



An Analysis of Conjunction Found in the Campaign Speech of Bola Ahmed Tinubu at Chatham House London

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Abstract: This study examines the use of conjunctions in the political campaign speech of Bola Ahmed Tinubu at Chatham House, London. The objectives of the study are to find out the types and functions of conjunctions used in the campaign speech of Bola Ahmed Tinubu at Chatham House, London. The work adopts the Theoretical framework of Halliday's theory of cohesion where he identified four types of conjunction; additive, adversative, causal, and temporal conjunction. The descriptive method of data analysis is adopted in the study. The study found that the total conjunctions used by Bola Ahmed Tinubu is 135. Bola Ahmed used 104 additive conjunctions making 77.04% of the total conjunctions used. It was concluded that the cohesion theory of conjunction helps us to explore the hidden information in the campaign speeches of Bola Ahmed Tinubu at Chatham House. It shows how the speakers convey their views to the audience through their choice of language, which provides a new approach to the interpretation of political discourse. Based on the findings of the study, it is recommended that other politicians speaking in public places should always make adequate use of conjunction to be able to join their ideas well as discovered in what Bola Ahmed did.

Keywords: *Conjunctions, campaign speech, Bola Ahmed Tinubu, chatham house.*

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INTRODUCTION

Political campaigns, particularly in Nigeria, where they have an impact on the electorate who are on the receiving end, play a significant role in the manifestation of political wills and the associated political acts. As a result, language is employed in a special way to accomplish predetermined aims and objectives (Aliponga, 2013). Consequently, the language that is the subject of this study plays a significant role in campaign speeches. Language gives a person a tool for exploring and analyzing their conceptual ideas, and this is what has made and given man his unique position in the world.

Born on March 29, 1952, in Lagos to the prestigious Tinubu family of Lagos State, he chose public service over a lucrative career at Mobil. He entered politics for the first time as a founding member of the Social Democratic Party (SDP), which is no longer in existence (Shul-Nom, Aniyas, & Duniya, 2023). He was chosen to represent the Lagos West Senatorial District as an Honourable Senator of the Federal Republic of Nigeria in 1992. He made a name for himself at the National Assembly as the head of the Senate's top committee on banking, finance, appropriations, and currency (Akinwotu, 2013).

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Bola Ahmed Tinubu joined the National Democratic Coalition (NADECO), a renowned pro-democracy group that for many years battled the military for the country's very existence, following the annulment of the June 12, 1993, Nigerian presidential election and the ensuing new militarization of Nigerian politics (Adamu, Agang, & Danladi, 2023); (Sanders & Maat, 2006). After that, Bola Tinubu was subjected to a number of arrests and detentions, harassment, and constant threats to his life, which drove him to flee Nigeria for his own protection. Despite this, he remained in his struggle, joining NADECO abroad to continue the drive for the country's return to democratic control and administration (Melloni, 2020).

He won the position of executive governor of Lagos State on the Alliance for Democracy (AD) platform, and he began his two years in office the following year. (Adapted from: (www.bolatinubelibrary.com)

The aim of this study is to examine the use of conjunction in the campaign speeches of Bola Ahmed Tinubu at Chatham House, London.

The following particular goals were developed to achieve the study's aims and objectives:

- To identify and discuss the classes of conjunctions used by Bola Ahmed Tinubu and in their respective campaign speech delivered at Chatham House, London.
- To explain the functions of the most additive conjunctions used in Bola Ahmed Tinubu's London-based Chatham House campaign speech.

LITERATURE REVIEW

The word conjunction is derived from two Latin words; *Con* which means with or together and *JUNGO* which implies connecting together, is where the word "conjunction" first appeared (Setimaji, Abdulah, & Haryudin, 2019). Communication relies heavily on conjunction. It serves as a nexus or bridge between the clauses. A number of grammatical operations are also combined by conjunction into more significant grammatical units. Zawahreh (2013) holds the view that conjunctions are words that connect words, sections of phrases, and sentences, support. The function of conjunctions, according to Sulistyaningsih and Slamet (2018), is to connect any of the following linguistic units words, clauses, sentences, and phrases to one another. Regarding the aforementioned claims, it is unmistakably stated that the conjunction's role in joining words, phrases, sentences, and/or clauses is crucial. Both oral and written language, such as speech, is used by humans in communication.

According to Balogun and Murana (2018), "A speech is a form of spoken language communication by a speaker to a sizable audience as audiences." The vocabulary used in a speech could also be different from that used in regular conversation. So, in order to effectively deliver a speech, a specific subject that is connected to the speech's categories is required. Speaking in a political or campaign context is one instance of speech. A political campaign speech is a brief speech delivered by a candidate to solicit votes (Sayah & Hosseini Fatemi, 2013). People who attend campaign speeches in public venues hear what the candidates have to say about their political philosophies and positions on pressing problems. A strong campaign speech may convince, excite, and inspire, making up for campaign weaknesses in other areas (Dewi & Koestiani, 2019).

Bola Ahmed Tinubu, the presidential candidate of the All Progressive Congress (APC) emerged as the flag bearer of the party after the party's primary election held in Abuja on June 8th, 2022 (Harahap, Sinaga, & br Tampubolon, 2023). Bola Ahmed Tinubu defeated 13 other aspirants to clinch the ticket at the primary where he polled 1,271 votes. Bola Ahmed Tinubu was one of the 23 aspirants cleared to take part in the party's primary but before the voting started, 10 of the aspirants stepped down - seven for Tinubu and three for Vice President Yemi Osinbajo (Omachonu, 2011).

Al-Khalidy (2018) identifies four types of conjunctions as proposed by Halliday and Hassan (whose theory is used in our analysis) that ensure cohesion in English generally: Additive, Adversative, Causal, and Temporal conjunctions.

Additive conjunctions

Function to structurally coordinate or link the proposed item by adding to it, and they are denoted by the words and, also, additionally, Neither nor, etc. are used to indicate additive conjunctions, which can also be used to negate the proposed item.

Adversative Conjunctions

Are such as but, on the other hand, nonetheless, still, yet, and only, are used to compare or contrast sentences. Adversatives come in a variety of forms, such as emphatic (such as nevertheless, despite this), contrastive (such as

actually, actually, as a matter of fact), meaning correction (such as instead, rather, at least), closed dismissal (such as in any case, in either case, whichever way it is), and open-ended dismissal such as anyhow, at any rate, however, it is (Faki, 2014).

Causal Conjunctions

Are used to explain how things work or why things happen. They link clauses in the middle or at the beginning of a sentence. They include: then, so, hence, therefore, because of, due to, etc. For example:

- We are going to school very early, so we won't be late for school tomorrow.
- So she won't be tired tomorrow, she is going to bed now.
- Fareedah got to school late because she missed her school bus.
- Because she missed her flight, Fareedah got there late.

Temporal Conjunctions

These conjunctions link words related to time. It is generally used to explain the time of an event to help the reader understand the meaning of the sentence. Examples are words like since, then, initially, finally, etc. For example:

- I have been waiting here since 2 pm.
- The tournament initially started with friendly matches.

Many researches either on conjunctions or other linguistic features of English or other languages, have been carried out over the years by some researchers in the field of English/Linguistics and can be found as journal articles, projects, dissertations, or books:

Bahaziq (2016); Essien and Dahunsi (2023) analyze President Goodluck Jonathan's concession speech. It uses the speech act theory to categorize the illocutionary acts that are present in speech. The frequency of the various illocutionary acts is calculated using the straightforward percentage. The data indicate a preponderance of representative speech acts and a lack of directing speech acts.

Isa and Abaya (2019) did a critical discourse analysis of selected campaign speeches of Presidents Muhammadu Buhari and Goodluck Jonathan in the 2011 elections. The goal of his study is to analyze the linguistic patterns present in the chosen campaign speeches. As a result, the study provides a critical discourse analysis of a few of Presidents Muhammadu Buhari and Goodluck Jonathan's campaign speeches from the 2011 elections. The study makes use of the eclectic approach to CDA, which includes the three-dimensional Fairclough (1992) model, the ideological (Dijk, 1998) model, and the representational (Chilton, 2003) model. Speeches from the National Television Authority (NTA), Abuja, as well as speeches acquired from the internet, served as the study's source of data. The results showed that both speakers employed various rhetorical strategies to persuade and appeal to the audience in order to win political power; that the discourse structure of campaign speeches is such that politicians first construct their public personas before addressing national issues; and that inter-textuality permeated the speeches because it served as a means of portraying the two candidates' backgrounds. The researcher thus suggests that in order to conduct any thorough examination of campaign speeches, attention should be paid to two issues: language use and eventually ideological politics.

Ugoala (2020) examined face mitigation strategies in former president Goodluck Ebele Jonathans memoir *My Transition Hours*. The study found that the former president, in trying to save face in the memoir threatened his own face unknowingly. The memoir contained adequate linking devices that helped the former president to adequately pass across his message.

Aji (2022) did an analysis of the conjunctions found in Barack Obama's speech in Grant Park in Chicago upon his first victory election. The majority of the coordinate conjunction types and their functions that were found in Barack Obama's speech were the subject of the research. Aji used a descriptive qualitative method to apply the research and Obama was the focus of his research. The first victory speech of Barack Obama served as the research's data source. The data used in this study were all of the words, phrases, and/or sentences that appeared in speech and had coordinate conjunctions. The primary instrument of the study was the researcher, who was backed by a secondary instrument called table analysis. The findings indicated that Obama used the word "and" 113 times in total (83.09%), making it the most common type of coordinate conjunction (Tinubu, 2011). Conjunctions that join words, conjunctions that join groups of words, and conjunctions that join components of compound sentences are the three categories under which the most coordinate conjunctions' uses can be divided. The researcher made recommendations to three groups of people:

- English teachers to ensure that their students have a clear understanding of the coordinate conjunction
- students to apply their understanding during the learning process
- other researchers to investigate the use of the various types of conjunctions and their functions.

METHODOLOGY

The main data of qualitative research are language and action or behavior to be examined in the research (Slamet, Sabat, & Prasetyo, 2019). Since this research applied a qualitative approach, all 19 pages of the data were in the form of lingual items as it was investigated in Bola Ahmed Tinubus campaign speech text at Chatham House, London. Hence, the source of data in this research was the scripted text of Bola Ahmed Tinubus speech at Chatham House, London. The full-text speech of Bola Ahmed Tinubu was adapted from <https://www.legit.ng/nigeria/1507923-2023-presidency-bola-tinubus-full-speech-chatham-house/>. All of the data was collected from the sentences employed in Bola Ahmed Tinubus campaign speech at Chatham House, London. To obtain the data, the first step was, for the researcher to search and download the script of Bola Ahmed Tinubus campaign speeches from Google. In the second step, the researcher read the speech text, and then the script of the speeches was printed out to make the analysis easy. In the third step, the researcher identified the data by underlining all the conjunctions in the speeches. The next step involved creating a list of data classifications for the additive, adversative, causal, and temporal conjunctions found in the voice text. Then, the researcher states the functions of the identified conjunctions in the two speeches. Finally, the researcher drew a conclusion from the results findings.

RESULTS AND DISCUSSION

The researcher provided the table to show the frequency related to the types of conjunctions in the speech texts. The frequency involved the information on how often each type of conjunction was found in the speeches. It also shows the functions of only the most addictive, most used causal, and few other types of conjunctions found in the campaign speeches of Bola Ahmed Tinubu at Chatham House. The types of additive, adversative, causal, and temporal conjunctions are examined based on Halliday's theory of cohesion.

Table 1 *Four Types of Conjunctions in Bola Ahmed Tinubu's Speech at Chatham House*

No.	Conjunction	Total	Percentage
1	Additive	104	77.04
2	Adversative	5	3.71
3	Causal	25	18.51
4	Temporal	1	0.74
Total		135	100%

Source: Bola Ahmed Tinubu campaign speech at Chatham House, London.

Functions of Conjunction in Bola Ahmed Tinubu's Speech at Chatham House London

The following are examples of additive conjunctions joining words in Bola Ahmed Tinubu's speech at Chatham House.

BAT 01. Distinguished Ladies and Gentlemen... It's clearly stated that 'and' as the additive conjunction relates to connecting one word to join with another one for synchronizing a sentence. Thus, the conjunction 'and' could build the sentence to clarity. Although 'and' was only used to connect one word as a noun (Ladies) to another noun (Gentlemen), Its presence was used by Bola Ahmed Tinubu to salute everyone (irrespective of their gender) present at the presentation.

BAT 02. ...Entrenching and celebrating... The second datum gives the description of its function which connects the words 'entrenching to celebrating' Thus, the statement clearly stated in the datum above describes the importance of the 2023 election which is worth celebrating. Bola Ahmed Tinubu used the conjunction and to let the people know that the 25 years of democratic government should not only be defended but also be celebrated.

BAT 03. ...Weight and influence... The next statement on the data found explained that the conjunction 'and' was used by Tinubu in order to connect the words to create a suitable sentence. Also, he used the word 'and' to explain that the Nigerian election does not only affect its citizens but also the other African countries and beyond. The removal of

the word 'and' as the conjunction made the sentence unclear. As a result, it can be said that 'and' had the function as the conjunction connecting the words 'weight and influence in the sentence.

BAT 04. ...Freest and fairest... The researcher identified that the sentence was clearly stated in additive conjunction 'and' was used in the speech as the linker to join the words 'freest and fairest' to make the unit sentence correct. The use of conjunction 'and' identifying as a connector of words in the sentence. The importance of this conjunction is to state that the introduction of technology for elections would make the elections both free and fair.

BAT 05. ...Electoral violence and intimidation... The above statement on the data found explained that the conjunction 'and' was used by Bola Ahmed Tinubu to connect 'electoral violence with intimidation. Bola Ahmed Tinubu used this conjunction in order to state his stand on the aftermath and problems confronting elections in Nigeria. The removal of the conjunction will render the sentence ungrammatical. Therefore, it can be claimed that "and" served as the conjunction that connected the sentence's words.

The following are examples of additive Conjunctions Joining Groups of Words in Bola Ahmed Tinubu's speech at Chatham House.

BAT 06. Ballot security and election violence... The researcher identified that the stated additive conjunction and was used in the speech as the linker to join the group of words **ballot security and election violence** to make the unit sentence correct. The use of conjunction 'and' identifying as a connector of a group of words in the sentence. Bola Ahmed Tinubu used this conjunction to state the two major problems confronting elections in Nigeria. He added trends of attacks against the electoral officers and infrastructure of the Independent National Electoral Commission (INEC) in parts of the country. The removal of the conjunction will render the sentence ungrammatical. Therefore, it can be claimed that "and" served as the conjunction that connected the two groups of words.

BAT 07. ...Violent rhetoric and threats of violent retaliation... It's clearly described that 'and' is the additive conjunction related to connecting one group of words to join another one for synchronizing a sentence. Thus, the conjunction 'and' could make the sentence to be clearer. However 'and' was only used to connect a group of words (**violent rhetoric**) to another group of words (**threats of violent retaliation**). Bola Ahmed Tinubu used this conjunction to state another trend of problems confronting elections in Nigeria which is the online verbal attack and retaliation from the opposition party. Therefore, it can be claimed that "and" served as the conjunction that connected the two groups of words.

BAT 08. ...Domestic national security and economic development policies... The researcher identified that sentence was clearly stated as additive conjunction 'and' was used in the speech by Bola Ahmed Tinubu as the linker to join the group of words '**domestic national security and economic development policies** to make the unit sentence correct. Bola Ahmed Tinubu used this conjunction to state that Nigeria is always mindful of the way it has been crafting its **domestic national security and economic development policies** with foreign policies since its independence in 1960, and the end of the civil war it experienced in 1970. The removal of the conjunction will render the sentence ungrammatical. Therefore, it can be claimed that "and" served as the conjunction that connected the sentence's words. The use of conjunction 'and' identifying as a connector of a group of words in the sentence.

BAT 09. ...Food sufficiency and sustainable development. The statement in the data above clearly describes that 'and' had a correlation with the words mentioned to explain directing to be a unit-proper sentence. It's definitely clear that the use of 'and' played an essential function in joining the two groups of words (**food sufficiency and sustainable development**). Bola Ahmed Tinubu explained that the government of the country is committed to promoting human security and to achieve this, it has made food to be sufficient for its citizens with the government introducing different programs such as Operation Feed the Nation (OFN) and other programs for sustainable development. The use of conjunction 'and' identifying as a connector of a group of words in the sentence.

The following are examples of additive conjunctions joining parts of compound Sentence in Bola Ahmed Tinubu's speech:

BAT 10. ...February 2015 and has been... The above statement under this function shows that and joined the two parts of the compound sentence together. Bola Ahmed Tinubu used the conjunction to connect two parts of a compound sentence together. He used this conjunction to explain the victory of the All Progressives Congress (APC) over the ruling party- the Peoples Democratic Party (PDP) in February 2015. He then added that the party did not only win the election but has been in office for a good eight years. When the word 'and' is removed, the sentence becomes unclear and ungrammatical.

BAT 11. ...a niche for itself and built a reputation... The second datum under this function shows that and joined the two parts of the compound sentence together. Bola Ahmed Tinubu used the conjunction and to connect two simple sentences together to make it a compound sentence. Here he used and to explain that Chatham House did not only carve a niche for itself, but it has also built a reputation in the global community. When the word 'and' is removed, the sentence will crash making it not cohesive.

BAT 12. ...Accreditation of voters and transmission of results... From the above sentence, we can see and joining two parts of a compound sentence together. Any attempt to remove the conjunction and renders the sentence unclear and not cohesive. Bola Ahmed used this conjunction to the major two processes in election which are the accreditation of voters and transmission of results. He stated that the statutory enactments will allow the use of technology in these two major processes which in turn will make the election to be free and fair.

BAT 13. ...Make and will not be able to do... In the above compound-complex sentence, the conjunction 'and' is used to join the part of the compound sentence to make the sentence grammatical. This statement explains things expected of the elected president and problems the elected president may face. This he used to show that he is fully prepared and knows what is expected of him as the president and the possible problems he may encounter if he wins the election.

BAT 14. ...Malpractice and any attempt... The last statement on the data found explained that the conjunction 'and' was used by Tinubu in order to explain what he has done for the entrenchment of democracy one of which is his fight against electoral malpractice. The second is the fight against attempts to extinguish people's choices during elections. When the conjunction 'and' is removed, it renders the sentence ambiguous. As a result, it can be said that 'and' had the function as the conjunction joining parts of a compound sentence. The following are examples of adversative conjunction in Bola Ahmed Tinubu's speech at Chatham House.

BAT 15. ...Policy is but a continuation of ... In the above datum, Bola Ahmed Tinubu having enumerated the problems facing the masses and their effect on the nation as a result of insecurity, used the above dictum as an introduction to express what he intends to do when he gets to office as the president by explaining that the entrenchment of a foreign policy is an extension of domestic policy which means charity begins at home.

BAT 16 ...On this, but our focus will ... In the above datum, Bola Ahmed Tinubu used but to state that his administration will not only build on the achievement of President Mohammed Buhari in the agricultural sector but also introduce the use of technology in agriculture to advance these achievements for greater success.

BAT 17 ...7 percent while reducing... In the above data, the researcher found that Bola Ahmed Tinubu was using a conjunction to state how budgeted expenses will be utilized to reduce the unemployment rate in the country. He stated that the annual growth rate would increase from 7 percent, reduce unemployment in the country, and double the economy in the space of ten years. Should I say that he is stylishly telling his audience that if he wins the election, he will be in office for a good two terms which is 8years?

The following are examples of causal conjunction in Bola Ahmed Tinubu's speech at Chatham House.

BAT 18 ...It is time again for Nigerians... In the datum above, Bola Ahmed Tinubu used conjunction to state that the reason for Nigerians to turn out to elect another set of leaders. Democracy is defined by the former US president, Abraham Lincoln as the government of the people by the people and for the people. Bola Ahmed Tinubu reminds them that the election and the electioneering process is for the Nigerians as well as their fundamental human right.

BAT 19 ...Record for the country... In the above data, Bola Ahmed Tinubu used 'for' as a conjunction to explain the need to celebrate which is the 25-year success of democracy in the country. He sees this as a huge record since the country has never experienced a break as it happened in 1983 when General Mohammed Buhari overthrew the government of President Sheu Shagari who was preparing for another general election having been in office since 1979. So for Nigeria to enjoy 25 years of uninterrupted democracy. It is a huge record for the country and worth celebrating.

The following are examples of temporal conjunction in Bola Ahmed Tinubu's speech at Chatham House.

BAT 20 ...Receive me then as graciously... In the above sentence, Bola Ahmed Tinubu uses the word 'then' to give an anticipated remark that he is hopeful that Nigerians will vote for him as their president and he will return to give his plan for his beloved country. He added that he was hopeful that Chatham House would receive him that time.

Findings

Following the findings of this study, the total number of conjunctions used by Bola Ahmed Tinubu is 135. Bola Ahmed used 104 additive conjunctions making 77.04% of the total conjunctions used. The majority of additive conjunctions used by Bola Ahmed Tinubu is 'and' which is 95 items. After additive conjunction, the next major

conjunction is causal conjunction; Bola Ahmed Tinubu has 25 (18.51%) items. Bola Ahmed Tinubu also used 5 (3.71%) adversative conjunctions. Lastly, the temporal conjunctions used by Bola Ahmed Tinubu are just 1 representing 0.74% of the total conjunctions used. We can see from the findings that Bola Ahmed Tinubu is optimistic and states what he intends to do if elected the president.

CONCLUSION

In his campaign speech at Chatham House, Bola Ahmed Tinubu's political viewpoints can be effectively expressed through coherent and appealing speech that requires explicit cohesive devices. He naturally adopts four conjunction words to make his speech coherent, fluent, and appealing, which helps the audience grasp the conveyed meaning. Meanwhile, the use of conjunction words can highlight the speakers' position and help Bola Ahmed Tinubu gain support from the Nigerian people. Bola Ahmed Tinubu's campaign speech at Chatham House made full use of various conjunctions to effectively elaborate their political views, which was clear and convincing. Based on Halliday's classifications of conjunction types, this paper analyzes Bola Ahmed Tinubu's campaign speech at Chatham House through examples and data analysis to deepen the understanding of spoken discourse and verify the practicability of systemic-functional grammar theory. Therefore, in public speaking, it is necessary to use various conjunctions in a speech and sometimes, it is more effective. The cohesion theory of conjunction words helps us to explore the hidden information in the discourse. It shows how the speakers convey their views to the audience through the choice of language, which provides a new approach to the interpretation of political discourse.

IMPLICATIONS

This section offered some ideas that might inspire a fresh perspective to help with the thesis writing for the following:

- The researcher hopes that this study can provide English teachers with a clear understanding of different types of conjunction and their functions. Thus, the teachers will give details information regarding the conjunction and the functions to their students. It's also suggested to the teachers to provide their students more practice in using conjunctions and give more detail about the functions of it so the students will be more understand about the material in the learning process.
- The students who are learning English can enrich their knowledge by understanding the types of conjunction and their functions. The pupils are expected to know more useful information regarding conjunctions. Students must therefore study more about conjunction. As a result, students need to study more about conjunction. They have to be able to understand the functions of conjunction. As a result, they will be ready to implement their understanding in the learning process.
- The findings of this study can be used as a clear reference to further future research on topics similar to those covered by this study. However, this study still had limited discussions. This study was focused on the conjunction. Thus, the other researchers can conduct a similar discussion about elements of cohesion found in the speeches of Bola Ahmed Tinubu at Chatham House.
- The researcher conducted this study by using a descriptive qualitative method. It is proposed that other scholars could expand on this work by applying different methodologies. The investigation of the connection between conjunction understanding and the application of conjunctions to students' assessments in the learning process is also recommended to other academics working on related research projects.

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