Discourse Strategies and Ideology in Selected Radio Lead News of Osun State Broadcasting Corporation, Nigeria

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ABSTRACT

This study investigates discourse strategies and ideology employed in selected radio lead news of Osun State Broadcasting Corporation (OSBC), Osogbo, Nigeria. The analysis is done within the framework of critical discourse analysis which uncovers implicit ideology and exposes ideological bias and the exercise of power in text; and Halliday's systemic functional grammar which emphasises the form/function relationship of language use in context. The data cover selected radio lead news purposively sampled based on the content from the period of January 2006 to December 2008.The analysis shows that journalists employ a variety of strategies to influence the way people understand issues or situations for the purpose of changing their actions and expectations in ways that are desirable to the political actors. The analysis reveals that media messages contain a lot of discourse strategies such as blame transfer, source avoidance, positive-self presentation and negative-other presentation, authoritarianism as a source of news making, foregrounding and informativeness, use of figures and statistics and metaphorisation. This study reveals that broadcast news contains hidden and subjective meanings displayed by a variety of strategies that highlight pro-government activities. It reveals that critical discourse analysis is relevant in interpreting and analyzing news discourse to discover hidden meanings, elicit meaning from news reports and to uncover ideological assumptions that are embedded in news texts.

Keywords: news; politics; discourse strategies; ideology; critical discourse analysis

INTRODUCTION

The language of news as a particular style of discourse is a complex combination of national, social, economic, religious, cultural and linguistic traditions associated with the expectations of the audience. Language is used in the media to attract attention, express emotion, communicate information and to alter people's way of thinking. News has become indispensable to human beings as it promotes social cohesion and helps to reinforce good conduct. News has the performative force to persuade or manipulate the public to take a particular line of action. News guides, influences and reinforces the perception of people as regards what is true and untrue, right and wrong; it is an important device for conveying or exchanging information among the people.

The attitudes and expectations from the audience who listen to the news may vary and may create a situation in which misinterpretations and misunderstanding may occur depending on the audience's values, taste, beliefs, religion, culture etc. Therefore, a critical

analysis of news bulletins will reveal to us hidden meanings and ideological assumptions that are encoded in news texts and the influence these may have on the audience.

STATEMENT OF THE PROBLEM

Research works carried out on broadcast news in Nigeria in the past with the exception of some (Fayoyin 1990, Olowe 1995, Alo 2007, Taiwo 2007, Soneye 2007, Ayoola 2008) who have concentrated on linguistic and stylistic features with little attention on discourse strategies and ideology. A critical analysis is considered essential to enable us find the hidden meanings and ideological assumptions embedded in lead news texts. The way issues are relayed in the news can have important implications for public understanding and evaluation of such issues. News facilitates public discussion since issues considered as major are discussed at length by the public.

News-writers/journalists are often faced with the dilemma of having to satisfy the public as well as the government or the proprietor of the media house. This always leads to a clash of interest and thus calls for subtle use of language to persuade, inform and propagandize. Hence the journalists' use of a variety of means, different techniques and strategies in fulfilling their obligation to the public and the government/the proprietor of the media house. Understanding media discourse thus calls for a way of uncovering the meanings of such usage.

Osun State Broadcasting Corporation (OSBC) Osogbo which is owned by the State Government has been chosen as our focus in this study to represent the voice, views and visions of the South West region of Nigeria and also to exemplify the pattern of news as disseminated by the media houses in Nigeria.

The news bulletins are written to be spoken and are relayed to the audience in the spoken mode. However, our analysis will be restricted to the written mode as units of discourse such as clauses and sentences are clearly identified in writing.

AIM AND OBJECTIVES

This study aims at carrying out a critical discourse analysis of the strategies used in radio lead news broadcasts.
Its objectives are:

(i)   to identify specific strategies relating to news;
(ii)   to discover ideologies inherent in the news' leads; and
(iii)   to highlight how the audience's beliefs, opinions and perceptions can be influenced by news broadcasts.

METHODOLOGY

The data for this study are taken from lead news broadcasts of Osun State Broadcasting Corporation (OSBC), Osogbo, Nigeria. The corpus consists of lead news purposively selected between January 2006 and December 2008 based on their political contents. We approach the data through content analysis using critical discourse analysis (CDA) and systemic functional grammar (SFG) framework. For the purpose of understanding the content we employ

linguistic tools looking at lexical and syntactic choices while CDA enables us to identify the ideologies and strategies used.

SIGNIFICANCE OF THE STUDY

The public look to the media as sources of information; people learn about events and issues from the media. Media sources have the ability to influence public opinion in diverse ways; they have the obligation of giving the public information through full, fair and accurate reporting. Many messages can be communicated through the text and structure of news broadcasts. The manner in which a news item is disseminated by the media has considerable influence on the judgments given about it by the public. The significance of this study is therefore seen in the light of the great influence of news broadcast on members of the public and how the insight gained from analyzing discourse strategies in news can enhance our understanding of news reports.

LITERATURE REVIEW

Earlier scholars on media news include Fayoyin (1990), Olowe (1995), Alo (2007), Soneye (2007), Taiwo (2007) and Ayoola (2008). Haig's (2008) study was a critical discourse analysis of discourse strategies in reports on youth crime in U.K. Radio news. The study paid attention to the use of repetition in the programme's generic organisation both as a strategic device and as a means whereby the ideological work of the news was achieved Another study carried out by Soneye (2007) investigated the problem of the sensitivity of newscasters in the Nigerian Television Authority (NTA) to the polyphonic and polygraphic phenomena in English as a second language (ESL). The study confirmed the insensitivity of NTA newscasters to polyphonic and polygraphic phenomena in English and established polyphonic and polygraphic phenomena as vital dimensions of investigating variation in ESL and thus suggested the need to pay more attention to the area in ESL teaching and learning. A study carried out by Ayoola (2008) was a critical discourse analysis of the reporting of some Niger-Delta issues in selected Nigerian newspapers. Findings from the study showed discourse participants from different sides of the Niger-Delta often slanted their public pronouncements in a manner that promoted their positive sides on the one hand, and the unflattering sides of their opponents, on the other hand. . The studies reviewed above have not fully delved into analysis of discourse strategies used in news as this present study seeks to do hence the gap to be filled.

THEORETICAL PERSPECTIVE

The theoretical approaches considered relevant in this study are critical discourse analysis and systemic functional grammar. van Dijk's socio-cognitive model is based on the assumption that cognition mediates between society and discourse. Both long-term and short-term memories as well as certain mental models shape our perception and comprehension of discourse practices. Halliday's systemic functional grammar dwells on the functions of language in society and can be used to uncover linguistic structure of power in texts. Also Halliday's grammatical system of Transitivity construes the world of experiences into a manageable set of process types and each process type provides its own model or schema for construing a particular domain of experience as a figure of a particular kind (Halliday

2004:170). For the purpose of this study we shall adopt ideas from critical discourse analysis complemented with Halliday's concept of transitivity.

LANGUAGE AND REGISTER OF BROADCAST NEWS REPORTING

Language displays striking variety occasioned by the variables of space (geographical setting), time (temporal setting) and situation; the variable of situation is responsible for the concept of register (Lawal 2003, p.25). According to (Alo 2004, p.76), the term register technically refers to the variety of language according to use or function and is commonly understood as peculiar use of words, structures and meaning in a particular field, discipline or occupation. In his own definition, Halliday (1978, p.111) views register as "a configuration of the semantic resources the member of a culture typically associates with a situation type. It is the meaning potential that is accessible in a given context"

Language use is determined by situation and context and that is why Catford (1965, p.84) sees language in its variables as a subset of formal and or substantial features which correlate with a particular type of socio-situational features. According to Olowe (1995, p.7), what the mass media, especially, newspaper, radio and television attempt to represent to their audience through the use of language is a complex of ideologies. Dellinger (1995, p.11) observes further that when writing for broadcast news the written language is modified to resemble speech by purposely using more fragmented sentences which mimic real speech. As observed by Fang (1991, p.4), radio news stories are written to be told in familiar words combined into sentences, which run at comfortable lengths in a style known as "conversational". The radio news writing style includes the choice of simple words and short declarative sentences.

THE LEAD

In broadcast news, the lead usually contains the fewest details that will clearly relate the most significant element of the events being reported (Fang 1991, p.11). As noted by van Dijk (1985, p.77), the lead is used to express or to infer the theme or topic. According to Ginneken (1998, p.186), "the lead is where the journalist focuses a story…the journalists own ultimate abstract is in fact the one-word catch-line or slug line by which a story is identified". van Dijk (1985, p.74) notes that language users can summarize complex units of information with one or few sentences, and these sentences are assumed to express the gist, the theme or the topic of the information. The focus of the lead serves as the theme of the entire news story. For example:

> President Obasanjo x-rays his government's performance in the power
> sector.   (News at Dawn. 01-03-2007)

The above lead emphasises a single dominant point. The details are given in the body of the news.

The lead sometimes begins with the location as a transition device; a way of redirecting the listener's attention away from the last story into the new item. For example:

> In Lesotho, opposition party has called for an early election.
>   (The World at Noon. 06-10-2008)

The news writer assumes that the longer the sentence the less it will be understood (Fang 1991, p.21). As Fang also notes, a pressing concern exists for clarity in both sentence length and word choice because the radio listener or the television viewer unlike the newspaper reader, is unable to stop to review and reconsider the meaning of a sentence. Broadcast news writing is normally limited to a vocabulary of simple, widely understood words.

CRITICAL DISCOURSE ANALYSIS (CDA)

CDA is the uncovering of implicit ideology in texts; it exposes ideological bias and the exercise of power in text. According to Fairclough (1993), CDA begins with a view of language as a social practice; it is a kind of action. It explores relationships between discourse and society. According to Fowler (1981, p.25), texts must be probed in order to discover hidden meaning and value structure. In conducting a critical analysis of discourse, we need some skills; a method that can be applied to debunk the hidden ideological meanings behind the written or oral word (McGregor 2003, p.7).

van Dijk (1988) notes that CDA is concerned with studying and analyzing written texts and spoken words to reveal the discursive sources of power, dominance, inequality, and bias and how these sources are initiated, maintained, reproduced and transformed within specific social, economic, political and historical contexts. Selucky as cited by Kilanda (2003, p.15) observes that the media are used both in the process of ideologisation and in propagandistic activities and as a form of communication using a dogmatic and exhortatory mode of address. According to Teer-Tomaselli as cited by Kilanda (2003, p.20), propaganda is tightly connected to the concept of ideology. Propaganda also has much in common with public information campaigns by governments, which are intended to encourage or discourage certain forms of behaviour. The propagandist seeks to change the way people understand an issue or situation for the purpose of changing their actions and expectations in ways that are desirable to the interest group. (*Wikipedia, the free encyclopedia*)

Ideology refers to attitudes, set of beliefs, values and doctrines with reference to religious, political, social and economic life, which shape the individual's and group's perception and through which reality is constructed and interpreted (Taiwo 2007, p. 42). According to Fairclough (1989), ideology is institutionalized and used as tools in the hands of some people to suppress and dominate others. van Dijk (1995) observes that ideologies are "cognitive" in the sense that they involve mental objects such as ideas, thoughts, beliefs, judgments, values and belief systems. According to Hall (1977, p.344), the media are supposed to operate with a certain degree of "objectivity", "neutrality", and "impartiality" or "balance" in such a way that when reporting on events there is always more than one definition of the situation available to the audience.

However, as argued by Sproule (1994, p.51) objectivity and neutrality of the media remain problematic since everyone is always and already determined by a particular ideology and "like everyone else, news reporters and the organizations that back them are subjective". Thus, according to Hall (1977, p. 346), in addition to their work as carriers of ideology, the media can also be used or (misused) with the aim of subverting the discourse for the direct support of one or another of the major positions within the dominant ideology. The media content (i.e. news) can therefore be either ideological or propagandistic.

CDA approach is multidisciplinary as it employs interdisciplinary techniques of text analysis. The theories draw on neighbouring disciplines and try to integrate these theories and methods for adequate analysis. Therefore, CDA's approach, theories as well as methodologies which are eclectic will be adequate for our analysis in this study.

SYSTEMIC FUNCTIONAL GRAMMAR

Linguists like Halliday and some others decided to approach the use of language in situations from a functional angle. These linguists believe that language is not only behavioural but also situational. Halliday (1964) identifies the 'field of discourse', 'tenor of discourse' and the 'mode of discourse' as what we need to know about a context of situation in order to predict the linguistic features that are likely to be associated with it. The 'field', which includes the subject matter, is the social action in which the text is embedded. The 'tenor', which includes the level of formality as one particular instance, is the set of role relationships among the relevant participants; and the 'mode' is the channel, which is essentially the function that is assigned to language in the total structure of the situation. Fowler (1991) shows how Halliday's theory of Systemic Functional Grammar can be used to uncover linguistic structure of power in texts. This indicates that an understanding of the basic claims of Halliday's grammar and his approach to linguistic analysis is essential for a proper understanding of CDA (Wodak 2002, p.16).

Halliday's (2004) grammatical system of transitivity construes the world of experience into a manageable set of process types (p 170). The three principal types of process in the English clause are 'material', 'mental' and 'relational'. Halliday refers to these three process types as the principal types in that they are the cornerstones of the grammar in its guise as a theory of experience; they present three distinct kinds of structural configuration, and they account for the majority of all clauses in a text (2004, p. 248). The other three subsidiary process types located at each of the boundaries are 'behavioural' at the boundary between material and mental, 'verbal' at the boundary between mental and relational, and 'existential' at the boundary between relational and material. An example is shown in the following material process clause with Actor + Process + Goal + Circumstance

| Air strike | destroys | a house | in Iraq |
| Actor | Process | Goal | Circumstance |

(The World at noon. 03-04-2008)
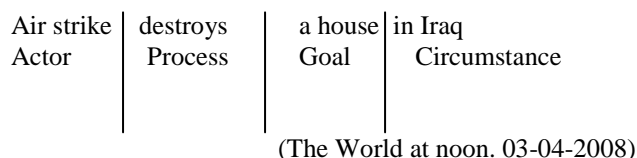
In this extract which is a material clause of doing, we have a participant – the Actor, realized by the nominal group 'Air strike' which directs or extents the doing to the goal (i.e. a house). The verb 'destroys' serves as the process while the circumstantial element is realized by the adverbial group – 'in Iraq'. For the purpose of this study, the grammatical system of transitivity as developed by Halliday and which is found useful will be applied.

DISCOURSE STRATEGIES

As noted by Haig (2008), text producers can be regarded as employing discoursal strategies on various levels in order to achieve ideological aims. Other scholars (Giddens 1981, Knights and Morgan 1991, Barry and Elmes 1997) view strategies as discourse. They argued that "strategy" is a construction that serves to make sense of the world, and which is reproduced by a variety of texts and practices. Media messages contain a lot of strategies which are geared towards influencing the way members of the audience understand issues and situations for the purpose of changing their actions and behaviour. As observed by van Dijk (1995b), in order to understand the roles of the news media and their messages, one needs to pay detailed attention to the structures and strategies of such discourses and to the ways these relate to institutional arrangements on the one hand and to the audience, on the other hand. The

discourse strategies which featured in the OSBC radio lead news texts include blame transfer, source avoidance, positive self-presentation and negative other-presentation, dysphemism, authoritarianism as a source of newsmaking, foregrounding and informativeness, use of figures and statistics, and metaphorisation.

DATA ANALYSIS

Blame Transfer

Text 1: Anyaoku has criticised the way Nigerians worship
looters of public treasury
(Sunday Extra 01-01-06)

This strategy according to van Dijk (1995, p.37) is an ideological construct that has been created and propagated by politicians and the media to blame all ills of the society on others. In this sample, we have an abstract material clause with Anyaoku as the 'Actor'. The process is realized by the verbal group – **has criticised** and directed at the Goal – "the way … treasury". This extract reveals that some Nigerians are known to have embezzled public funds meant to cater for the generality of the masses. The statement credited to Chief Emeka Anyaoku who was the former Secretary General of the Commonwealth reveals how people who amass wealth through dubious means are celebrated in the society. In the extract, the journalist distanced Anyaoku from other Nigerians. By employing the strategy of blame transfer, he (Anyaoku) is made to shift the blame on other Nigerians - (i) the treasury looters and (ii) the sycophants who worship the looters. The verb **criticised** in the statement suggests a rejection of the actions of the looters and a condemnation of those who celebrate them. The noun phrase "public treasury" implies joint ownership of the country's fund which should not be for a few people. This is verbal attack on both the "looters" and their "worshippers". This is also an irony which indirectly suggests that those who embezzle public funds in Nigeria go about enjoying their ill-gotten wealth while majority of the people wallow in poverty.

Positive Self-Presentation and Negative Other-Presentation

Text 2: President Obasanjo has identified good governance as
panacea for the country's economic ills (News at Dawn. 03-04-2006)

In this lead, we have the use of the strategy of positive self-presentation and negative other-presentation. This strategy, according to van Dijk (2006, p.373) is typical in biased account of the facts in favour of the speaker's or writer's own interests, while blaming negative situations and events on opponents or on the others. The above is a material clause with the verbal group **has identified** serving as the process. The nominal group – "President Obasanjo" serves as the Actor while "good governance" … is the Goal. The statement connotes an implication that Nigeria lacked good governance in the past and that Obasanjo as the President of Nigeria then would provide the necessary solution to the nation's economic problems. This is an indictment on the previous leaders who governed Nigeria before Obasanjo became a civilian president in 1999. Obasanjo had also been a military ruler in Nigeria from 1976 to 1979. This statement, apart from being an indictment on Obasanjo's predecessors is also an indirect accusation on the past regimes. Obasanjo was reported to have made this remark at a forum in New York, United States of America.
     Obasanjo's advocacy of good governance is seen as a medicine or form of treatment that will cure Nigeria's sick economy. The word **panacea** which is borrowed from the

medical register and used here to mean **solution** or **remedy** implies that Nigeria's economy is seriously sick and needs to be treated for recovery. McGregor (2003, p.2) notes that our words (written or oral) are used to convey a broad sense of meanings and the meaning we convey with those words is identified by our immediate social, political and historical conditions.

Source Avoidance as means of masking negative issues

> Text 3: Reports indicate that Nigeria's living condition is low despite increase
> in external reserve.   (News at Dawn. 02-01-2006)

> Text 4: Nigerians are advised to ensure free and fair election in 2007 elections
> (World at noon. 02-02-2007)

In text 3, the verbal group **indicate** serves as the process. The statement contains an implication that there is mismanagement of Nigeria's resources or that people who are responsible for the management of these resources are unfit and ineffective. This is an indictment on the leaders and managers of economic resources in Nigeria; it is also an indirect way of accusing them of incompetence and embezzlement of public fund as the statement carries an assumption that the country's resources are being mismanaged. In the extract, we have "reports indicate". Which report? Who gave the report? The source of the report is not given. We can therefore conclude that the writer/journalist employs the strategy of **source avoidance** which is used to mask negative values.

Text 4 is a proposal realized by a non-finite clause where the verbal group-**are advised to ensure** serves as the process. The statement presupposes that Nigerians are riggers and manipulators of election results. It implies that elections in Nigeria have neither been free nor fair hence the advice that 2007 election be free and fair. There is the use of agentless passive in **Nigerians are advised to ensure**. Who gave the advice? The statement which does not contain the speaker/source is an advice to Nigerians. This is a major omission of fact done on purpose. It also contains an insinuation, suspicion and a negative undertone that the 2007 elections may not be successful. It conveys a message that the success of the exercise may be undermined.

Authoritarianism as a source of news making

> Text 5: Information Minister says the number of survivors of the ill-fated ADC
> plane had risen to nine (News at Dawn. 31-10-2006)

Reliance on officials as sources of information as noted by Fowler (1991, p.21) is tied to the media's dependence on the status quo to keep their ownership and continue their profitability. The consequence of this, according to Fairclough (1995, p.49) is "a predominantly established view of the world, manifested textually in, for instance, ways in which the reporting of speech is treated". Also Chandler quoting McQuail (1987, p.194) observes that "elites are both key sources and key subjects of news". According to him, news often reports what prominent people say about events rather than the events themselves and what such people say may constitute an event in itself. He concludes by saying that "powerful people make news".

This extract is a verbal clause of "saying" which serves to report what is said (i.e. the number of survivors had risen to nine). The grammatical function of the nominal group. "Information Minister" is that of "sayer" while the process is realized by the verb **says.**

The media are involved in choosing the source of information, for example who gets to be heard or quoted in news. According to Fairclough (1995b, p.49):

> One striking feature of news production is the overwhelming reliance of journalists on a tightly limited set of officials and otherwise legitimized sources which are systematically drawn upon, through a network of contacts and procedures, and sources of facts and to substantiate other 'facts'

In the extract, the noun phrase **information minister** occupies the first position and carries the emphasis and authority and power of an authoritative source; that is, the information minister has the authority to know the number of survivors in the place crash. We note the use of the diction related to tragedy, that is, **ill-fated**. The word **ill-fated** is an adjective used in the extract to describe the ADC place. Thus, it serves as a modifier. Also there is an embedded metaphor in the phrase **ill-fated** ADC plane. In other words the plane carried on it a kind of bad luck which led to the death of many Nigerians**. The number of survivors…had risen to nine** signals and summons a particular mood in the hearers as it appeals to people's emotion.

Dysphemism as a weapon against offensive situations and people

Text 6: Britain commences investigation on sex for visa allegation against its immigration officers (World news. 02-01-2006)

Dysphemism, according to Crystal (1992, p.112) is the use of an offensive or disparaging expression instead of a neutral or pleasant one. Also, Allan and Burridge cited by Yusuf (2006, p.28) state that dysphemisms are used "as a weapon against those thing and people that frustrate and annoy us, and whom we disapprove of, despise, dislike or just plain hate".

In this sample, we have a material clause which can be represented thus:

British	commences	investigation on sex for visa allegation against its immigration officers
Actor	Process	Goal

The process is realized by the verb **commences,** while the Actor is the nominal group 'British'. The statement refers to an allegation levelled against British immigration officials who have been granting visa to foreign nationals in exchange for sexual favours. This suggests corruption on part of the officials who had sex regularly with female applicants and in turn extend their visas. This portrays the officials as immoral and corrupt. The journalist's reference to the immigration officials in a dysphemistic way is deliberate in order to present them in a negative way and to emphasise their bad actions, hence the choice of the phrase **sex for visa**. Also, we note the ambiguity in the phrase **sex for visa**. Does the word **sex** refer to the male or female nature of the people involved in the allegation or is it an activity that involves physical contact among them? This is also a strategy used by the journalist to shade the truth.

Foregrounding and Informativeness

Text 7: As the Super Eagles plan to ambush Tunisia, a cross section of soccer lovers rallies support for Eagles. (News across the country. 02-02-2006)

Text 8: Electricity consumers in Osun State have rejected crazy PHCN Bills (News
        across The country 02-02-2007)

Pan (2002, p.52) notes that the choice of words is crucial in presenting the intended information about the news event to the audience, and hence is an indication, whether implicit or explicit, of the ideological stances on the part of the media in general and journalists in particular. In sample 7, the actors – **"The Super Eagles"** and "a cross section of soccer lovers" are foregrounded in the sentence with alpha-beta ($\alpha\beta$) structure:

As the Super Eagles plan to ambush Tunisia, /
$$\beta$$
a cross section of soccer lovers rallies support for Eagles.
$$\alpha$$

As noted by McGregor (2003, p.4), one key principle of CDA is that the way we write, and what we say is not arbitrary but purposeful. The verbal group **plan to ambush** which serves as the process conveys a strong meaning and message. The verb **ambush** underscores the preparation of the Super-Eagles of Nigeria to defeat their opponent – Tunisia in the football match. It gives insight into the kind of confrontation that the opponents will face; the attack they will suffer from the Super Eagles as if they (the Tunisians) are not aware that they are going to be engaged in a competition. Note that the use of the verb "ambush" instead of a verb like "defeat" is to heighten tension and probably to impress the soccer fans who are anxious about the game. The independent clause which forms the second part of the statement – **a cross section of soccer lovers rallies support for Eagles** implies that the victory of the Nigerian football team - Super Eagles depends on the support of the soccer fans. Also, Tunisia is portrayed as an enemy to be attacked by a greater force-the Super Eagles. To plan as we have in **plan to ambush** may not only be viewed from its literal meaning but can also be viewed as to mean a kind of plot, tactics, strategy and scheme to be employed by the Super Eagles to achieve victory.

The ideological assumptions in sample 8 show the consumers of electricity in Osun State and by extension Nigeria as people who have lost confidence in the services provided by the Power Holding Company of Nigeria (PHCN).

This extract is a material process clause that represents a 'doing' with Actor + Process + Goal.

Electricity consumers in Osun State	have rejected	crazy PHCN bills
Actor	Process	Goal

The Actor i.e. the nominal group "Electricity….state" directs the doing to the Goal – "crazy PHCN bills", while the Process is realized by the verbal group **have rejected.** The rejection of the PHCN bill by the people is the consequence of the organisation's ineffectiveness and incompetence. The lexical item - **rejected** connotes a negative attitude of people towards the PHCN as the organization is known for inefficiency and incompetence. PHCN which is expected to give uninterrupted supply of power to Nigerians is not capable of doing so. As a result, many activities which could have contributed to the economic growth of the country are paralysed due to epileptic supply of electricity. PHCN bills the consumers heavily at the end of each month with little or no supply of power and even without reading the meters.

Hence the rejection of its bills and also the rejection of the organization as implied in the statement. The semantic implication and association of the use of **crazy** in the noun phrase **crazy PHCN bills** explicitly relates PHCN with mental illness or madness and insensibility.

Use of figures and Statistics

Text 9: Police in Nigeria to buy eight thousand new fire-arms ahead of next
year's general elections (World at noon. 01-09-2006)

Text 9, a material clause augmented by Circumstance can be expressed thus:

Police in Nigeria election	to buy	eight thousand new fire-arms	ahead of next year's general
Actor	Process	Goal	Circumstance

Here the process is realized by the verbal group **to buy**. The circumstantial element realized by the adverbial group - "ahead of ….. election" augments the information about the Goal while the nominal group- 'Police in Nigeria' which is the Actor is directly involved in the process. In the statement the given figure of fire-arms to be purchased – **eight thousand** is enough to send fear into the hearts of Nigerians; it also summarizes the various forms of violence, crime and confusion associated with elections in Nigeria. This statement clearly indicates that elections in Nigeria are associated with violence as it conveys a message of disorderliness and confusion. Since the fire-arms are not to be bought to provide security to the police and the citizens of Nigeria but in readiness for elections, it is evidently clear that violence is anticipated in the elections. It should be noted that elections in Nigeria are usually accompanied by killing, maiming, arson and looting, hence the police should be battle ready for the exercise. This gives the impression that the election will lead to disturbances and chaos. The designated roles of the police include maintenance of law and order and protection of lives and property but in this case, the fire-arms are to be used 'against' innocent citizens of Nigeria to ensure free and fair elections.

Metaphorisation

Text 10: Local Government Elections in Ekiti State concluded yesterday with Peoples
Democratic Party sweeping the polls. (Sunday Extra 21 – 12 – 08)

Text 11: Human rights activists bags three and a half years imprisonment in China
(The World at noon 03-04-08)

Text 12: Nigerian leaders urged to shed the toga of a boss and humble themselves
(The World at noon 03-01-07)

Metaphors are a major discourse strategy, which writers explore in order to achieve figurative meaning (Chiluwa 2007, p.237). According to *Routledge Encyclopedia of language teaching and learning* (p. 410), metaphors involve the mapping of one domain of meaning unto a different one. In Text10, the first part of the statement is a material clause with the verbal group **concluded** as the process. There is a circumstantial element – **yesterday** which gives an added information about the Actor (i.e. Local government…). The second part of the statement has the verb **sweeping** used metaphorically. The word **sweeping** denotes a material process but it is used here as a mental process verb to evoke the image of concrete action of victory for the People's Democratic Party in the polls. The word is used in a

metaphoric sense to mean that the PDP won the local government elections easily and in an impressive way. Hence, the journalist's use of **sweeping** instead of a word like **winning** to indicate total or 100% victory for the PDP. Again, the choice of **sweeping** to describe the victory of the PDP is deliberate in order to portray the party as one which cannot be challenged by any other political party in Nigeria, and also to elicit some reactions from the audience.

The word **bags** in Text 11 is used as a metaphor. The idea of the human rights activist being caged is conveyed in this statement. This also evokes the image of a concrete action. In Text 12, there is an embedded metaphor in the noun phrase – "the toga of a boss". It consists of a prepositional phrase introduced by "of". This phrase gives a mental picture as it serves as an imagery used to characterize Nigerian leaders. Thus, the metaphor which draws upon the audience's knowledge of the Nigerian political system reinforces the ideology and implies that Nigerian leaders are proud and bossy.

CONCLUSION

There are many messages communicated through the text and structure of news reports which create meanings. Language can be used to reflect specific societal ideologies and power relations. Our analysis has shown the relevance of CDA in interpreting news discourse and in analyzing discourse to find hidden meanings. It is revealed in this study that discourse strategies such as blame transfer, source audience, positive self-presentation and negative other-presentation, metaphorisation, dysphemism etc are used by journalists to manipulate opinion, mobilize actions and influence people's perception. The insight and awareness gained through the utilization of CDA in analyzing discourse strategies have assisted us to better appreciate, comprehend and discover the truth in news reporting. This has given us the opportunity to discover that critical rationality is important in judging the appropriateness of news reports to enable us to know whether the reports are fair and true.

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