisms positing that the A.R.I.S.E. Agenda is merely a reiteration of the Dakadda Philosophy, it is evident that Governor Eno's approach embodies a novel vision with distinct objectives. The blueprint emphasised five key pillars: Agricultural Revolution (A), Rural Development (R), Infrastructure Maintenance and Advancement (I), Security Management (S), and Educational Advancement (E).

The A.R.I.S.E. Agenda represents a comprehensive and forward-thinking roadmap addressing the state's critical areas of economic disparity, infrastructural decay, and human capital development. Its ambitious focus on grassroots development underlines the need to extend governance and development efforts beyond urban centres to rural areas, promoting equitable growth. Governor Eno's rhetoric fosters a spirit of enterprise and self-sufficiency among Akwa Ibom citizens, emphasising collective responsibility and articulating the state's developmental priorities. The agenda strategically positions itself as a blueprint for sustainable development.

While comparisons to previous leadership philosophies, such as the Dakadda Philosophy, persist, Governor Eno's blueprint is distinct in its focus on grassroots development and its comprehensive approach to socio-economic

transformation. As Akwa Ibom State progresses, the success of this agenda will depend largely on the governor's ability to effectively mobilise resources and galvanise the populace toward shared goals of progress and sustainable development.

3.0 Theoretical Framework: Rhetorical Theory

The study is based on rhetorical theory, as outlined in Aristotle's influential work, *Rhetoric*. Rhetorical theory delves into the art of effective communication, particularly in public speaking and written discourse, focusing on how language can persuade, inform, or entertain an audience. This theory holds significant philosophical importance as it intersects with philosophy's exploration of the uses and limitations of language.

Rhetorical theory encompasses various rhetorical devices, including figures of speech, logical reasoning, and argumentation strategies. Aristotle's contributions to this field are foundational, extending beyond the technical aspects of persuasion to consider the broader principles and objectives underlying effective communication. Aristotle's work on Rhetoric forms the cornerstone of this academic discipline.

Aristotle's Rhetoric can be divided into two main sections, each containing three parts. The first section examines the tools of persuasion available to rhetoricians:

- ✱ Ethos (the character of the speaker)
- ✱ Pathos (the emotional state of the audience)
- ✱ Logos (the logic and reasoning of the argument itself)

These three elements form the basis of what Aristotle calls "artistic proofs," or evidence created by the speaker.

Aristotle's concepts of ethos, pathos, and logos are central to rhetorical theory and continue to be widely discussed in contemporary rhetoric studies. Ethos involves an appeal to authority or credibility; Pathos involves an appeal to emotions, and Logos refers to an appeal to logic and reason. Additionally, Aristotle introduces three genres of rhetoric: deliberative, forensic, and epideictic, each addressing different uncertainties - future actions, past events, and praise or blame in the present, respectively.

4.0 Rhetorical Analysis and Evaluation of Persuasion

The study of rhetoric has produced a series of evaluative inquiries useful for effective analysis and incorporation of ethos, pathos, and logos. These queries serve the purpose of critiquing rhetorical strategies in other works and guiding one's rhetorical endeavour. The subsequent inquiries are the pivotal points that will be applied to assess the rhetorical efficacy of Governor Umo Eno's Inaugural Address:

Logos:

- i. Is the thesis explicit and precise?
- ii. Is the thesis substantiated by robust reasoning and trustworthy evidence?
- iii. Is the argument rational and methodically organised?

Ethos:

- i. What are the qualifications of the speaker, and how do they relate to the topic?
- ii. Does the speaker manifest regard for diverse viewpoints and utilise credible, well-documented sources?
- iii. Is the tone fitting for the audience and purpose? Does the speaker employ language and terminology suitable for the audience?
- iv. Is the document professionally presented and structured?

Pathos:

- i. Are vibrant examples, particulars, and imagery deployed to elicit emotional responses from the audience?
- ii. Does the speaker appeal to the audience's principles and convictions by utilising relatable examples?

5.0 Application of Rhetorical Theory to Governor Umo Eno's Inaugural Address

This paper employs rhetorical theory to analyse the inaugural address of His Excellency Governor Umo Eno. The study uses the rhetorical principles of ethos, pathos, and logos to illustrate how political leaders utilise language to persuade, particularly in advancing sustainable development and mobilising citizens behind a shared agenda. The analysis will delve into how Governor Eno's address aims to shape public opinion, cultivate emotional connections with his audience, and establish a logical basis for the A.R.I.S.E. Agenda as a model for Akwa Ibom State's development. Ultimately, rhetorical theory provides a comprehensive framework for assessing the efficacy of political communication and its role in shaping public discourse. This study critically evaluates how language is strategically employed to promote political agendas and encourage collective action by focusing on the interplay of ethos, pathos, and logos.

6.0 Methodology

The data for this study comprises the inaugural address delivered by His Excellency Pastor Umo Bassey Eno, the Executive Governor of Akwa Ibom State, South-South, Nigeria. The address was delivered on 29th May, 2023, during his inauguration as the 5th democratically elected Governor of the state. The inaugural address consists of 34 paragraphs of varying lengths, each representing distinct ideas. The paragraphs have been coded as texts for

the analysis. This study analyses the data using Aristotle's theory of Rhetoric, focusing on the theory's main components: ethos, logos, and pathos.

7.0 Analysis and Findings

7.1 Logos

In the speech, analysis shows that the Governor adduces strong reasons and credible evidence to assure the people that as a Pastor, and given his humble background, his election and swearing into office is that of the will of God. He does this by copiously quoting from the Bible — a solid and moral Christian authority that will appeal to the sensibilities of citizens of the predominantly Christian State. This can be seen in text 4 and 8 of the speech below:

Text 4- Please permit me at this point to put on my clergyman's hat and quote from St. Luke's Gospel, Chapter 1, verses 46-50 using the King James Version: And Mary said, My soul magnifies the Lord. My spirit has rejoiced in God my Saviour, for He has regarded the lowly State of His maidservant....

Text 8- This moment, therefore, represents the ultimate vindication of those lofty and uplifting words as contained in Psalm 125 KJV: "They that trust in the Lord shall be as Mount Zion, which cannot be removed, but abideth forever.

The embellishment of the introductory part of his speech with personal stories and biblical evidence is to persuade the people to believe in his leadership. He relies on this rhetorical tool to push his A.R.I.S.E agenda forward. In Text 17, he draws on real-life situations by recounting the achievements of Akwa ibomites to demonstrate that the State's golden era has started. The Golden Boy is a name given to the Governor by his wife and popularised by Government media handlers.

Text 17- Today, Hilda Bassey, the Guinness World Record holder in an individual's most extended cooking hours, has epitomized the Dakkada Spirit. Enoch Ebong, the Director of the United States Trade and Development Agency, who is part of President Biden's delegation to the inauguration of President-elect Bola Ahmed Tinubu (GCFR), is of Akwa Ibom ancestry. Ime Udoka, the former Head Coach of the Boston Celtics and now Houston Rockets, has made us all proud. My administration will work hard to produce more of these great and inspirational Akwa ibomites. We will create an environment enabling our youths to thrive since everyone cannot be given political appointments.

Texts 18, 20, 21, and 22 show the Governor's best effort at communicating sustainability. In the cited texts, he reckons on the performance of the immediate past administration to assure the people that his administration will continue the development effort that the State is known for.

Text 18- My fellow Akwa ibomites, in the last eight years, our State has witnessed monumental developmental strides across all sectors, earning national acclaim as

"Nigeria's Best Kept Secret." We owe my Predecessor and Political Father our debt of gratitude. From aviation development, where today we are the only sub-national with a thriving airline in the nation, Ibom Air, to the most innovative Airport Terminal building, the Maintenance, Repair and Overhaul (MRO), the longest Taxiway in the nation, with Category 2 Certification, our story has been one where, as providentially stated in Job 22: 29 "when men are cast down, then thou shall say there is lifting up.

Text 2- My worthy Predecessor, H.E. Udom Emmanuel, had commenced the digitalisation of the Civil Service. We will complete the process of E-governance. We will prioritise the welfare of our civil servants and encourage a spirit of entrepreneurship in line with our Dakkada spirit.

The argument is logical and well-arranged in a seasoned order. For instance, his glowing tribute to the immediate past Governor is in the right place, considering his role in his emergence as the preferred and later candidate of the ruling party, PDP and now Governor of Akwa Ibom State. It is natural and logical that the former Governor, His Excellency Mr. Udom Emmanuel, will be prominently mentioned in the speech. The same can be said of the arrangement. Ideas are arranged chronologically, and events presented in the text are from the earliest to the latest. While the thesis is clear and specific, one can argue that it betrays logic. In that democratic governance, leaders are supposed to be the products of the people, not the products of God's grace, as posited by the speaker in the opening sentence of the address. However, in a profoundly religious sub-national like Akwa Ibom State, ascribing your elevation to the prime position of the State's number one citizen to God can be considered moral and reasonable.

7.2 Ethos

Analysis of the rhetorical element of ethos mainly concerns issues like the writer's qualifications. How has the writer connected to the topic being discussed? Does the writer demonstrate respect for multiple viewpoints by using sources in the text? Are sources credible? Are sources documented appropriately? Does the writer use a suitable tone for the audience/purpose? Is the diction (word choice) appropriate for the audience/purpose? Is the document presented in a polished and professional manner?

Analysis of the speech shows that, as the newly sworn-in Governor of Akwa Ibom State, the speaker is well-qualified, competent and fit to deliver the inaugural address to the state's citizens. The Governor connects himself with the text by x-raying his bleak past and foregrounding his capacity to lead in what he tagged THE GOLDEN ERA. This can be seen in texts 5-8 and 15.

Text 5- If someone had told me years ago that I would stand here as the newly sworn-in Governor of this blessed Piece of Godly Real Estate, a State that is appropriately named after God himself, I would have told him to see a physician for doses of malaria or hallucinating drugs, not because I didn't trust what God can do; not because I was not aspirational, but because the circumstance of existence then, was, to say the least, bleak and uncertain.

The investigation further reveals that the speaker demonstrates and references multiple biblical sources to drive his point. Of course, his political father is also dutifully acknowledged for reasons this paper has already pointed out (see texts 4, 8 and 18). Again, the choice of words and references to people and entities resonate with the people, purpose, and audience. Names and entities like Obong Victor Attah, Hilda Bassey, My Dear Akwa Ibom Youths, My Fellow Akwa ibomites, Maintain Peace Movement (MPN), Female Youths, Traditional Fathers, Fathers in Faith and Entire Evangelical Community, Sen. Godswill Akpabio, Gov. Udom Emmanuel, Air Commodore Idongesit Nkanga (Rtd.), Obong Akpan Isemin, The PDP, Elder Aniekan Akpan, Amb. Assam Assam, Ibom Air, the Smartest Airport Terminal building, the Maintenance, Repair and Overhaul (MRO), and the longest Taxiway in the nation are well known and relatable in Akwa Ibom State and even nationally.

7.3 Pathos

Analysis within the domain of Pathos shows that the Governor employs vivid examples, details and images to engage the reader's emotion and imagination. For instance, in Text 3, he appreciates the past leaders for their individual and collective efforts in positioning the state for greatness. This art of relying on the past to advocate for the future keeps the people emotionally engaged with the history and journey of statehood. His effort is aimed at persuading the citizens through their history rather than convincing them. This affirms Aristotle's consideration of rhetoric not as a tool to convince the audience but as an art form that could help present a persuasive argument (Krogerus & Tschappeler, 2020).

In Texts 6 and 7, the speaker paints a picture of his life and growth through the power of reflection. In text 15, his attention is shifted to the less privileged. All this is aimed at emotionally connecting with the audience irrespective of their social and economic background.

Text 15- To those of you who may be struggling to put food on the table, if I overcome, you too can! To those who may have given up on life because of the circumstances you currently find yourself in, if I overcome, I believe you too can!

Conscious of the role of the youths in the political, electioneering and development processes. The speaker shifts his attention to Akwa Ibom Youths in Text 16. He gets emotional by linking the entire history of the youths to his life trajectory.

Text 16- To the youths of Akwa Ibom State, my story is your story. You cannot achieve anything if you put your heart and mind into it. There is no mountain steep or slippery enough that you cannot climb and get to the apex if, to quote the inspirational words of my political father and my worthy predecessor, His Excellency, Mr. Udom Emmanuel, 'the passion is right'.

In Text 17, he consolidates his emotional attachment to the youths by drawing on examples of youths like Hilda Bassey, Eno Ebong, and Ime Udoka to encourage the youths of a brighter future under his administration. Politicians in Akwa Ibom State often tout Akwa Ibom State as a State named after God, although the history and literal interpretation of the name Akwa Ibom suggest otherwise. This aphorism of naming the state after God has come to stay in the political lexicon of the state. State leaders are always quick to use God to drive their ideas and vision when engaging the people. The Governor engages this sentiment in the opening of his thesis when he attributes his ascension as Governor as a product not of his people but of God's grace (see Text 1).

Again, in Akwa Ibom State, showing gratitude to your helper is a religious and cultural norm rooted in the people's value system. In view of the above, the Speaker consciously and intermittently eulogise his political godfather and predecessor in the speech. He is also conscious of commending past leaders of the state in Text 3. As a Christian-dominated state, the Governor is conscious of appealing to the belief system of the people by quoting copiously from the Bible. (See Text 4, 8 and 18 above). Wives and women generally are treasured in Akwa Ibom state. In the text, the Governor mentioned his wife, Pastor Patience Umo Eno, two times. He noted the wife of the former Governor, whom he dubbed his Campaigner-in-Chief, Dr. Martha Udom Emmanuel, once and, of course, his deputy, Sen. Akon Eyakenyi, who is a woman, once.

8.0 Rhetorical devices used by Governor Umo Eno and its implications on language and sustainability

Aristotle is of the view that a good speaker must have three things under control: The argument (logos), the presentation (ethos), and the audience (pathos). Analysis of data reveals that the Governor has tried to present his argument clearly, specifically, and logically, adducing credible evidence to push sustainable ideas and initiatives. The findings of this work show that his deployment of logos, ethos, and pathos has an artistic effect on the speech. These rhetorical elements help communicate sustainable initiatives. For instance, in Texts 17 to 21, an analysis of Logos shows that the speaker relies on the strength of his predecessor's performance to communicate his agenda of continuity and sustainability. He assures the people that his A.R.I.S.E government will continue where his political father stopped.

Language is used to communicate sustainability in an easily relatable manner. From texts 23 to 29, the speaker uses simple linguistic choices to communicate his vision for the state as contained in his A.R.I.S.E. agenda document.

Text 23- My dear Akwa ibomites, the first letter in our A.R.I.S.E. Agenda is about agriculture. We will invest heavily in this critical sector and cause a revolution to occur. Agriculture is the new black gold, and we will get our people involved. Food

security and investments in the agro-allied sector will be an abiding article of faith. We will deploy our comparative advantage in the blue economy and ensure that our fishermen get proper financial value for their work.

It is important to note that the use of terms like the blue economy, agriculture, and fishermen, particularly in a state that is rich in arable land and maritime resources, will stimulate citizens towards sustainable initiatives and practices. In texts 30 to 33, the rhetorical element of pathos is diligently used to appeal to the audience's emotions and sensibilities.

In the texts cited above, the speaker is concerned about the unity of the state, because without peace and harmony, there can be no development, talk more of sustainable development. He dedicates the concluding parts of his address to rallying the people around a common goal, shared vision of statehood, and pledge to be a leader for all, irrespective of partisan leanings. It is worth mentioning that the Governor's success in persuading the citizens is based on his ability to appeal to the audience in the three different rhetoric areas including logos, pathos, and ethos.

9.0 Conclusion

This study aimed to explore the relationship between language and sustainability, and the findings suggest a significant connection between the two. The research has demonstrated that, when effectively utilised, language possesses the power to drive, promote, and enhance sustainable initiatives and practices (Udom & Enyia, 2024). Specifically, the study highlights how the Governor of Akwa Ibom State, Umo Eno, employs rhetorical strategies—logos, ethos, and pathos—to persuade the citizens to actively participate in building a prosperous state. By strategically blending these elements from Aristotle's Rhetorical Theory, Governor Eno has been able to mobilise his audience, which may partly explain the widespread bipartisan support he has garnered since taking office on May 29, 2023. Based on these findings, it is evident that language remains a critical tool for advancing sustainability goals and initiatives. Leaders, particularly in the political realm, must harness the power of language to communicate their agendas and drive sustainable development effectively.

10.0 Recommendations

This study contributes to understanding political communication as a tool for governance by critically examining the use of language in Governor Umo Eno's inaugural address. It proposes actionable steps for enhancing the effectiveness of such speeches in mobilising public support and driving development.

The following are recommendations for improving political communication in inaugural addresses:

- ✿ **Enhance communication training for political leaders:** Political leaders should undergo training in effective communication strategies to ensure that their speeches are persuasive and inclusive, resonating with a diverse audience.
- ✿ **Regular monitoring and feedback mechanisms:** Mechanisms should be established to monitor the implementation of policies outlined in inaugural addresses, providing transparent feedback to the public and bridging the gap between rhetoric and reality.
- ✿ **Inclusive policy formulation:** Policies highlighted in inaugural addresses should be formulated through inclusive processes involving diverse stakeholders to ensure alignment with the needs and aspirations of all citizens.
- ✿ **Utilisation of data-driven language:** Political speeches should incorporate data and evidence to support claims and promises, enhancing credibility and fostering public trust.
- ✿ **Leveraging digital platforms for engagement:** The government should utilise digital platforms to engage with citizens continuously, provide updates on progress, and ensure transparency regarding policies outlined in speeches.

References

- Akanbi, F. (2021). As Anambra, Kogi join oil-producing states. *ThisDay*.
<https://www.Thisdaylive.Com/Index.Php/2021/09/19/>
- Aristotle. (2020). *Art of Rhetoric*. Loeb Classical Library 193. Harvard University Press.
- Beasley, V. B. (2012). *You, the people: American national identity in presidential rhetoric*. Texas A & M University Press.
- Benoit, W. L., & Hansen, G. J. (2004). Presidential debate watchers' responses to Kerry and Bush in 2004. *Argumentation and Advocacy*, 41(4), 229-238. <https://doi.org/10.1080/00028533.2004.11821565>
- Campbell, K. K., & Jamieson, K. H. (2008). *Presidents creating the presidency: Deeds done in words*. University of Chicago Press.
- Charteris-Black, J. (2014). *Analyzing political speeches: Rhetoric, discourse and metaphor*. Palgrave Macmillan.
- Dune, L. (2023, November 20). *Aristotle's rhetoric: A brief overview*. <https://www.thecollector.com/aristotle-rhetoric/>
- Edelman, M. (1988). *Constructing the political spectacle*. University of Chicago Press.
- Ekanem, N, & Nsisong, B. (2023). West African pidgins and creoles: Some pedagogical observations. *Akwapoly Journal of Communication & Scientific Research*, 7(1), 71-82.
- Enang, E., Utin, I., Udom, E. & Udoka, S. (2014). The Ideophones in Anaang language: From the syntactic point of view. *African Education Indices*, 7(1), 1-16.
- Fairclough, N. (2015). *Language and Power* (3rd edn.). Routledge.
- Graber, D. A. (2004). *The power of communication: Managing information in public organizations*. CQ Press.
- Hallsby, A. (2022). *Reading rhetorical theory: Speech, representation and power*. <https://open.lib.umn.edu/rhetoricaltheory/chapter>
- Jerit, J. (2009). Understanding the knowledge gap: The role of experts and journalists. *Journal of Politics*, 71(2), 442-456. DOI: 10.1017/S002238160909038X
- Krogerus, M., & Tschappeler, R. (2020). *Aristotle's theory of rhetoric is the Key to giving a good speech*. <https://forge.medium.com/aristotles-theory>.
- Lim, E. T. (2002). *The anti-intellectual presidency: The decline of presidential rhetoric from George Washington to George W. Bush*. Oxford University Press.
- Lutzke, J., & Henggeler, M. F. (2009). *The rhetorical triangle: Understanding and using Logos, Ethos and Pathos*. School of Liberal Arts, Indiana University Writing Center. <https://www.lupui.edu/~Uwc>
- National Bureau of Statistics (2016). *Population 2006-2016*. <https://nigerianstat.gov.ng/Elibrary/Read/474>
- National Bureau of Statistics (2018). *Q3 2018 unemployment and underemployment rate by state*. <https://nigerianstat.gov.ng/meelibrary/read/929>

- Rose, G. (2011). *Visual methodologies: An introduction to researching with visual materials* (3rd edn.). SAGE Publishers.
- Sachs, J. (2015). *The age of sustainable development*. Columbia University Press.
- Simon, E. (2021). Akwa Ibom drops to 10th in 2020 foreign direct investment ranking. *The Mail*. <https://www.facebook.com/share/p/XfD9Vqv4i2dK2X5J/?mibextid=oFDknk>
- Udom, M., & Ekanem, N. (2022). Pragmatic implications in meaning interpretation: An analysis of select English conversations. *AKPJOCASR* 5(2), 98-105. <https://akwapolyjournal.org>
- Udom, M. (2012). Suffixation as word formation strategy in Anaang and English. *USEM Journal of Languages, Linguistics and Literature*, 5. *Afrischolar Discovery Repository (Annex)*, 36-50.
- Udom, M. (2017). Grammatical and culture-related innovations in Nigerian English usage. In I. Udofot & J. Udoudom (Eds.), *English usage in Nigeria since 1842: Patterns and Changes. A Festschrift for Prof. David Eka*. *Afrischolar Discovery Repository (Annex)*, 311-329.
- Udom, M., & Enyia, U. (2024). Disambiguation of ambiguities in English sentences. *APJOCASR. Afrischolar Discovery Repository (Annex)*.

APPENDIX

BEING THE INAUGURAL SPEECH BY HIS EXCELLENCY, PASTOR UMO ENO, GOVERNOR, AKWA IBOM STATE, NEST OF CHAMPIONS, UYO, MAY 29TH, 2023.

<https://akwaibomstate.gov.ng/the-inaugural-speech-by-his-excellency-pastor-umo-eno-governor-akwa-ibom-state/>