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FROM THE DESK OF THE EDITOR-IN-CHIEF

This journal is intended to provide a forum for the dissemination of information on the volume of work done in the fields of education around the world. It serves as an outlet for educational issues in the forms of papers, research reports on empirical studies and critical essays. It aims at generating fresh scholarly inquiries and expositions in the fields of education in so far as they relate to human conditions and interaction for the development of humanity. Therefore, the publication of work which reflects new theoretical approaches, original thoughts and those which report empirical findings at all levels of educational systems across the globe are given pride of place in the journal. It is a peer-reviewed journal which adopts rigorous processes to ensure excellent quality and international standard. It is published twice a year, February and December.

Another appealing feature of our journal is the geographical spread of our contributors. Despite the difficulties associated with this period, this issue has contributors from different academic institutions across the six geopolitical zones of Nigeria. It is also my pleasure to appreciate the commitments and sacrifices of the Editorial Board, the Consulting Editors, Reviewers, Authors and other stakeholders who have helped to sustain our age-long feat of quality and timely publications. This issue has both print and online versions. The online can be assessed at www.eduthought.org.ng

While we congratulate those whose articles scaled through the very rigorous scrutiny of our review process, we encourage those who could not make it to do the needful corrections and upgrading to meet up with the standard of the journal.

On behalf of the Editorial Board, I present to you our esteemed readers, the Vol. 14, No. 1 of Educational Thought.

Professor M.A. Hassan
Editor-in-Chief
Educational Thought

NOTES TO CONTRIBUTORS

CALL FOR PAPERS (VOLUME 14, NUMBER 1)

Educational Thought is an annual peer-reviewed journal of the Institute of Education, Adekunle Ajasin University, Akungba Akoko, Ondo State, Nigeria. The journal is both ELECTRONIC and PRINT and it is professional journal that is committed to the publication of original and well-researched articles in all areas of education.

The Editorial Boardhereby solicits articles and research papers to be considered for publication in the Volume 14, Number 1 of the journal, which shall be published in October, 2025 with ISSN: 1596-969X.

GUIDELINES TO CONTRIBUTORS

a. Articles already published or submitted for consideration in other journals are generally not acceptable.
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e. The cover page should include the name(s) of the author(s), their affiliations, and contact (functional e-mail and mobile telephone numbers).
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A SOCIOLINGUISTIC ANALYSIS OF PRESIDENT BOLA AHMED TINUBU'S 2024 NEW YEAR SPEECH AND ITS IMPLICATIONS ON NIGERIAN ECONOMY

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Abstract
Sociolinguistics remains the study of relationship that exists between language and society .This implies that it is the basis for understanding how language is used and, more effectively, the realisation of sociolinguistic, aesthetic and semantic-related meanings. The aim of this study is therefore tailored towards appreciating the beauty of language using President Bola Ahmed Tinubu's 2024 new year speech in order to garner and harness its significance on the development of the country vis-a-vis, its implications on Nigerian economy and the masses as well. Dwelling on Akinwumiju (2010, p.67), data were sampled directly from the presidential speech of January 1st, 2024 using Dell Hyme's ethnography of communication (1989) which captures Speaking as its acronyms. The findings of the study revealed the significance of using Hyme's ethnography of communication towards understanding and interpreting the president's speech. It was also revealed from the findings that apart from the fact that act sequence, participants, setting, scene, ends and key were preponderantly used, the channels of communication were also audio-visual and instrumentalities . Finally, the speech created a navigation through which the past was linked with the present to reveal the socio-economic imbalance, hardship experienced as a result of new economic policies in the country.

Keywords: Nigeria, President, Channels, Ethnography of Communication, Sociolinguistics, Country

Introduction

In every human community, language remains an essential ingredient for communication and interaction. Sociolinguistics is however, an area of linguistic study that attempts to study how, who, where and when language is used in a bid to establish the purpose for which language is used. The contributions of sociolinguists like Berstein (1964), Hymes (1964,1971,1989) Sapir (1990),Trudgil (1974) Romaine (2000), Downes (1992) Gumpez (1968), Oloruntoba-Oju (1999), Medubi (2007) and a host of others have assisted a lot towards establishing the relationship between language used and the environment where it's used. This study is important because it sheds more light on the hopes of the citizens based on their expectations from the government. People have been expecting that good news would be heard from the President's speech since it was the first and new speech the President would make since the removal of fuel subsidy. They (masses) believed that the President's speech would put succor to their plights. These, and many more, are the main preoccupations of this study

Berstein (1964) worked extensively on deficit hypothesis theory which was borne out of his 'restricted'

and 'elaborated' codes. His theory of deficit hypothesis was built on Sapir-Whorf theory of linguistic relativity. Hymes (1964, 1971, 1989) is identified with 'ethnography of communication' where he emphasised that speech does not occur in a vacuum, but rather within a specific context, and when the meaning of speech styles are analysed, we realise that they entail dimensions of participants, setting, channel, and the likes which partly govern their meanings (Hymes,1989). Labov (1989) centered his study on' the variability concept' while Romaine (2000) dwelled on language change, language contact and linguistic diversity. Trudgil (1974) considered 'language variability' just as Gumperz (1968) concerned himself with interactional sociolinguistics and contextualisation. Fishman (2000) worked on 'language and ethnicity, reversing language shift and language planning'. Gumperz (1968,p. 14) identified the importance of sociolinguistics in language analysis. Thus, he says:

> *Sociolinguistics remains the study of how people use language in their everyday lives. It looks at how identities are manifested through the words we use and how through language, we intentionally or unintentionally create, and disrupt relation-ship with others. It examines how language simultaneously arises out of and is used to construct social categories such as nationality, race, gender, age etc. Cultural beliefs, values and norms are encoded in language and language reaffirms these aspects of culture.*

Statement of the Problem

Many researches in sociolinguistics have been carried out by scholars across linguistic studies. These have been considered from different perspectives. For instance, Adedimeji (2007) examined the Sociolinguistic study of the Nigerian Proverbs in Zainab Alkali's *The Stillborn* and *The Virtous Woman*. He used Hyme's ethnography of communication to analyse the data. Idiagbon (2010) investigated the Sociolinguistics of Nigerian Pidgin English in Selected University Campuses in Nigeria in order to find out the positive contributions of the Nigerian Undergraduates to the structure, status as well as attitudes of people towards the Nigerian Pidgin. Adeyanju (1998) worked on a Comparative Sociolinguistic Analysis of the Form and Functions of Taboos in English and Yoruba while Ogunsiji (2001) equally examined a Sociolinguistic Study of the Language Attitude in Market Transactions.

Bello (2007) looked at Sociolinguistic Study of Semi- Educated Yoruba/ English Bilinguals. Medubi (1998) examined Lexical Markers and Stereotypes: A Sociolinguistic Comparison of Nigerian and American Cartoons while an Overview of Sociolinguistics was considered by Oloruntoba-Oju (1999). These, and many more sociolinguists, have contributed immensely to the study of sociolinguistics. However, using Hyme's ethnography of communication remains a sociolinguistic repertoire for harvesting social interactions between the speakers and audience. In essence, the research gap this paper intends to fill is to examine the Sociolinguistic Analysis of President Bola Ahmed Tinubu's 2024 new year's speech and its implications on Nigerian economy as this would allow the listeners to have direct interactions with the President who is the speaker and the citizens who are the listeners/ interpreters. The essence of the present study lies in data analysed and the use of Hyme's ethnography of communication to account for the over-all contents of the speech

Aim and Objectives

This study attempts to undertake a sociolinguistic analysis of president Bola Ahmed Tinubu of January 1st, 2024. The main objectives of the study include to:

1. examine the sociolinguistic implications of the President's speech so as to understand the over-all content/message of the speech.
2. evaluate the importance of President's speech of 2024 since it was the first and important speech he would make since the removal of fuel subsidy speech through which the masses are expected to hear good news from the President whose speech was to serve as relief to them.

3. identify the relevance of Hyme's ethnography of communication towards the sociolinguistic analysis of the President's speech.

Methodology

The data for this study relied mainly on President Bola Ahmed Tinubu's 2024 new year speech to the Nigerian people on the occasion of celebrating 2024 new year. Data were directly selected and captured using purposive and direct sampling techniques. A purposive sampling technique according to Ashley (2018, P. 12) "is a sample that is based on common characteristics and objectives of the study". He maintains that purposive sampling technique is very useful in situations when the researcher needs to reach a targeted sample. However, direct selection of data is justified in connection with the objectives of this study in line with Akinwumiju (2010).

The Sociolinguistic Framework

The Saussurean distinction at the beginning of the twentieth century between 'langue'' and "parole'' remained significant in the study of what was later referred to as sociolinguistics (Adedimeji,2007,p.4). Notable contributions to the study of linguistics were made by the earliest structuralists who emphasised the synchronic of individual language in terms of the characteristics of each language. Other scholars whose works have influenced the study of linguistics via sociolinguistics include Kenneth, cited by Tomori (1977,p.41), Halliday (1965), Harris (1951), Chomsky (1957), Hymes (1964, 1971 & 1989), Labov (1989) and a host of others. Their linguistic and sociolinguistic theories and methods have been considered suitable for linguistic analysis. (Adedimeji, 2007)

The Theory of Ethnography of Communication

Hyme's ethnography of communication is a product of his initial ethnography of speaking. He propounded this theory as a novel approach and means to better understand language in use. He is interested in investigating environment or event as a total way of shifting from the assumption that speech is an abstract model. According to Farah (1998, p.125), Hymes argued thus:

> *...That the study of language must concern itself with describing and analysing the ability of native speakers to use language for communication in real situations (communicative competence) rather than limiting itself to describing the potential ability of the ideal speaker/listener to produce grammatically correct sentences (linguistic competence) ...T(he) ethnography of communication is concerned with the questions of what a person knows about appropriate of language used in his or her community and how he or she learns about it.*

In ethnography of communication, Hymes captures all the methodological heuristics involved in an attempt to investigate communication. It is represented with the acronym **"Speaking"**. He emphasised that speech cannot be considered separate from the sociological and cultural factors that help shape linguistic form and create meaning. "SPEAKING" involves eight (8) components and they are interpreted as:

S- Setting and Scene: Setting includes the time and space, physical aspects of the situation such as arrangement of furniture etc. It also includes scene which refers to the socio-cultural and psychological aspects underpining speech events.

P- Participants: It involves participants' identity including personal characteristics such as age and sex, social status, relationship with each other. They are those that are involved in communication.

E- Ends: involves the purpose of the event, speech, utterance or text itself as well as the individual's goals of the participants.

A-Act or sequence: It involves how speech acts are organised within a speech event and what topics are discussed. It refers to the precise diction or actual words used to communicate (Adedimeji, 2007)

K- Key: It refers to the tone and manner in which something is said/ written.
I-It is the instrumentalities or the linguistic code i.e. language dialect. Variety and channel i.e speech or writing.
N-Norms: It is the norm or the standard socio-cultural rules of interaction and interpretation.
G- Genre It is the game or type of event such as lecture, poem, letter,etc.

In order to cap it all, Hymes agreed that communicative competence is the knowledge needed by a speaker or hearer, which is broader than the mere linguistic competence of Chomskyan linguistics (Hudson, 1996, p.224). Adedimeji (2007,p.4) asserted that Hymes observed that the goal of a language student should be :

> *To account for the fact that a normal child acquires knowledge of sentences not only as grammatical, but also as appropriate. He or she acquires competence as to when to speak, when not, as to what to talk about with whom, when, where, in what manner. In short, a child is able to accomplish a repertoire at speech acts, to take part in speech events, and to evaluate their accomplishment by others.*

Analysis and Presentation of Data
This aspect deals with sociolinguistic analysis of President Bola Ahmed Tinubu's 2024 new year speech and its implications on Nigerian economy. Data were directly selected and captured using purposive and direct sampling techniques. Data were divided into paragraphs or sentences for easy analysis and interpretations. The division of the data into paragraphs/ sentences agreed with Oleksandra's (2014) classifications of texts into syntactic features which may be of paragraphs, sentences or propositions. He maintained that a text must be subjected to sentences whereas, they can be of declarative, imperative, interrogative or exclamatory depending on the mood or message intended to pass across to the listeners or audience. The President's speech was occasioned by the celebration of a new year (2024) where the president on the one hand celebrated with Nigerian people and expostulated on the economic situations in the country precipitated by the recent economic policies in the country. Below remains the sociolinguistic analyis of data.
Act Sequence: " It gives me immense joy to welcome each and every one of you-young and old-to this brand new year 2024. We must lift up our hands to Almighty God, ingratitude, for His grace and benevolence to our country and our lives in the year2023 that has just gone by".
Analysis :The president stood here as the father of all Nigerians having the joy to celebrate with them on the occasion of new year. The entire paragraph was used by the president to create suspense and capture the attention of the audience/ addressee. The citizens were happy to hear good-will message from the president. They have a ray of hopes that the President would have new stocks of programmes for them as they began another brand new year. The extract presupposed that the president was highly elated as he addressed the nation. This is reflected in "It gives me immense joy to welcome……"
Participants : Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.
Addressees: The Nigerian citizens.
Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.
Scene: It's an expression of happiness and joy by the addresser who is the Executive President of Nigeria. This confirms his state of psychological mood. The addresser realised the urgent need to address the masses on the occasion of new year. This had become the usual practice over the years. The speech would create room for the President to address pertinent issues and bring forth, other new programmes in stock for the masses. The masses too have been expecting this because they wanted to hear good news from their leader, the President, who is also the addresser. r
Ends: To express addresser's state of happiness because of the celebration of another new year and his quest to make his people (the masses) happy about other good things the government has in stock for them.

Key: High tone meant to confirm the mood of addresser (the President) who was highly delighted
Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.
Act Sequence:"Though the past year was a very challenging one, it was eventful in so many ways. For our country, it was a transition year that saw a peaceful, orderly and successful transfer of power from one administration to another, marking yet another remarkable step in 24 years of unbroken democracy. It was a year, you, the gracious people of this blessed nation, entrusted your faith in me with a clear mandate to make our country better, to revamp our economy, restore security within our borders, revitalize our loundering industrial sector, boost agricultural production, increase national productivity and set our country on an irreversible path towards national greatness that we and future generations will forever be proud of"
Analysis: The addresser assumed that the past year was challenging. On the other way round, many achievements were also recorded. It was the year that power was handed over to the newly elected administration without any rancor. In the addressee's message, hopes for better economic revitalization, a total abrogation of insecurity in the country, agricultural productivity and increased national productivity set the pace for a new dawn in the country. The addressees-masses believed that Nigeria is coming out of better development and that the country would soon be a better place for all and sundry. The president's speech in this regard is a testament to the fact that Nigeria will become great… "Towards national greatness that we and future generations we forever be proud of"
Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.
Addressees: The Nigerian citizens.
Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.
Scene: A serious hope was raised here by the addresser in order to assert that Nigeria would soon be better and greater based on economic and all other related policies put in place by the present administration.
Ends: To express a greater hope for the country when the masses shall be enjoying more of the dividends of democracy in the country.
Key: Soft tone which is an expression of a better hope for the country.
Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.
Act Sequence:"The task of building a better nation and making sure we have a Nigerian society that cares for all her citizens is the reason I ran to become your president. It was the core of my renewed hope campaign message on the basis of which you voted me as President. Everything I have done in office, every decision I have taken and every trip. I have undertaken outside the shores of our land, since I assumed office on 29may, 2023, have been done in the best interest of our country".
Analysis: The addresser who is the President assured the masses of his intention and efforts of transforming and building the country for the betterment of all and soundly. The addressees themselves were happy and glad that good things were under way . The President kept the ball rolling by asserting that he would keep to the oath and allegiance he took. And this had been a reflection of all his activities since he assumed office as the President of the country. The use of linguistic expressions here accorded it a sociolinguistic context. This is reflected in "the task of building a better nation and making sure we have a Nigerian society that cares for all her citizens…." These lines re-emphasized the President's commitment to making the country a better place for all.
Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.

Addressees: The Nigerian citizens.
Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.
Scene: The President who is also the addresser assured the addressees of his commitment and dedication on the need to rebuild the country through various programmes to better the lives of the citizens
Ends: It expresses addresser's state of commitment and dedication to building the country through revamping the economy.
Key: Soft tone which revealed that addresser was committed and dedicated to the service of the country.
Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.
Act Sequence: "Over the past seven months of our administration, I have taken some difficult and necessary decisions to save our country from fiscal catastrophe. One of those decisions was the removal of fuel subsidy which had become an unsustainable financial burden on our country for more than four decades. Another was the removal of the choke hold of few people on our foreign exchange system that benefited only the rich and the most powerful among us. Without doubt, these two decisions brought some discomfort to individuals, families and businesses".
Analysis: The message of this paragraph was sad, pathetic, unpalatable and enshrouded with hopelessness. The tone is harsh. The addresser (the President) reiterated some of his decisions in recent times like the removal of fuel subsidy and foreign exchange palava. These very steps have pinged the addressees (masses) into economic hardships. The addressees (the masses) have been facing serious economic challenges since the subsidy had been removed. The addressee's expectation and hope in the present administration were dashed due to the removal of fuel subsidy and other economic policies. Contrary to this, the addresser here hinged on the fact that such drastic steps were taken to save the country from "fiscal catastrophe". But who benefits from the subsidy and who suffers at the instance of subsidy removal? The psychological mood on the part of the addressees (the masses) was sad, pathetic unpalatable, catastrophic and nervously nostalgic since the subsidy removal in the country . How could he (the addresser- the President) then convince the addressees that subsidy was removed just to save the country from economic doom? The reverse was the case as subsidy removal had spelt economy hardship on the masses.
Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.
Addressees: The Nigerian citizens
Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.
Scene: A serious anger portrayed in this regard most especially on the part of the addressees.
Ends: The addressees are furiously enraged due to the recent economic policies enforced by the present administration which have generated a lot of challenges. The addresser was optimistic that such decisions were taken to save the country from economic loom. How then could the addressees be convinced of this fact?
Key: Low tone which confirms addresser's dissatisfaction with the recent development but has no options than to resort to doing so.
Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.
Act Sequence: "I am well aware that some time now the conversations and debts have counted on the rising cost of living, high inflation which is now 28% and the unacceptable high under -employment rate. Form the board room at Broad Street in Lagos, to the main streets of Kano and Nembe Creeks in Bayelsa, I hear the groans of Nigeria's who work hard everyday to provide for themselves and their families. I am not oblivious to the expressed and sometimes unexpressed frustrations of my follow

citizens. I know for a fact that some of our compatriots are even asking if this is how our administration wants to renew their hope"

Analysis: The entire paragraph captures the president's intention who has been convinced on the recent development in the country orchestrated by some drastic economic steps taken recently. The cost of living is high. There is high increase in inflation of about 28% and unemployment continues to increase on daily basis. The president in his speech, shared the pains and agony people are going though. The moods here on the part of the addresses were sadness and despondency on the new administration. The president himself confirmed this and said. "I know for a fact that some of our compatriots are even asking if this is how our administration wants to renew their hope". The masses who are the addressees lost hope and confidence in the new administration. People are struggling endlessly to survive hunger and other saps-of-life while the economy is biting harder everyday. Only very few people in the country can guarantee three square meals per day and the price of commodities are unbearable in the market. Kidnapping and banditry are the orders of the day. These too, have been affecting the economic and commercial activities in the country.

Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.

Addressees: The Nigerian citizens

Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.

Scene: Addresser was sad due to the present economic situation in the country which has been affecting the lives of the addresses who are the masses.

End: To express addresser's feeling and sympathy for the addressees who are the helpless citizens of the country. They (addressees) are helpless because of the present situations.

Key: Soft tone meant to let the addressees understand the fact that he (addresser) also shares in the pains the masses are passing through.

Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.

Act Sequence: "Dear compatriots, take this from me: the time may be rough and tough, however, our spirit must remain unbowed because tough times never last. We are made for this period never to flinch, never to falter. The socio-economic challenges of today should energize and rekindle our love and faith in the promise of Nigeria. Having laid down the groundwork of our so economic recovery plans within the last seven months of 2023, we are now poised to accelerate the pace of our service delivery across sectors"

Analysis: The president unravelled his feeling and passion for the masses (addressees) . He too realized what people are passing though. "…. Take this for me, the time may be rough and tough….". This attested to the current hardships on the part of the masses. Though the administration lay the claim on socio-economic recovery plans which according to the masses were too harsh and gruelling. The president was apologetic as he appealed to the masses to remain steadfast and hope for better Nigeria. The president presupposed that people were really suffering as in ".. may be rough and tough".

Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.

Addressees: The Nigerian citizens

Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.

Scene: It is the expression of addresser's of being optimistic of better Nigeria despite the economic challenges. He appealed to the masses (addressees) to remain resolute and patient even as the economic situations in the country are hard and burdensome.

Ends: Addresser is hopeful that despite the economic challenges, things will become better for all. He equally urged the masses (addressees) to remain calm and have the belief that things would change for better.

Key: Soft tone, to uncover addresser's sympathy and hope for a better change.
Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.
Act Sequence: "……My administration recognizes that no meaningful economic transformation can happen without steady electricity supply. In 2024, we are moving a step further in our quest to restart local refining of petroleum products with Port Harcourt Refinery, and the Dangote Refinery which shall fully come on stream….To ensure constant food supply, security and affordability, we will step up our plan to cultivate 500,000 hectares of farmland's across the country to grow maize, rice wheat…"
Analysis: In the country, power supply is unsteady. Insufficient food supply pervades. The refineries are down. These confirm the over-all contents of the paragraph. The president (addresser) having realized this, intended to transform the economy through steady power supply, restarting of some refineries in the country and improvement of food supply to make food affordable for the common men. How have these been realized in the country when price of food items continue to be rising every minute? The masses hope is dashed and they are disappointed with the recent development in the country. All these capture the psychological disorientation of the masses (addressees).
Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.
Addressees: The Nigerian citizens
Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.
Scene: A revelation of renewed hope agenda can be fully grasped here. The President (addresser) was assertive in some of the plans and strategies to put succour on the sufferings of the masses (addressees). Some of these strategies and plans included provision of steady power supply, boosting agriculture and resuscitation of home-based refineries starting with Port Harcourt refineries while the masses (addressees) were also promised of also having Dangote refinery on board.
Ends: Through this paragraph, the addresser's explanations and his plans to bring about socio-economic reformations were clearly understood.
Key: Mild tone, to reveal the plans and strategies of the government to ensure a total socio-economic changes in the country.
Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.
Act Sequence:"In this new year, we will rise against time to ensure all the fiscal and tax policies reforms we need to put in place are codified and amplified to ensure that business environment does not destroy value…My message to investors and other business people has been the same. Nigeria is ready and open for business …I will fight every obstacle that impedes business competitiveness in Nigeria and I will not hesitate to remove any clog hindering our path to making Nigeria a destination of choice for local and foreign investment".
Analysis: The addresser's (The President) intention is clearly stated here. He promised to review fiscal and tax policies and encouraged local and foreign investors. How realistic is this? Are the economic policies beneficial to the masses (addressees) who are at the receiving end? All the linguistic imports like. "…… answer the fiscal and tax policies reform" "….. Business environment does not destroy value" further accentuated the administration's commitment to repudiate the economy of the country.
Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.
Addressees: The Nigerian citizens
Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.
Ends: Addresser (The President) highlighted more on new strategies to be put in place in the brand new year like wooing foreign investors and a host of others .

Key: Harsh tone, revealing new strategies of addresser's administration.
Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.
Act Sequence:"In my 2024 budget presentation to the National Assembly, I listed my administration's 8 plan areas to include national defence, and internal security, job creation, macro-economic, stability, investment…. Poverty reduction and social security….."
Analysis: The president's bid to ameliorate people's suffering is reflected here. He wanted to create job; maintained internal security; ensured macro-economic stabilityand poverty eradication etc. The addressees (masses) were psychologically relieved and have a better hope. When jobs are created, it will reduce poverty while adequate security will improve economy of the country. The masses were relieved from the addresser's utterances.
Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.
Addressees: The Nigerian citizens
Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.
Ends: To several other attempts by the addresser's administration to improve the welfare of the addressees (masses) which included internal and food security, poverty eradication among others.
Key: soft tone where addresser uncovered the plans to tackle insecurity, provide food so as to improve the economy of the country.
Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.
Act Sequence: "Follow Nigerians, my major ambition in government as a senator in the aborted third republic….. and now as the president of this blessed country is to build a fair and equitable and close the widening inequality……."
Analysis: The president reiterated his determination and pledge to serve Nigeria in various capacities. He intended to usher in an egalitarian society devoid of class differences. The addressees' hope for better lives were uncovered here.
Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.
Addressees: The Nigerian citizens
Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.
Ends: It captures addresser's commitment to build a society free of inequality and class differences.
Key: Soft tone meant to uncover the addreser's readiness to ensure that an egalitarian society was established.
Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.
Act Sequence: " In this new year, let us resolve that as joint-heirs to the Nigerian common wealth, we will work for the peace, progress and stability of our country. I extend this call to my political opponents in the last election. Election is over. It is time for all of us to work together for the sake of our country. We must let the light each of us carries-men and women, young and old-shine bright and brighter to illuminate our path to a glorious dawn. I wish all of us a happy and prosperous year 2024. May God continue to bless the federal Republic of Nigeria."
Analysis: The addresser, (The Presidents), made passionate appeals to the masses and all his political opponents to work together to lift Nigeria higher. The president's speech presupposed that there are hypocrites among the political opponents who lost during the last election i.e. "I extend this call to my political opponents in the last election…….. Election is over. It is time for all of us to work together for

the sake of our country. The president capped it all by praying and wishing the masses a prosperous brand new year.

Participants: Addresser: The President and Commander-in- chief of the Armed Forces of Federal Republic of Nigeria.

Addressees: The Nigerian citizens

Setting: Place and time: Presidential Villa, Abuja in the early morning by 7am.

Scene: The speech was appealing and apologetic. The addresser appealed to other political opponents to forget about failure in the last election and worked together with the present administration to move the country forward. On the final note, he prayed and wished the addressees a happy and prosperous new year.

Ends: To show that addresser was liberal by calling on the losers in the last election.

Key: Soft tone, to reveal the addresser's state of nation-hood.

Instrumentalities: It was a nation-wide broadcast and the channel of communication was television which involved audio-visual means of deciphering information. The addressees (masses) used two senses together at the same time i. e. the senses of hearing and seeing.

Conclusion

Sociolinguistics is the study of relationship between language and society (Oloruntoba-Oju, 1999). A sociolinguistic analysis of President Bola Ahmed Tinubu's 2024 new year speech is a revelation of interaction between the President (addresser) and the masses (addressees) occasioned by the celebration of new year-2024. The analysis was mainly on sociolinguistics based on president Bola Ahmed Tinubu's 2024 new year speech to the Nigerian people on the occasion of celebrating 2024 new year. The findings of the study confirmed that act sequence, participants, setting, scene, ends, and key were preponderantly used while the channel of communication (instrumentalities) was audio-visual. The study finally revealed that the use of Hyme's ethnography of communication allowed us to probe into the mind of the addresser through various elements of the theory. Not only this, the use of the theory afforded us better opportunity of analysing the text, where, addresser interacted with the audience (addressees) on national issues. Hudson (1996) observed that" the essence of sociolinguistics is to account for language used and its significant effects on the issues, events or happenings in the society. However, the sociolinguistic analysis of President Bola Ahmed Tinubu's 2024 new year speech has accounted for language used to reveal the social interaction between the President and the masses through which a ray of hopes was further built by the masses on what the government has in stock

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APPENDIX

TEXT OF PRESIDENT BOLA AHMED TINUBU'S NEW YEAR ADDRESS TO THE NATION

Dear Compatriots,

It gives me immense joy to welcome each and every one of you - young and old- to this brand new year 2024 . We must lift up our hands to Almighty God, in gratitude, for His grace and benevolence to our country and our lives in the year 2023 that has just gone by.

Though the past year was a very challenging one, it was eventful in so many ways. For our country, it was a transition year that saw a peaceful, orderly and successful transfer of power from one administration to another, marking yet another remarkable step in our 24 years of unbroken democracy.

It was a year, you the gracious people of this blessed nation, entrusted your faith in me with a clear mandate to make our country better, to revamp our economy, restore security within our borders, revitalise our foundering industrial sector, boost agricultural production, increase national productivity and set our country on an irreversible path towards national greatness that we and future generations will forever be proud of.

The task of building a better nation and making sure we have a Nigeria society that cares for all her citizens is the reason I ran to become your President. It was the core of my Renewed Hope campaign message on the basis of which you voted me as President.

Everything I have done in office, every decision I have taken and every trip I have undertaken outside the shores of our land, since I assumed office on 29 May 2023, have been done in the best interest of our country.

Over the past seven months of our administration, I have taken some difficult and yet necessary decisions to save our country from fiscal catastrophe. One of those decisions was the removal of fuel subsidy which had become an unsustainable financial burden on our country for more than four decades. Another was the removal of the chokehold of few people on our foreign exchange system that benefited only the rich and the most powerful among us. Without doubt, these two decisions brought some discomfort to individuals, families and businesses.

I am well aware that for some time now the conversations and debates have centred on the rising cost of living, high inflation which is now above 28% and the unacceptable high under-employment rate. From the boardrooms at Broad Street in Lagos to the main-streets of Kano and Nembe Creeks in Bayelsa, I hear the groans of Nigerians who work hard every day to provide for themselves and their families.

I am not oblivious to the expressed and sometimes unexpressed frustrations of my fellow citizens. I know for a fact that some of our compatriots are even asking if this is how our administration wants to renew their hope.

Dear Compatriots, take this from me: the time may be rough and tough, however, our spirit must remain unbowed because tough times never last. We are made for this period, never to finch, never to falter. The socio-economic challenges of today should energize and rekindle our love and faith in the promise of Nigeria. Our current circumstances should make us resolve to work better for the good of our beloved nation. Our situation should make us resolve that this new year 2024, each and everyone of us will commit to be better citizens.

Silently, we have worked to free captives from abductors. While we can't beat our chest yet that we had solved all the security problems, we are working hard to ensure that we all have peace of mind in our homes, places of work and on the roads. Having laid the groundwork of our economic recovery plans within the last seven months of 2023, we are now poised to accelerate the pace of our service delivery across sectors.

Just this past December during COP28 in Dubai, the German Chancellor, Olaf Scholz, and I agreed and committed to a new deal to speed up the delivery of the Siemens Energy power project that will ultimately deliver reliable supply of electricity to our homes and businesses under the Presidential

Power Initiative which began in 2018. Other power installation projects to strengthen the reliability of our transmission lines and optimise the integrity of our National grid are ongoing across the country.

My administration recognises that no meaningful economic transformation can happen without steady electricity supply. In 2024, we are moving a step further in our quest to restart local refining of petroleum products with Port Harcourt Refinery, and the Dangote Refinery which shall fully come on stream.

To ensure constant food supply, security and affordability, we will step up our plan to cultivate 500,000 hectares of farmlands across the country to grow maize, rice, wheat, millet and other staple crops. We launched the dry season farming with 120,000 hectares of land in Jigawa State last November under our National Wheat Development Programme.

In this New Year, we will race against time to ensure all the fiscal and tax policies reforms we need to put in place are codifed and simplified to ensure the business environment does not destroy value. On every foreign trip I have embarked on, my message to investors and other business people has been the same. Nigeria is ready and open for business.

I will fight every obstacle that impedes business competitiveness in Nigeria and I will not hesitate to remove any clog hindering our path to making Nigeria a destination of choice for local and foreign investments. In my 2024 Budget presentation to the National Assembly, I listed my administration's 8 priority areas to include national defence and internal security, job creation, macro-economic stability, investment environment optmization, human capital development, poverty reduction and social security. Because we take our development agenda very seriously, our 2024 budget reflects the premium we placed on achieving our governance objectives.

We will work diligently to make sure every Nigerian feels the impact of their government. The economic aspirations and the material well-being of the poor, the most vulnerable and the working people shall not be neglected. It is in this spirit that we are going to implement a new national living wage for our industrious workers this new year. It is not only good economics to do this, it is also a morally and politically correct thing to do.

I took an oath to serve this country and give my best at all times. Like I said in the past, no excuse for poor performance from any of my appointees will be good enough. It is the reason I put in place a Policy Coordination, Evaluation, Monitoring and Delivery Unit in the Presidency to make sure that governance output improves the living condition of our people.

We have set the parameters for evaluation. Within the first quarter of this new year, Ministers and Heads of Agencies with a future in this administration that I lead will continue to show themselves.

Fellow Nigerians, my major ambition in government as a Senator in the aborted Third Republic, as Governor of Lagos State for eight years and now as the President of this blessed country is to build a fair and equitable society and close the widening inequality. While I believe the rich should enjoy their legitimately-earned wealth, our minimum bargain must be that, any Nigerian that works hard and diligent enough will have a chance to get ahead in life. I must add that because God didn't create us with equal talents and strengths, I cannot guarantee that we will have equal outcomes when we work hard. But my government, in this New Year 2024 and beyond, will work to give every Nigerian equal opportunity to strive and to thrive.

For the new year to yield all its good benefits to us as individuals and collectively as a people we must be prepared to play our part. The job of building a prosperous nation is not the job of the President, Governors, Ministers, Lawmakers and government officials alone. Our destinies are connected as members of this household of Nigeria. Our language, creed, ethnicity and religious beliefs even when they are not same should never make us work at cross purposes.

In this New Year, let us resolve that as joint-heirs to the Nigerian Commonwealth, we will work for the peace, progress and stability of our country. I extend this call to my political opponents in the last

election. Election is over. It's time for all of us to work together for the sake of our country.
We must let the light each of us carries - men and women, young and old - shine bright and brighter to illuminate our path to a glorious dawn.
I wish all of us a happy and prosperous year 2024.
May God continue to bless the Federal Republic of Nigeria.

Bola Ahmed Tinubu, GCFR
January 01, 2024


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