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Impoliteness Strategies in Political Discourse: A Study of Nigeria's President's Campaign Speech

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Abstract

This research seeks to investigate certain impoliteness strategies employed by Nigeria's president-elect, Bola Ahmed Tinubu, in his political speech delivered at his campaign in Anambra State. Some researches, Ifechelobi and Okpokiri (2018), Ajayi (2020), have been dedicated towards investigating political speeches, but not enough researches have been dedicated towards investigating political speeches for instances of impoliteness strategies. The dearth of research in this area of pragmatics necessitated the current research as it strives to fill this gap in knowledge. The youth in Nigeria have raised an outcry about the president-elect's political speeches, so this research decided to investigate these claims using the campaign speech he delivered in Anambra State. The president's campaign speech at Anambra State formed the data for the study. The speech was downloaded via YouTube, and a transcript of the speech was produced using a hands-free device. This is a qualitative research, hence textual data were analysed using Culpeper's Impoliteness theory, which is the theoretical framework for the study. This study seeks to establish that the political speech is replete with impoliteness strategies which were aimed at attacking the face of his political opponents in the presidential election. Findings revealed that the president employed Bald-on record impoliteness strategy, Positive impoliteness strategy and Negative impoliteness strategy in his

speech. Negative impoliteness strategy was employed as a campaign strategy, because the strategies were conspicuously used to attack the face of his opponents in opposition parties while he reeled out his political achievements accomplished while he served as the governor of Lagos State. The research concludes that the president, in his speech, presented the opposition as liars, wicked and corrupt politicians, who are not sensitive to the plight of the people and do not have the interest of the people at heart. All these are strategies which are goal oriented. They are geared towards achieving face loss of his opponents in a situation where face is highly relevant.
Keywords: impoliteness strategies, political speech, election, presidential candidate, campaign

Introduction

The relationship between language and politics is one that has garnered scholarly interest over the years. The various ways that politicians use language to persuade and influence people, and how language is used to create and reinforce political power structures and construct political identities cannot be overemphasised. They could use politeness strategies to persuade the electorates or employ impoliteness strategies as a means of scoring political points or make their opponents look bad. Politeness in political discourse ensures civility and political correctness while impoliteness can have serious consequences, such as creating divisions and polarisation in society. It can also damage relationships and make it difficult to find common ground. Generally, the way politicians speak and write can have a big impact on public opinion and violence (verbal or nonverbal) during elections.

Nigeria, the giant of Africa, recently experienced an election period in which a president was elected for the most populous nation in Africa. In the wake of Nigeria's 2023 election, the country's electoral body, Independent National Election

Commission (INEC), announced that presidential candidates were to commence their campaigns on 28 September 2022, and end on 23 February 2023. In the light of the announcement of dates for the campaigns, the presidential candidates traveled to different states in the country and the Federal Capital Territory to persuade electorates to cast their votes in their favour. Some of these presidential candidates have been venerated for their adeptness at political issues evident in their speeches while some have been denigrated for being inept at same. Popular among the presidential candidates were Peter Obi of Labour Party, Atiku Abubakar of the People's Democratic Party and Bola Ahmed Tinubu of the All Progressives Congress. These presidential candidates were popularised due to their oratory, rhetoric or the lack thereof.

Strikingly, these presidential candidates are from the three major ethnic groups in Nigeria, notwithstanding it behoves them to persuade electorates from different regions of the country to vote for them not minding their cultural, religious and ethnic alliances. They are expected to tour the thirty-six (36) states and the FCT that make up the country canvassing for votes, and delivering campaign speeches that have the ability to persuade. These speeches are supposed to inherently promote social harmony in a multi-ethnic and multi-cultural nation like Nigeria. Suffice it to say that the speeches are meant to be bereft of hate speech, impoliteness strategies or ethnic discrimination. The candidates are expected to employ political correctness in their campaign speeches.

The presidential candidate of the All Progressives Party (APC), President Bola Ahmed Tinubu also known as Jagaban, became popular, especially among the youth, for his style of politicking which are manifest in his speeches. Tinubu's political speeches have certainly piqued the interest of Nigerians and scholars at large considering that he is a well-known rhetor especially in his early years in politics. In the on-going campaigns, this candidate has

been accused of slurred speech, physical and mental degenerations; owing to his perceived old age. His speeches have also been critiqued to be arrogant, insulting to opponents, dodgy and cocky.

Statement of the Problem

There has been a growing body of studies, Ifechelobi and Okpokiri (2018), Ajayi (2020), Oboko (2021) dedicated towards investigating political speeches, but not enough researches have been dedicated towards investigating political speeches for instances of impoliteness strategies. The dearth of research in this area of pragmatics necessitated the current research as it strives to fill this gap in knowledge. Many researches have been done to analyse presidential speeches. Presidents like Barack Obama, Goodluck Jonathan and Nelson Mandela have been, due to these researches, praised for their oratory. On the other hand, an astute politician like Bola Ahmed Tinubu has little or no research carried out on his political speeches. The youth in Nigeria have also raised an outcry about the president-elect's political speeches, so this research decided to investigate these claims using the campaign speech he delivered in Anambra State. The recent concern about the president-elect's style of speech which is perceived as a deviation from the norms of political speeches has equally birthed the current study.

Purpose of the Study

1. To analyse the prevalence of impoliteness strategies in Nigeria's president's campaign speech in Anambra State
2. To investigate the president's campaign speech in Anambra state for instances of Bald on record impoliteness strategy
3. To determine the use of negative impoliteness as a campaign strategy by the president in his political speech
4. To investigate the use of positive impoliteness in the president's campaign speech

Research Questions

1. To what extent are impoliteness strategies prevalent in Nigeria's president's campaign speech in Anambra state?
2. To what degree can instances of Bald on record impoliteness be found in the president's campaign speech?
3. How far did the president employ negative impoliteness as a campaign strategy in his political speech?
4. To what extent did the president employ positive impoliteness in his speech?

Conceptual Framework

Political Discourse

Political discourse can be succinctly defined as text and talk of politicians and their political parties. According to Blitvich, "political discourse refers to the discourse practices engaged in by all actors – from politicians and organizations to citizens – in a political process". (2010, p.540)

Wilson (2001) suggests that the term is suggestive of at least two possibilities: first, a discourse which is itself political; and second, an analysis of political discourse as simply an example discourse type, without explicit reference to political content or political context. (p.398) Wilson (2015) elaborates:

> The term political discourse can refer in a number of ways to a range of different types of talk or text. We may be referring to a type of discourse which is a political production – a speech, debate, political interview, policy document, and so on (van Dijk 1997; Fairclough and Fairclough 2012), or we could be referring to any talk or textual output that is either about a political subject or which is politically motivated. For example, in a recent text entitled Political Discourse and Conflict Resolution (Hayward and O'Donnell 2011), most of the chapters use the term "political discourse" to refer to the object of analysis – a piece of extended talk or text produced by or for

> political actors. On the other hand, Liebes and Ribak (1991) argue that family talk about political events could also be political discourse, since the topic of talk is about "political events or issues" (see also Blommaert 2005; Feldman and De Landtsheer 1998), and Joseph (2006) argues that all language is inherently political, therefore almost all language use could be seen as "political discourse (p.775)

Political discourse can also be regarded as political language. This angle considers rhetoric employed by political actors in their speeches, or general text and talk. It also looks at the role language plays in fashioning this text and talk to successfully persuade the listeners/readers. Hence, Kitaeva and Ozerova define political discourse as the text and talk of professional politicians or political institutions, such as presidents and prime ministers and other members of government, parliament or political parties, both at the local, national and international levels, includes both the speaker and the audience (2019, p.143)

Political discourse is generally centered on issues of power, conflict, control, domination and hegemony. At times, certain politicians employ impoliteness strategies to cause conflict, instigate a face loss of their opponents, win the race and gain power. According to Neshkovska, Electoral debates are a win-lose game in which the stakes for the political contenders are extremely high. The antagonistic nature of these encounters very frequently results in impoliteness or face aggravating moves with which the debaters aim to hurt the opponent's positive or negative face. (2020, p.285)

Impoliteness

According to Culpeper, "Impoliteness comes about when: (1) the speaker communicates face attack intentionally, or (2) the hearer perceives and/or constructs behaviour as intentionally face-attacking, or a combination of (1) and (2)" (2005, p.38). Igwebuike

and Eburuaja (2020, p.338) posit that "any act (spoken or written) which displays negative attitude or is considered to be rude is impolite". Culpeper further elaborates:

> Impoliteness is a negative attitude towards specific behaviours occurring in specific contexts. It is sustained by expectations, desires and/or beliefs about social organization, including, in particular, how one person's or a group's identities are mediated by others in interaction. Situated behaviours are viewed negatively – considered impolite – when they conflict with how one expects them to be, how one wants them to be and/or how one thinks they ought to be. Such behaviours always have or are presumed to have emotional consequences for at least one participant, that is, they cause or are presumed to cause offence (2011, p.254).

Politeness is considered to reduce conflict in discourse (Lakoff 1989) while impoliteness is considered the opposite. The end goal of impoliteness is to elicit acts that threaten the face of the addressee. While politeness seeks to maintain/promote social harmony, impoliteness promotes confrontational communication.

Culpeper distinguished five impoliteness super strategies which is unarguably an adoption of the politeness strategies by Brown and Levinson (1987). They comprise:

1) Bald on-record Impoliteness

In Bald on record impoliteness, the addressee's face is threatened in a direct, clear, unambiguous and concise manner, especially in situations where the person's face is relevant and cannot be minimised.

2) Positive Impoliteness

Positive impoliteness is manifest in situations where the aim is to damage the addressee's positive face wants. Culpeper (1996) lists certain output strategies for positive impoliteness thus:

Ignore, snub the other - fail to acknowledge the other's presence.

Exclude the other from an activity
Disassociate from the other - for example, deny association or common ground with the other; avoid sitting together.
Be disinterested, unconcerned, unsympathetic
Use inappropriate identity markers - for example, use title and surname when a close relationship pertains, or a nickname when a distant relationship pertains.
Use obscure or secretive language - for example, mystify the other with jargon, oruse a code known to others in the group, but not the target.
Seek disagreement - select a sensitive topic. (p. 357)

3) Negative Impoliteness
Negative impoliteness damages the addressee's negative face wants.
Negative impoliteness output strategies, as listed by Culpeper (1996), are:
Frighten - instill a belief that action detrimental to the other will occur.
Condescend, scorn or ridicule - emphasize your relative power. Be contemptuous. Do not treat the other seriously. Belittle the other (e.g. use diminutives).
Invade the other's space - literally (e.g. position yourself closer to the other than therelationship permits) or metaphorically (e.g. ask for or speak about informationwhich is too intimate given the relationship).
Explicitly associate the other with a negative aspect - personalize, use the pronouns'I' and 'you'.
Put the other's indebtedness on record (p. 357).

4) Sarcasm or Mock impoliteness
The FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realisations. (Culpeper 1996, p.356) This impoliteness strategy is different from banter principle which is not intended to cause offence, but

promote social harmony, because sarcasm/mock impoliteness causes social disharmony.

5) Withhold Politeness

Withhold Politeness is "the absence of politeness work where it would be expected. (Culpeper 1996, p.357)

Impoliteness is largely dependent on context, physical and socio-cultural context, as what is perceived impolite in one culture may not be perceived impolite in another culture. In Nigeria, for instance, certain acts of phatic communion like greetings, when they are withheld (withhold impoliteness), is considered impolite in cases where the addressee is older or more powerful than the actor. This is totally different in western cultures. In situations where the addressee is older or more powerful, maintaining eye contact can be deemed rude. In certain cultures, in Nigeria like the Yoruba culture, when the greeting is not done with its accompanying paralinguistic act like curtsying or prostrating, it is considered impolite.

When honorifics are withheld, where the social distance between the interlocutors is wide, it is also considered impolite. The sentence 'how was your night?' in nations like America, is considered an insult, but in a country like Nigeria, it is a morning greeting that is shaped to promote social harmony. On the other hand, mock impoliteness -banter-may also be adjudged inherent impoliteness considering that people's sense of humour differ.

Theoretical Framework

The theory for this study is Jonathan Culpeper's (1996) Impoliteness theory as discussed under conceptual framework.

Empirical Studies

Several relevant studies have been carried out on (Im) politeness strategies in text and talk, both in Nigeria and in other climes. Impoliteness has piqued the interest of discourse analysts over the years. Some of these researches include Ifechelobi and Okpokiri

(2020) who investigated *Positive Impoliteness Strategy in Political Discourse: A Textual Analysis Of 2011-2015 Presidential Election Campaign Speeches in Selected Nigerian Newspapers.* The research investigated improper language use as a cause of political and social instability in Nigeria. The researchers collected data from selected Nigerian newspapers that captured the campaign speeches of political actors from the two major political parties in Nigeria, the People Democratic Party (PDP) and the All Progressive Congress (APC) prior to the 2015 presidential election. Data were textually analyzed using Jonathan Culpeper's impoliteness strategies and Austin's Speech act theory. Findings revealed that there is a strong link between positive impoliteness strategy and electoral violence in Nigeria. This positive impoliteness linguistic strategy was pinned down to name calling, disassociating from the other, exclude the others from an activity. They also concluded that politicians employed the positive impoliteness strategy to discredit their opponents, while presenting themselves as the best option for the masses.

In 2018, Ajayi conducted a research on Impoliteness Strategies in the Facebook Posts of Nigerian Electorate on 2019 Presidential Election in Nigeria. Population for the study was 30 Facebook posts that were screenshot from Facebook walls of electorates. A random sampling method was employed to gather twelve randomly selected Facebook posts as data for the study. Culpeper's impoliteness framework and Mey's pragmatic acts formed the theoretical basis for the work. Findings revealed that Nigerian electorate employ different forms of impoliteness strategies like call the other names, ridicule the other and use of taboo words to attack the face of political candidates running for office.

Beautifying the Ugly: Euphemism as a Politeness Strategy was researched by Oboko in 2022. The study showed the extent euphemism had been used in various settings in Nigeria in the maintenance of interlocutors' faces. Words got from the Nigerian

discourse environment formed the data for the study. Textual data were analysed using the interpretative textual analysis model within the framework of Brown and Levinson's Politeness theory. Findings revealed that euphemisms majorly served communicative and rhetorical purposes and also enforced social interaction.

The previous researches are quite different from the present study, because while they focused on positive impoliteness, impoliteness strategies of electorate and euphemism as a politeness strategy, the present study studied all the impoliteness strategies, impoliteness strategies of a political aspirant and impoliteness as an election strategy. The study strives to fill the obvious gap in knowledge.

Methodology

This study is a qualitative research. The president-elect's Anambra campaign speech formed the data for the study. The speech was downloaded from YouTube, and the researcher produced a transcript of the speech having listened with a hands-free device. Textual data were analysed using the theoretical framework for the study, that is, Culpeper's Impoliteness theory.

Data Presentation

The data for this study are six excerpts that were got from the transcript of the president elect's campaign speech in Anambra State delivered on 31 January 2023.

Excerpt 1

"No be like the other party wey dey come here lie lie to you. When they bring their lie again, ask them, how long will it take their lie to travel from Port Harcourt to Onitsha, Onitsha to Aba. You see their lie. For 16 yrs PDP lie, they lie, they share your assets among themselves, they call it privatisation. Privatisation to their own pockets. They privatise the industry to their pockets"

Excerpt 2

We are not like PDP. They forget the rail line. They forget you are hardworking, you are brilliant, you can create furnaces, you can

fabricate engine and spare parts. You can turn this state to an industrial revolution state. They don't understand that, na lie lie.

Excerpt 3

"Atiku when he need your vote, he says he is the candidate of the north, he is the only candidate from the north, is that not a dog whistle? Is that not a division among us?"

Excerpt 4

"When you hear Atiku use the word and say: walahi talahi, you know what is in his heart? Na lie I lie. Anytime you hear Atiku say walahi talahi just reply him and say: na lie you lie".

Excerpt 5

The man who left here he call himself Peter Obi. We read in the Bible that before cock crows three times, he will deny Jesus Christ. He deny, so how can he keep a promise to you if he cannot keep a promise to God. After the … to keep his people at home, no working and make them suffer. Because you want to prove a point. Has Bola Tinubu not prove a point? Did I close any market? Did I kill anybody? It means I am smart, I'm a thinker. I'm a doer. I even tamed the Atlantic. God bless you.

Excerpt 6

Anytime you hear Atiku say walahi talahi just reply him and say: na lie you lie. Me I'm not afraid of anybody and I don't worry. The man who left here he call himself Peter Obi. We read in the Bible that before cock crows three times, he will deny Jesus Christ.

Data Analysis

Research Question One

To what extent are impoliteness strategies prevalent in Nigeria's president elect's campaign speech in Anambra state?

Excerpt 1

"No be like the other party wey dey come here lie lie to you. When they bring their lie again, ask them, how long will it take their lie to travel from Port Harcourt to Onitsha, Onitsha to Aba. You see their lie. For 16 yrs PDP lie, they lie, they share your assets among

themselves, they call it privatisation. Privatisation to their own pockets. They privatise the industry to their pockets"

Excerpt 2

We are not like PDP. They forget the rail line. They forget you are hardworking, you are brilliant, you can create furnaces, you can fabricate engine and spare parts. You can turn this state to an industrial revolution state. They don't understand that, na lie lie.

Excerpt 3

"Atiku when he need your vote, he says he is the candidate of the north, he is the only candidate from the north, is that not a dog whistle? Is that not a division among us?"

Excerpt 4

"When you hear Atiku use the word and say: walahi talahi, you know what is in his heart? Na lie I lie. Anytime you hear Atiku say walahi talahi just reply him and say: na lie you lie".

Excerpt 5

The man who left here he call himself Peter Obi. We read in the Bible that before cock crows three times, he will deny Jesus Christ. He deny, so how can he keep a promise to you if he cannot keep a promise to God. After the … to keep his people at home, no working and make them suffer. Because you want to prove a point. Has Bola Tinubu not prove a point? Did I close any market? Did I kill anybody? It means I am smart, I'm a thinker. I'm a doer. I even tamed the Atlantic. God bless you.

Excerpt 6

Anytime you hear Atiku say walahi talahi just reply him and say: na lie you lie. Me I'm not afraid of anybody and I don't worry. The man who left here he call himself Peter Obi. We read in the Bible that before cock crows three times, he will deny Jesus Christ.

Judging from the excerpts above, the campaign speech is replete with instances of impoliteness strategies. The speaker employed bald on record impoliteness strategy, positive impoliteness strategy and negative impoliteness strategy in his campaign speech which was delivered at Anambra state.

Research Question Two

To what degree can instances of Bald-on-record impoliteness strategy be found in the president elect's campaign speech?

Excerpt 1

"No be like the other party wey dey come here lie lie to you. When they bring their lie again, ask them, how long will it take their lie to travel from Port Harcourt to Onitsha, Onitsha to Aba. You see their lie. For 16 yrs PDP lie, they lie, they share your assets among themselves, they call it privatisation. Privatisation to their own pockets. They privatise the industry to their pockets"

Excerpt 2

We are not like PDP. They forget the rail line. They forget you are hardworking, you are brilliant, you can create furnaces, you can fabricate engine and spare parts. You can turn this state to an industrial revolution state. They don't understand that, na lie lie.

Excerpt 4

"When you hear Atiku use the word and say: walahi talahi, you know what is in his heart? Na lie I lie. Anytime you hear Atiku say walahi talahi just reply him and say: na lie you lie".

In the 2023 presidential election in Nigeria, the most popular political parties in the race were the Labour party (LP), the People's Democratic Party (PDP) and the All Progressives Congress (APC). In the president-elect's campaign speech at Anambra State, he openly threatens the face of the People's Democratic Party. It is worthy of note that former presidents of Nigeria, from 1999 to 2015, were candidates of the People's Democratic Party (PDP), so the party ruled Nigeria for 16 years.

In excerpt 1 and 2, the president-elect, Bola Ahmed Tinubu, brazenly attacks the face of the party by labeling them liars, not minding the relevance of their public self-image at such a sensitive time in the political climate of the nation. This is identified as bald on record impoliteness strategy. The president-elect further attacks the face of the opposition party, in excerpt 1, by calling them thieves and corrupt leaders. He equally reminds the electorates of some unfulfilled promises of the presidents that belonged to the

PDP, in excerpt 2, thereby dissuading the people from voting for the PDP presidential candidate.

In excerpt 4, the president-elect brazenly employs bald-on- record impoliteness strategy to attack the face of the PDP presidential candidate, Alhaji Atiku Abubakar, who he calls a pathological liar. The face of the PDP candidate is at stake here, because Nigerian politicians are known for their political promises which are always left unfulfilled. Hence, the president-elect informs the electorates that whatever promise he made to them will never be fulfilled.

Research Question Three

How far did the president elect employ negative impoliteness as a campaign strategy in his political speech?

Excerpt 3

"Atiku when he need your vote, he says he is the candidate of the north, he is the only candidate from the north, is that not a dog whistle? Is that not a division among us?"

Excerpt 5

The man who left here he call himself Peter Obi. We read in the Bible that before cock crows three times, he will deny Jesus Christ. He deny, so how can he keep a promise to you if he cannot keep a promise to God. After the … to keep his people at home, no working and make them suffer. Because you want to prove a point. Has Bola Tinubu not prove a point? Did I close any market? Did I kill anybody. It means I am smart, I'm a thinker. I'm a doer. I even tamed the Atlantic. God bless you.

In excerpt 3, the president elect scorns and ridicules the presidential candidate of the People's Democratic Party by accusing him of only claiming ties with northern Nigeria with an ulterior motive and for convenience, because he wanted to garner votes from that geo-political region of Nigeria. He brazenly uses negative impoliteness strategy to attack the face of the PDP candidate. He also reminds the listeners that Atiku is not the only

northern candidate, because his running mate is equally a northerner.

The president-elect, in excerpt 5, makes an allusion to the character Peter in the Holy Bible who, though he is Jesus' disciple, denied him three times. He believes that the Presidential Candidate of the Labour party, who is named after the biblical character Peter, bears a semblance of the character of the disciple of Jesus. He uses that avenue to ridicule and cast aspersion on the other's name and identity, and this can be identified as a negative impoliteness strategy.

Furthermore, the president-elect, Bola Tinubu, made reference to when NAFDAC shut down the bridge-head drug market in Onitsha for accusations of fake and counterfeit drugs. Considering that Mr. Peter Obi was the governor of Anambra State when the event took place between 6 March 2007 to 26 June 2007, Tinubu assumes it is a bad antecedent that he used to "prove a point". Bola Tinubu uses the opportunity to ridicule and belittle the LP's presidential candidate even as he goes on to reel out his own political achievements which he achieved without having to prove a point. Asides employing negative impoliteness strategy as a means of attacking the face of the LP presidential candidate, the president elect juxtaposes the ridiculing of the opposition candidate with his own political achievements as the former governor of Lagos state. This can be perceived as a campaign strategy.

Research Question Four

To what extent did the president elect employ positive impoliteness in his speech?

Excerpt 6

Anytime you hear Atiku say walahi talahi just reply him and say: na lie you lie. Me I'm not afraid of anybody and I don't worry. The man who left here he call himself Peter Obi. We read in the Bible that before cock crows three times, he will deny Jesus Christ.

In excerpt 6, the president elect mentions the names of the presidential candidates of the People's Democratic Party and Labour party, but without the proper identity markers or honorifics. This can be termed positive impoliteness strategy. This can be perceived as a strategy to damage their positive face wants.

Findings

This research paper has duly examined the political campaign speech of the president-elect which he delivered in Anambra State during the campaign period. This research has investigated the impoliteness strategies employed by the president-elect in his political discourse. Findings revealed that the president-elect employed Bald-on record impoliteness strategy, Positive impoliteness strategy and Negative impoliteness strategy in his speech. Negative impoliteness strategy was employed as a campaign strategy, because the strategies were conspicuously used to attack the face of his opposition parties while he reeled out his political achievements accomplished while he served as the governor of Lagos State. The president-elect particularly attacked the public self image of the People's Democratic Party (PDP) presidential candidate, Atiku Abubakar, who he supposedly considers a strong contender in the race, more than he did that of the Labour Party presidential candidate, Mr. Peter Obi, probably because Anambra was once governed by Mr. Obi.

Conclusion

The president-elect, in his speech, presented the opposition as liars, wicked and corrupt politicians, who are not sensitive to the plight of the people and do not have the interest of the people at heart. All these are strategies which are goal oriented. They are geared towards achieving face loss of his opponents in a situation where face is highly relevant.

The president-elect equally seizes the opportunity to raise awareness on the post-election character of Nigerian politicians which borders on poor governance, corruption, tribalism, bigotry,

and many others, because political speech is a pointer to the manner power is transferred, exercised, and generally perceived in a country (Kitaeva and ozerova, 2019).

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APPENDIX

Anambraaaaaaaaa
Anambra … I salute all of you. From our governor general, our governor general, all the big name politician.
Igbo kwenu
Igbo kwenu
Igbo kwenu
Igbo kwenu
Igbo kwenu
Igbo kwezuenu
Igbo kwenu … x4

What do you bring? Broom revolution. Revolution. You want to make Anambra a highly developing state, right? That is the memory of my dear good friend, Chuba Okadigbo. That is what our brother and our sisters they continued to carry on. They continue the job of Chuba Okadigbo and our governor general. Who is our governor general? Hope. Hope Uzodimma, onwa Imo. Onwa Imo, you hear me, Onwa Imo? I salute my second in command, Kashim Shettima. I salute all of you, the leaders of Anambra. I'm here today to concretise the promise of development that we promised you, the gas on the ground, the exploration and industrialisation or what Anambra is noted for. You know me. Do you know me? You know Bola Tinubu, the city boy of Lagos? You know I have tamed the Atlantic, the Atlantic tamed, in Lagos? Now what do we do? The way we tamed Atlantic Ocean is the same we will tame the erosion around the entire Eastern region. We will tame the erosion. We will make value of your property worth more than 1000 time of your investment. We will create jobs for our youths. We will industrialise and make Anambra worth the economic city and economic centres of Nigeria. Jobs will be created. Your resources will be applied to create and work and hard work. Better paying jobs.

No be like the other party wey dey come here lie lie to you. When they bring their lie again, ask them, how long will it take their lie to travel from Port Harcourt to Onitsha, Onitsha to Aba. You see their lie. For 16 yrs PDP lie, they lie, they share your assets among themselves, they call it privatisation. Privatisation to their own pockets. They privatise the industry to their pockets. The elders come, the city boy is here. Hope is here. Joy is here. Prosperity is here. Happiness is here. Full employment is here. You hear me? Do you believe? The joy has come. Your PVC is the master, is the voice of commandment. Let me see your hands up, if you have PVC. Are you going to vote? Are you going to vote? Yes. The party which you'll vote for is APC. Why? Atiku when he need your vote, he says he is the candidate of the north, he is the only candidate from the north, is that not a dog whistle? Is that not a division among us? Anambra people lived well with prosperity and happiness and joy, with me in Lagos. When I started paying WAEC fee for every student, I didn't discriminate whether you are Igbo, you are Christian or anybody. I paid for everybody. You have seen, whether you read newspaper or not, whether you watch television or not, I brought your son, made him my friend, I put him in government. I didn't say I'm a Muslim and he is a Christian, Ben Akabueze, abi beeko? He is a pastor. He is today from Lagos, Economy Planning and Budget, he is the national chairman, economic adviser to Buhari. If you don't say thank you, I will still do double. Soludo, your son is not contesting with me or against me, he is still my friend. I salute a vision, he's a brilliant man. He has the brain; he is a thinker. He knows the way. We will work together inclusively. When I become the president, Soludo will be one of those advisers who will bring prosperity back to you, so the way you vote for Soludo is the way you'll vote for Bola Tinubu. Yea, you will have industrial up, we are not like PDP. They forget the rail line. They forget you are hardworking, you are brilliant, you can create furnaces, you can fabricate engine and spare parts. You can turn this state to an industrial revolution state. They don't understand that, na lie lie. When you hear Atiku use the

word and say: walahi talahi, you know what is in his heart? Na lie I lie. Anytime you hear Atiku say walahi talahi just reply him and say: na lie you lie. Me I'm not afraid of anybody and I don't worry. The man who left here he call himself Peter Obi. We read in the Bible that before cock crows three times, he will deny Jesus Christ. He deny, so how can he keep a promise to you if he cannot keep a promise to God. After the … to keep his people at home, no working and make them suffer. Because you want to prove a point. Has Bola Tinubu not prove a point? Did I close any market? Did I kill anybody. It means I am smart, I'm a thinker. I'm a doer. I even tamed the Atlantic. God bless you.