

Persuasive Functions of Metaphor in Selected Government Ministers' Interactions with Nigerian Citizens

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Abstract

Formal government minister-public interactions are recent political and democratic events in Nigeria designed to inform people about government policies and actions and appeal for positive responses. Existing literature on political discourses have concentrated on ceremonial speeches, campaigns, manifestoes, and parliamentary debates with little attention paid to the peculiar use of metaphors in government ministers-public interactions in Nigeria. This study therefore examined discursive issues and metaphor use in selected government minister-public interactions in Nigeria to determine their persuasive function(s). Charteris-Black's Critical Metaphor Analysis was adopted to explain metaphor and Brown's Persuasive Techniques to determine the functions. Data were from interactions of the National Good Tour (NGGT) of Nigeria between 2012 and 2014, collected through downloads and live recordings on radio and television. Texts were transcribed and subjected to Discourse analysis. Findings revealed discursive to include, nation building, politics/democracy, and citizen's roles in nation building. Persuasive functions identified include, response reinforcement, response shaping and response change of the citizenry to issues identified. These were conceived in metaphors of games and sports represented in *Politics as a contest*; movement captured in *Politics as a journey*; building, which identified *the politicians as builders and the nation as a construction site*, and life and death metaphor, reflecting *the nation as ailing*. This study increased our understanding of metaphors and how they enhance persuasion and enrich the language use of public interactions and political discourse generally. It also increases understanding of the political realities especially in the Nigerian context.

Key words: *metaphor, politics, discourse, persuasion, interaction*

Background to the study

As social beings, humans employ language daily in their endeavours to inform, express emotions, perceptions, intentions and desires as they communicate with each other. The social activities people engage in also require that often they are faced with situations where they seek the support and cooperation of others to accomplish set tasks. And since they often cannot coerce others into giving such support, they resort to using language to evoke the desired cooperation. Persuasion is that art/act that brings about such cooperation or support desired from others. Persuasion seeks to structure or restructure the way people see, feel, think or act, by getting people to do something immediately or ultimately, (Flergin, 2014).

Politics is one of the social activities people engage in, and language is a necessary tool politicians employ to achieve their political goals. To buttress this, Beard (2002:2) states that: "...language is used by those who wish to gain power, those who wish to exercise power and those who wish to keep power." Thus, politicians employ different rhetorical strategies in their bid to persuade the people by adopting indirect forms of speech like irony, symbolisms, allusions, euphemisms, and metaphors etc. to achieve and sustain political power (Blaney, 2014).

Nigeria has since 1999 witnessed heightened political activities without intermittent military intervention as has been the case since her independence in 1960. This has ushered in an avalanche of political discourses and the resultant study by many, who

have studied the language of political campaigns, speeches of/by political actors, parliamentary debates, and Electoral tribunal/Court judgments. Amongst these studies, some have investigated aspects of metaphor, but mostly by merely identifying metaphors generally or identifying a particular type as used within a context, without much attention paid to the function(s) such metaphors perform in discourse situations. This study seeks to narrow this gap by exploring the persuasive function of metaphor in political discourse within the context of the National Good Governance Tour (NGGT) of Nigeria. The nature of the interactions of the NGGT is itself a new genre within the political discourse sphere in Nigeria as it is outside the conventional speech delivery often studied, but a communicative exchange that evolved with the political system, which has called for an investigation of this nature, to determine aspects of language use in this political genre.

Statement of the problem

Much studies on political discourse have investigated inaugural speeches of presidents and heads of state, manifestoes, parliamentary debates and court rulings, with very little done on the aspect of political discourse interactions, an evolving genre in the Nigerian political system; a communicative exchange that is distinct from conventional speech making, interviews or debates. Of the studies done, some have investigated aspects of metaphor but they mostly identified them without emphasizing the function(s) such metaphor serves in the ensuing discourse. This study identifies this gap and attempts an investigation into the persuasive functions metaphors portray in the discourse interactions of the National Good Governance Tour (NGGT).

Aim and objectives of this study

The aim of this study is basically to investigate the persuasive functions of metaphor in political discourse, in the context of the interactions of the NGGT of Nigeria, and the objectives are to:

- i. identify metaphors as used in the discourse interactions of the NGGT;
- ii. determine the configuration of the metaphors in relation to the discursive issues raised; and
- iii. investigate how metaphors are deployed and their persuasive function.

Research questions

To achieve the above objectives, this study will seek to answer the following questions:

- i. What metaphors are employed in the discourse interactions of the NGGT of Nigeria?
- ii. How are the metaphors configured in relation to the discursive issues of the NGGT?
- iii. Do the metaphors employed achieve any persuasive function in the discourse?

Significance of the study

This study will bring about more insight into our Knowledge of/and the functions of metaphors. Also the study is significant in that, it will enhance our knowledge of the language/discourse of politics and the present political realities in the Nigerian context in particular.

Methodology

The data for this study come from political discourse interactions of the National Good Governance Tour (NGGT) of Nigeria; particularly encounters at its Citizens' Forum also tagged town hall meetings from 2012 to 2014. The Citizens' Forum is characterized by

speeches and an interactive question and answer session between the public and government officials on issues of good governance. The NGGT scheduled to go round the country has so far covered Abuja and twenty (20) states out of the thirty-six (36) states of Nigeria. Covering three (3) out of the six geopolitical zones of Nigeria namely: North Central, South-East, and South-South and the tour is presently in the North-West region. The study adopts a random selection of one (1) discourse interaction from one (1) state in each of the four (4) geo-political zones the tour has been to, namely, Kwara (North-Central, held on 4/10/2012), Enugu (South-East 29/01/2013), Bayelsa (South-South on 22/2/2013) and Kaduna (North-West on 12/10/2013). The interactions in these states feature the state governors and the minister of information interfacing with the public.

Data for this study were downloaded from the website - (www.fedminofinfo.gov.ng), some through live recordings on National television and radio, and some got at the Nigerian Television Authority (NTA) headquarters in Abuja with permission from the Federal Ministry of Information, Abuja. Data sourced were transcribed verbatim without corrections as to grammar or sequence of the discourse. The transcription however did not account for physical movements, gesticulations and other forms of nonverbal communication.

Review of related literature and theoretical framework

This section looks at works done that are related to this study particularly political discourse, persuasion and metaphor specifically in Nigeria and then the theoretical models that are applicable to discourse studies such as these, from where a model is adopted for this study.

Political discourse

The notion of what is political discourse is viewed variously, depending on one's discipline and the perspective one conceives politics itself to be. In this study we shall consider the following scholars: Bayley (2008), Chilton and Schaffner (1999) and Wilson (2001). Bayley (2008), views political discourse as a diverse set of discourses, such as: policy papers by government and its agencies, speeches by government functionaries and or party actors, government press releases or press conferences, parliamentary discourse, party manifestoes, electoral speeches, etc. spoken or written texts by or for political actors members of a government or the opposition, parliamentarians, party leaders, candidates for elective offices etc. As such political discourses could emanate from political forums, such as campaigns, parliamentary debates, interviews, speeches, interactions, writings and so forth.

From a linguistic perspective, Chilton and Schaffner (1999) identifies political discourse as any discourse whose language form and or other actions involve the enactment or sustenance of power or its inverse, which is resistance. To Wilson (2001) political discourse is language used in its formal and informal political contexts with political actors, politicians, political institutions like the government, or the media and political supporters operating in political environments with political goals. Based on the foregoing, this study is therefore situated within political discourse, as its data are purely political interactions based on their context; and as the discourse encounters are speech events by political actors in political environment for political purposes.

On studies undertaken in the area of political discourse, Taiwo (2008:222)

illustrates aptly that; several issues have shaped political discourse in Nigeria since her independence, in 1960. Over these years, due to the different socio-political experiences, some of the political discourses can be subsumed as: “corruption and mismanagement of resources, human right abuses, ethno-religious violence, resource-related crises, highly flawed electoral processes, power generation crises, labour-related crises, insecurity of lives and property, terrorism and other related vices etc.” With the elections that began since 1999, another major issue in the Nigerian political discourse has been electoral reforms and the electoral tribunal judgments.

Among the studies undertaken on political discourses; Alo (2008) illustrates how political actors present proposals to the public in the language that speaks of preferred norms and values in a bid to persuade them for their votes. He adopts CDA as his tool for explicating values and meaning in manifestoes. Several other scholars, who have focused their research on the Nigerian political discourse, look at the different aspects as highlighted above with the aim of exposing deficiencies and the intention of steering resistance and mounting pressure on various governments to address the issues so raised. Taiwo (2008:223) further cites that Awonuga (2005) examined the linguistic features in the broadcast to the nation by Olusegun Obasanjo, the former president of Nigeria, on August 25, 2002. His analysis reveals a discourse characterized by the use of personal pronouns, coupling, strings of words, analogy, repetition and eight types of metaphor. This work is considered insightful to the present study.

Taiwo (2008) identifies political satire as the major campaign strategy by politicians in the 2007 general elections in the country. Opeibi (2007) discusses how politicians demonstrate their multilingual creativity, by the use of both English, indigenous languages and the pidginized version of English to convey their messages. The present study is influenced by some of these previous studies on the Nigerian political discourse; its context and focus is however what differs from them, - the NGGT is a relatively new concept, and a wave that is still engaging the Nigerian political sphere, which is something that calls for further studies in this area.

Ideology and political discourse

Ideology is a system of belief, doctrine, values, ideas, and opinions that shape the way a person or group think, act and view the world. Van Dijk (1998:3) buttresses the above assertion that ideologies are “a comprehensive system of concepts and beliefs, often political in nature, held by a group or an individual.” This definition highlights the interrelation between ideology and politics. Also ideologies are embedded in text — language use, as van Dijk (1998:8) further alleges that “the formulation of ideologies in their social reproduction are discourses, which include language use, text, and talk.” Thus language, ideology and politics are intricately related, as political discourses include formal and informal exchange of reasoned views as to which of several alternative courses of action should be taken in societal issues and because politicians are at the driving seat of politics, their views, beliefs, ideas, opinions etc. which are their ideologies characterize political discourse.

Politics and persuasion

Politics is the art or science of government, governmental principle, political actions or policies. Every political system relies on good speech making to convince others of the

benefit that arises from their leadership. Democratic systems especially place greater role on leaders to convince the populace that their policies can be trusted and people should have faith in them and give them support. This is the whole process of persuasion, which seeks to influence the way people see, feel, think or act. This is because leadership over human beings is exercised when people with such intent to lead others mobilize in a competitive atmosphere among other resources the ability to arouse, engage and satisfy the motives of the followers. This mobilization necessarily includes linguistic performance as in a democracy particularly; and the process leaders legitimize their leadership primarily through the language is persuasion. (Charteris-Black, 2005 and 2011)

Metaphor

In its broadest sense “metaphor is all figurative language, such that the principal contrast is between metaphorical and literal language” in another sense, “metaphor is what makes us think of one thing as another” (Arseneault 2006:597). Metaphor is the use of one idea, linking it to another so as to better understand the concept. Cognitive linguists like Lakoff and Johnson (1980, 1999) have established that metaphor is not merely a figure of speech, but mental and neural mapping that influences a good deal of how people think, reason and imagine in everyday life. Metaphors they claim typically employ abstract concept as target and concrete or physical concept as their source. Metaphors influence our beliefs, attitudes and values using language, as it unlocks our unconscious emotions and the value we place on ideas and beliefs. “It does this by shifting words or phrases from the context in which they normally will occur, thereby causing semantic tension by stretching the linguistic, pragmatic and cognitive characteristic of such words or phrase” (Chateris-Black 2005:14). Metaphors usually exhibit different linguistic forms. To this end, Steen (2006:611) lists common source and target domains as “the human body, animals, machines and tools, buildings and construction, plants, games and sports, etc. as source domains and target domains to include concepts such as life, time, death, emotions, thought, society etc.’ The list of forms of metaphor here is by no means exhaustive, but suffices for the present study.

Taiwo (2008) shows how metaphor helps to shape the structure of political categorization and argumentation in Nigerian political discourse. Guided by Lakoff and Johnson’s (1980) theory of ‘Conceptual Metaphor’ he identifies the nation, politicians and politics as metaphors, with ‘the nation conceptualized as ‘a family and a person;’ ‘politicians as builders;’ and ‘politics as both a battle and a journey;’ and identified these in his study as being used by Nigerian politicians.

Odebunmi (2010) worked on ideology and metaphor in Nigerian English, ‘with specific attention’ to body part metaphors, centring on the theories of embodiment and critical discourse analysis. He demonstrates how metaphors have great cognitive values in Nigeria, and how their understanding requires knowledge of the social and cultural context as he highlighted Fourteen (14) sexual organ metaphors, which relate to two major ideological issues: the institutionalization of gender issues and religious, social and cultural allegiances.

Approaches in earlier studies

Linguists concerned with political discourse primarily address the way language is structured in political discourse, using different approaches. Linguistic stylisticians, for instance, concern themselves with the style: systems, structures and functions of the

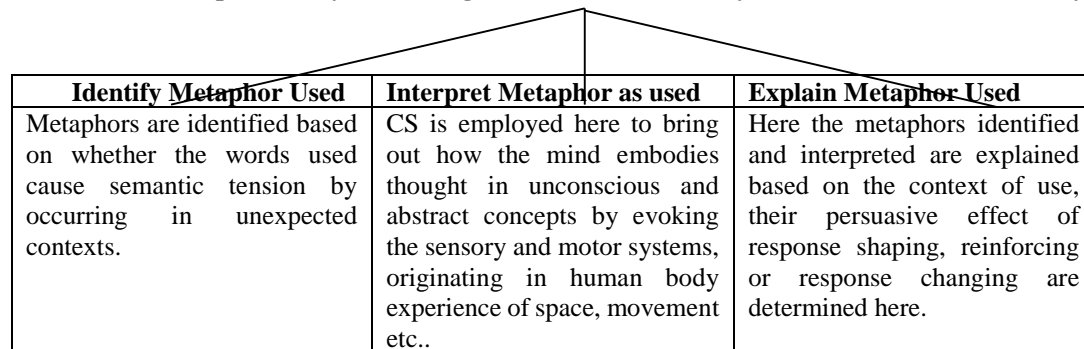
language, showing how the relationship between language and the social functions it serves and how it is reflected in the internal organization of the language (Halliday, 1994: 199). Critical linguists seek to identify social meanings as expressed through lexis and syntax and also consider the role language plays in creating and reinforcing ideologies (Fowler et al, 1979). M.A.K. Halliday’s Systemic Functional Grammar greatly influences works of linguist in this area. Also, Critical Discourse Analysis (CDA), an interdisciplinary field of study, developed from the Critical Linguistic tradition is now incorporated as a model that helps in extricating ideologies and issues of power relations in political discourses (Fairclough 1989, 1992, 1995, van Dijk 1993a, 1993b, 1998, Wodak 1995, 1996, 1999).

Theoretical Framework adopted for this study: Critical Metaphor Theory

This study adopts Critical Metaphor Analysis and Cognitive Semantics by Charteris-Black (2005, 2011) as the theoretical frame in explicating aspects of metaphor. It is supported by the Persuasive Techniques theory of Brown (1963) in determining the persuasiveness of metaphor in the interactions of the NGGT of Nigeria. Critical Metaphor Analysis (CMA) is a three-dimension approach to the analysis of metaphor that identifies the intentions and ideologies underlying language use. The aspects of the theory entail that first, metaphors are identified, then they are interpreted and then they are explained. (Charteris-Black 2005:26). Cognitive Semantic (CS) is used to assist in the interpretation of the metaphors. CS originated from Lakoff and Johnson (1980) classic 'Metaphors We Live By'. The basic claim of this approach is that metaphors are not just linguistic phenomena or figures of speech, but rather a matter of thought and that much of our everyday communication is shaped by the use of metaphors, and these metaphors are prevalent in our communication as we do not just use them in language but we actually perceive and act in accordance with them (Lakoff and Johnson 1980:3).

Also Brown (1963) on his theory on persuasive techniques construes that language achieves persuasion when it elicits response shaping, reinforcement of response and response change in its audience. This is because the main aim of persuasion is to structure or restructure the way people think, see, feel, perceive and eventually act. To this end, this theory helps in revealing how metaphor shapes, reinforces and changes responses in the audience of the NGGT.

The Critical Metaphor Analysis and Cognitive Semantics Theory fused with Persuasion theory



The three-dimension approach to CMA & CS theory and how the persuasive theory is employed.

This schema of the theoretical framework illustrates how these theories will help in the identification, configuration and functions the metaphors serve in the texts. It will also

show, based on the persuasive technique theory of Brown (1963) if the metaphors serve any function of persuasion.

Data analysis

The analysis in this section first identifies metaphors as employed in the NGGT using empirical method. The identified metaphors are then classified according to the linguistic content of their source domains and target, describing them and relating them to the main discourse issues of the NGGT. An interpretation of the metaphors is then made based on the context of use, employing CS to identify the propositions or assumptions underlying metaphor use and how they relate to the discourse issues of the NGGT. They are then explained to bring out the relevance and persuasive effects, employing Charteris-Black (2005, 2011) method of Critical Metaphor Analysis and Cognitive Semantics and assisted by the theory of persuasion by Brown (1963). There is then a summation of the findings and the submission from this study.

Identification of Metaphors in the NGGT

Table 1: Metaphors in the NGGT discourse interactions based on Steen (2006) Categorization

Type of metaphor	Human body	Building & Construction	Games & sport	Movement
How it is conceived of in the NGGT	- The nation as a person	- Politician as builders - The nation as a construction site	- Politics as a contest - Citizens as team players	- Politics as a journey Politics as a vessel

Table 1 shows that the targets: politicians, the citizens, politics, and the nation are understood by source domains as builders, team players, journeying and construction site respectively in the discourse encounters of the Good Governance Tour.

Table 2: Target and Source domains of Metaphors in the NGGT

Target Domain	Politics	Politicians	The Citizenry	The Nation
Source Domains understood as	- Politics is a contest - Politics is a journey - Politics is a vessel	Politicians are builders	Citizens are team players Citizens are builders	The Nation as a person The Nation as a construction site

These metaphors as illustrated in table 2: appear severally in the data investigated and this is further illustrated in the table below:

Table 3: Frequency of Metaphors

Target and Domains mapping of Metaphor in the NGGT							
	Politics as a contest	Politics as a journey	Politics as a vessel	Politicians as builders	Citizens as team players	The Nation as a person	The Nation as a construction site
Ilorin / Kwara state Northcentral	2	6	1	6	7	4	-
Yenogoa/ Bayelsa state South-south	1	6	1	7	6	2	-

Enugu/ Enugu state Southeast	-	3	1	4	2	1	-
Kaduna/ Kaduna state Northwest	1	4	2	3	4	-	-
Total number of occurrences in the data	4	13	5	20	19	7	2

Tables above show metaphors employed in the NGGT and table 3, particularly illustrates the frequencies of their occurrence in the data. Noting that the NGGT unlike campaigns and other political discourse, the aspect of contest is less emphasized and concepts of journeying, building and cooperation or teamwork feature more.

Discursive issues of the NGGT

Based on content analysis the discursive issues of the National Good Governance Tour are identified as follows: (i) democracy, an evolving process, (ii) nation building/national development, (iii) politicians as nation builders, and (iv) the role of the citizenry in nation building. This is demonstrated in the text below as captured in one of the tours:

...what we have set out to achieve is simply to promote good governance. To promote democracy. And you cannot lead in a democracy without involving the people. The purpose of the NGGT therefore is to project what the government at all levels is doing, to promote the welfare of the people...

Another objective of this program is to give the people a say, because this is democracy. It is no longer military rule. It is not for people to just be led... the people must have their say; the people must express their opinion. The people must also be mobilized to be part of the development process. (Labaran Maku Kwara state town hall meeting)

These encapsulate the main discursive issues of the NGGT which seeks to promote democratic governance; show-case the benefits derivable from it and highlights the role of both politicians and the populace in nation building.

Table 4: Link between Metaphor and Discursive issues of the NGGT

S/N	Discursive Issue	Type of Metaphor relating to the discursive issue	Discourse function of the metaphor portrayed in the discourse	The Persuasive function
1.	Democracy/Politics: an evolving process	Movement/ Human body	Informing/Topic management device	Response Reinforcing/ To keep faith
2.	Nation building/ development	Building and Construction	Informing	Response Shaping/ To think differently
3.	Politicians as nation Builders	Building and Construction	Informing	Response Shaping/ To think differently
4.	The role of the citizenry	Games and sports	Informing/Encouraging in nation building	Response Change/ To Act Differently

This table illustrates how the metaphors identified are linked with the discursive issues

identified and their discourse and persuasive functions as portrayed in the texts before we go on to interpret and explain the metaphors.

Interpreting and Explaining Metaphors employed in the NGGT based on their intended/perceived persuasive effects/functions

1. Persuasive Function of Response Reinforcement

a. Metaphors of Movement

Politics as a Journey

Text 1: ...so we ask for patience by all Nigerians... we are fixing those things, we may not be *going as fast as we want*, but the president and all of us are committed...

Text 2: ... I really appreciate you and the good work your governor has done together with the federal govt. I can tell you that definitely, surely we will deliver and we need some patience for us **to arrive** at those results...

(Labara Maku, Kaduna state town-hall meeting)

Text 3: ...we consciously designed this program to inform you... and **to bring you on board** so that you will take advantage...

(Labaran Maku town-hall meeting Kwara's state)

Text 4: ...all these developments *are coming on board* because the president believes that women should be engaged...

(Labaran Maku, town-hall meeting Bayelsa state)

Text5: ...It is not for people to just be **led**. It is not sufficient for leaders to lead the people...

(Labaran Maku at the Kwara's state town-hall meeting)

Text 6: ...There are few reasons why Kwara has developed to the level it has... one of the reasons is that Kwara state has been blessed with good *leadership*...

(Engr. Gana, deputy-speaker, state-assembly Kwara state at the NGGT)

The above texts suggest a 'going' and 'arrival' depicting a journey, a conscious and deliberate movement to a destination. It also shows a coming on board characteristic of a vehicle/vessel or craft, which presupposes the aspect of leadership. In a vessel/craft there is usually a captain that directs affairs or leads on the journey. In the texts we see the speakers attribute features of journeying to politics. Journeying involves some shift, a physical movement from point 'A' to 'B'. Journey metaphors in political discourse usually refer to predetermined objectives of policy. They imply a clear idea of where one would want to be at some point in the future and therefore movement/journeys imply some planned progress, consciously and deliberately following a path to the goal. As such politicians appear to have planned intentions of where and how to take the people/nation to the destination. These movement metaphors also suggest that the nation is not stagnant, that activities are ongoing and thus elicit corporation. These metaphors are employed therefore to appeal to the audience to keep faith with the government — a response reinforcing technique of persuasion. The metaphors seek to strengthen and fortify support from the audience to the speaker(s) as exemplified in the texts with metaphors relating to

movement, and metaphors of life and death.

b. Metaphor relating to life and death

Text 7: ...if there is this spirit of continuity, our railway system will not be in this *comatose state* that we met it today...

(Deputy President RATAWU at the town-hall meeting Kwara's state)

Text 8: ...somebody talked about power in Sapele, our mummy, she said, 'power has been flying over Sapele, (echo — Yes!) power has not come down *and walked* in Sapele (echo— No!)' She is very worried about that and now that Sapele is producing power for Nigeria, it must have power...

(Mr. Labaran Maku, town-hall meeting in Bayelsa state)

Text 9: ...Now if you go to the area of critical infrastructure, which is what I am coming to, the President has *returned our railway to life*, - half way, before the President came to power, no train was moving in Nigeria. Now the trains are moving from Lagos to Kano...

Text 10: ...now our seaports are also being *revived*. We went to Oneh, Oneh is ready by August, first phase...

(Mr. Maku town-hall meeting in Enugu state)

The above texts depict the nation's infrastructure in a state of coma, a feature characteristic of humans but they are now being revived. Power/Electricity is depicted as flying over the community that generates it as the community remains in darkness and the power is not *walking* there. These features ordinarily would not go with infrastructures but the speakers conceive them as such to reflect a common experience between them. These metaphors here function both at the peak of artistic pleasure; as a woman is reported to say 'power is flying over instead of walking...' 'Railway system is returned to life' and 'Seaports revived'. And the persuasive intent is to re-shape the response of the audience from pessimism to optimism that the nation is experiencing developmental strides. Thus the metaphors serve the function of 'reinforcing response' from the audience by strengthening/supporting or fortifying cooperation, from the audience towards the speaker, a goal that persuasion seeks to achieve.

2. Persuasive Function: Response Shaping

a. Building and Construction Metaphors

Politicians are builders

Text 11: ...the last thing I want to tell you is on the... second Niger bridge... recently the preferred bidder for the road was announced... *the second Niger bridge, which we will build*; it is a huge investment...

(Mr. Maku, at the town-hall meeting, Kaduna state)

Text 12: ...what I have seen... is that your governor, since he took over is *planning*... *he is building on the foundation* laid by your first leader...

(Mr. Maku at the town-hall meeting in Yenogoa, Bayelsa state)

Text 13: ...there are several roads we have inspected in Bayelsa... we have other roads that *the government is constructing*; we saw some by FERMA...

(Mr. Maku at the town-hall meeting in Yenogoa, Bayelsa state)

The nation as a Construction site

Text14: ...As we went round Bayelsa and indeed every place we have visited, I can see that *Yenogoa is one huge construction site...*

Text 15: ...we have other roads that the federal government is *constructing*, we saw some by FERMA and they are very good roads...

Text 16: ...the East — West roads is already benefitting those in the Niger-Delta, NDDC, they are *constructing* different community roads in the Niger delta...

(Labaran Maku, town-hall meeting in Yenogoa, Bayelsa state.)

Building and construction is a deliberate, conscious act with special skills required which ordinarily is not associated with politicians, but by associating them with it entails they possess such characteristics that are typical of builders. The conception of the nation as a construction site, which is not a normal feature of a nation, was equally done to capture the magnitude of activities been carried out across the length and breadth of the nation, characteristic of a construction site.

Here the metaphors are designed to influence, affect or re-model the way the audience perceive, think or feel. The building • and construction metaphors depict planning and careful implementation, speakers use them to reassure the audience to be hopeful. For just as building, and construction is a conscious and deliberate act that requires skill, time and resources to achieve, politicians conceive themselves as having the same features and wherewithal for nation building and therefore see themselves as builders. These assertions are therefore made to inform the audience of what the government is doing so that the confidence of the people is refocused to see politicians differently and for the people to keep faith with the government. The metaphors depicted thus illustrate and portray to the audience achievements and activities underway by the government so as to influence the way they see, perceive and feel thereby causing them to respond favourably towards the government, an act that constitutes persuasion.

3. Persuasive Function: Response Changing

a. Metaphor relating to games and sports

Politics as a contest

Text 17: ...we start by thanking God for journey mercies granted the NGGT team...

Text 18: ...the ministry of information in *partnership* with the ministry of national planning... when we finished the design we took it to the National Economic council to seek their *partnership*... all the 36 governors *gave it strong support*...

(Labaran Maku Kaduna state town hall meeting)

Text19: ...No governor can do a miracle; unless the people *support* him...

it is the people that develop a nation.
(Labaran Maku Kwara state town hall meeting)

Text 20: ...Kwara state ... is blessed with good leadership... there has been *cooperation* between the executive... and the legislature ... the reason for the *successes*...
(Gana Isah, Deputy Speaker Kwara state. @ The Kwara town-hall meeting)

Text 21: ...you will notice that this president has *worked more smoothly* with other institutions... the national assembly is *playing* its role...
(Labaran Maku Bayelsa state town-hall meeting)

Citizenry as team players

Text 22: ...So let us as citizens admit that we must also play our part, and we are playing our part. I know the president is very very committed, and we are having results.
(Mr. Maku, town-hall meeting, Enugu state)

Text 23: ...no governor can do anything unless *the people support him*.
(Mr Labaran Maku, town hall meeting Kwara state)

Citizenry as developers

Text 24: ...the *job of developing Nigeria truly, it belongs to the people*. It belongs to the teacher in the classroom; it belongs to the artisan in his work place, it belongs to the farmer on the farm; it belongs to the doctor and the nurse in the hospital; it belongs to all Nigerians, in all their various professional places for the development of Nigeria.

Text 25: ...it is the people that develop a nation.
(Mr. Maku, town-hall meeting, Kwara state)

Games and sports ordinarily do not have any correlation with politics/politicians, but sports and games metaphors bring about an interface among them based on certain features they share in common. As it is characteristic of games and sports, cooperation, synergy, teamwork, partnership is paramount to a successful competition so also politicians deploy such metaphors to demonstrate the key to development. Such demonstration is to appeal to as well as encourage the audience for a possible response change from apathy to active participation in the governance process. Metaphors in this category try to modify, convert, alter or change the response of the audience to that the speaker(s) desire. Not only is the team spirit characteristic of the politicians, in the tour they recognized the citizenry as a part of their team and their support and partnership necessary for success in developmental strides. These metaphors, which suggest teamwork, partnership and cooperation as against apathy, elicit a response changing from the audience. They elicit a change of action and attitude from apathy to active involvement, participation and partnership; this is the ultimate goal of persuasion, which seeks to get the target to act in a certain way immediately or ultimately.

Summary of findings

This study examined the persuasive function of metaphor in political discourses of the National Good Governance Tour (NGGT) of Nigeria; using Critical Metaphor Analysis and Cognitive, Semantics by Charteris-Black (2005), a three dimensional model that identified, interpreted and explained metaphors employed in the NGGT discourse interactions. It was supported by the Persuasive technique theory of Brown (1963) that revealed how persuasion is achieved.

Findings reveal that political actors use metaphor as rhetorical strategies to convince the populace. The study identified the intended/perceived persuasive effect in the texts to be that of response reinforcement, response shaping and response change; conceived in metaphors of: games and sports represented in *Politics as a contest*, and *the citizenry as team players*. Metaphor of movement captured in *Politics as a journey and politics as a vessel*. Metaphor of building and construction saw us identify *the politician as a builder and the nation as a construction site* Metaphor of life and death reflected as *the nation in an ailing state*. All these metaphors used bring about semantic frictions because ordinarily the target domains of politics, the citizenry, politicians and the nation do not bear direct correlation with the source domains of contest, journey, vessel, team players and construction site as portrayed of in the discourse. However, it has been discovered that features that characterize the source domains as in competition and teamwork for contest, movement for journey, boarding and leadership for vessel are employed to convey experiences of the targets in the discourse encounters. It was also discovered that beyond serving other functions of informing, explaining, managing discourse and embellishing speech, the metaphors employed in the texts did serve response reinforcing, response shaping and response changing functions which are elements that are persuasive and thus justifying the position that metaphors perform persuasive functions in political discourse.

Conclusion

This study has brought about more insight into our knowledge of/and the functions of metaphors especially as they serve persuasive functions in political discourse interactions. Also, the study has enhanced our knowledge of the language/discourse of politics and the political realities in the Nigerian context in particular.

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