



BABCOCK
UNIVERSITY

ILISHAN-REMO, OGUN STATE, NIGERIA

COLLEGE OF POSTGRADUATE STUDIES

2022/2023 PhD Thesis Abstract

Department of Mass Communication

RFN: Babatunde Omowaiye ORUNGBEJA
RD: Mass Communication
RS: Veronica Adeleke School of Social Sciences
RE: orungbeja0275@pg.babcock.edu.ng
RAE: Teeoruns@gmail.com
RP: 08074091000
RT: Discourse Framing of Nigeria's Developmental Issues and Government's Interventionist Policies in Selected Televised National Addresses of President Muhammadu Buhari
MS: Prof. Kolade AJILORE
ME: ajilorek@babcock.edu.ng
SP: 08055134044
CS: Nil
CE: Nil
CP: Nil

AB: Public addresses constitute potent platforms through which political leaders articulate their policies and plans. Often times, the goal is to provide insights into the priorities of the government towards eliciting public sympathy and support. In Nigeria, there appears to be a widening gap between the direction of political leaders' discourses and developmental issues. There are inadequate studies on the discourse framing of Nigeria's developmental issues (security, social infrastructure, economy and democratic structure) and President Muhammadu Buhari's interventionist policies (economic restructuring, democratic culture entrenchment, battle against insurgency and anti-corruption), as epitomized in his national addresses. The study, therefore, examined the discourse framing of Nigeria's developmental issues and government's interventionist policies in selected televised national addresses of President Muhammadu Buhari from 2015 to 2021.

The study adopted qualitative discourse analysis of President Buhari's televised national addresses on developmental issues and government's interventionist policies. The study population comprised the 27 televised national speeches delivered by President Muhammadu Buhari (2015–2021). The sample size of the study was 20 televised national addresses. Purposive sampling, using the exclusion criterion of budget addresses was adopted. Coding schedule was

used to extract the data and the original full text discourses of the President, as presented to the citizenry in specific frames, were content analysed.

Findings indicated that the President's discourses framed national development issues as direct and key responsibilities of the government, requiring strategic and effective interventionist policies. Findings also revealed recurrent themes in the President's discourses to include: entrenchment of a democratic culture, which the president propagated via rule of law principle; elimination of insurgency through the deployment of human and material resources; intolerance to corruption and other forms of crime via various anti-corruption programs, (the Whistle-blowers' Initiative, Integrated Payroll Personnel and Information System, the Government Integrated Management Information Systems) and the upgrading of social infrastructure (as the Second Niger Bridge, Lagos-Ibadan Expressway, the Abuja-Kaduna-Zaria-Kano Expressway, Itakpe-Warri standard gauge rail, Lagos-Ibadan double track railway line and investment in the Dangote refinery) which were regularly reiterated with verifiable data. The themes in the President's discourses depict the President's intense focus on national development in tandem with his pre-election campaign slogan of Security, Economy and Anti-corruption. Findings uncovered linguistic frames that frequently reiterated his ideologies (democracy, populism, agrarianism and oneness) for the advancement of his national development interventionist policies.

The study concluded that the interplay between President Muhammadu Buhari's discourse framing and national development issues, consciously construed his administration's interventionist policies. The policies were framed for the enactment of socio-political development, against the excruciating challenges in the Nigerian nation. Thus, the study recommended that political leaders should ensure that they frame discourses that depict their administrations strategic interventionist policies.

Keywords: Democratic structure, Development issues, Discourse framing, Government interventionist policies, Televised National addresses

Word Count: 440

Abbreviations: RFN: Researcher's Full Name, RD: Researcher's Department, RS: Researcher's School, RE: Researcher's Email, RAE: Researcher's Alternate Email, RP: Researcher's Phone Contact, RT: Registered Title, MS: Main Supervisor, ME: Main Supervisor's E-mail Address, SP: Main Supervisor's Phone Contact, CS: Co-Supervisor, CE: Co-Supervisor's E-mail Address, CP: Co-Supervisor's Phone Contact, AB: Abstract

Suggested Citation: Orungbeja, B.O., and Ajilore, K. 2023. Discourse Framing of Nigeria's Developmental Issues and Government's Interventionist Policies in Selected Televised National Addresses of President Muhammadu Buhari. PhD Thesis Abstract, College of Postgraduate Studies, Babcock University. [https://doi.org/10.61867/pcub.1\(5\).165](https://doi.org/10.61867/pcub.1(5).165)