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Move Analysis of President Nana Addo Dankwa Akufo-Addo's 2017 Presidential Inaugural Speech (PIS)

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Abstract:

In Ghana, a Presidential Inaugural Speech (PIS) is an important part of the inauguration and swearing-in ceremony, and the new president seizes the opportunity to promote his policies, and appeals for the people's unity, support, and trust in the new era. Using the Genre Theory (Bhatia, 1993; Swales, 1990), the current study investigated the move structure and linguistic characteristics of His Excellency Nana Addo Dankwa Akufo-Addo's (President of Ghana) 2017 PIS. The study revealed that Akufo-Addo employed eight (8) generic moves, namely: 1) Salutation, 2) God's name, 3) Transition, 4) Patriotism, 5) Challenges, 6) Change, 7) Promises, and 8) Closure. The study also found that Akufo-Addo's PIS was characterized by the heavy use of inclusive elements (such as "we," "us," and "let us,") and discourse structure that reached out to all Ghanaians. Finally, the study concludes that, though the PIS involves reminding the audience of the campaign promises, it generally adapts to the audience, managing and respecting their (audience's) boundaries. The finding of this research has implications for scholarship on PIS, ESP pedagogy and further research.

Keywords: Ghanaian presidential inaugural speech, genre, move analysis, moves, steps

1. Introduction

A presidential inaugural ceremony is a celebration of the 'democratic process'. After the swearing-in of the elected president, it is time for the whole nation to officially listen to the voice of the candidate they have chosen for the highest office of the land. Being a formal speech, though a presidential inaugural speech (PIS) attracts enormous listeners and affords the president an official opportunity to appreciate his/her supporters and the entire public for their support (Akinwotu, 2018), the speakers are restricted to the conventions embedded in official ceremonies. As Trosborg (2000) argued, it is neither the individual nor the situation that speaks, but the institution that does so. In the words of Hart (1984, p. 58), the elected president '...uses cadences reserved for majestic moments; he borrows his lexicon from his predecessors'. Campbell and Jamieson (1990) also added that a PIS is 'an essential element in a ritual of transition in which the covenant between the citizenry and their leaders is renewed' (p. 29). Campbell and Jamieson further argued that a PIS is a *distinguished genre* of political speeches and linked it (PIS) to the Aristotelian form of epideictic speech or ceremonial rhetoric.

In Ghana, an inauguration ceremony is deemed constitutional, and January 7 under the law is solely for the inauguration and swearing-in of the President. The President is expected to echo the nation's civil, religious and idealized identity, embroidered with the people's hopes, vision, and desires. The president elect in a bid to win the hearts of his/her citizenry amasses all available resources to gain favour in the sight of his/her listeners (Partey, Sarfo-Adu, Addo-Danquah & Bonku, 2018). Many Ghanaians get glued to their television sets or any medium they can access to watch or listen to the speech.

A number of studies have been conducted on speeches of Ghanaian Presidents (e.g. Ankrah, Dominic & Opoku, 2018; Chinwendu and Botchwey, 2017; Partey, Sarfo-Adu, Addo-Danquah, & Bonku, 2018). Ankrah, Dominic and Opoku (2018) examined presidential inaugural speeches (PISs) delivered by President John Agyekum Kuffour and President John Evans Atta Mills. Chinwendu and Botchwey (2017) analysed President John Evans Atta Mills' 2009 and President John Dramani Mahama's 2013 PISs, and Partey, Sarfo-Adu, Addo-Danquah and Bonku (2018) examined Nana Addo's 2017 State of the Nation Address. The present study is motivated by the fact that the scholarly works on presidential speeches in Ghana did not apply move analysis. Both Chinwendu and Botchwey (2017), and Partey, Sarfo-Adu, Addo-Danquah and Bonku (2018) employed Austin's (1962) and Searle's (1969) models of Speech Act Theory, while Ankrah, Dominic and Opoku (2018) was rooted in Critical Discourse Analysis (CDA) approach based on Fairclough's (1989) proposal. Applying

the move analysis to the Ghanaian PIS genre is, therefore, a lacuna which this study seeks to fill. Move analysis is a useful methodology, as it examines the communicative purpose of the genre, the move structure and the lexico-grammatical features employed in constructing the genre. Besides, Trosborg (2000) found that an inaugural speech has a genre character and other elements that distinguish it from other political rhetoric. The present study, hence, seeks to analyse the move structure of President Nana Addo Dankwa Akufo-Addo's 2017 Presidential Inaugural Speech (PIS).

The current study aims at analyzing Akufo-Addo's 2017 PIS in the light of these research questions:

- What move structure characterised President Nana Addo Dankwa Akufo-Addo's 2017 Presidential Inaugural Speech?
- What linguistic characteristics signaled the moves in the inaugural speech?

2. Literature Review

2.1. Theoretical Framework

The Genre Theory is the theoretical framework that underpins the present study. Three schools have had major impacts in further studies on genre, namely: the English for Specific Purposes (ESP) School, the New Rhetoric (NR) School, and the Sydney School (SS) (Hyon, 1996). This study takes advantages of the traditions of the ESP School.

The ESP School aims to equip learners and teachers of English as a foreign language (EFL) or English as a second language (ESL) with tools for 'analyzing and teaching the spoken and written language required of non-native speakers in academic and professional settings' (Hyon, 1996, p.695). In identifying the move structure, the present study followed Swales (1990) and Bhatia (1993) model. Swales (1990) defines a genre as a communicative event characterized by a set of communicative purposes identified and mutually understood by the users (i.e. the professional or academic communities) in which it regularly occurs. Bhatia (1993) adds that factors such as content, form, intended audience, medium or channel influence the nature and function of a genre. The communicative purpose has been classified as the 'defining feature' with which one genre is differentiated from another or other genres (Dudley-Evans 1994, p. 219). The basic unit for the analysis of the genre is the 'move'. A 'move' is identified whenever a linguistic unit in a genre indicates a communicative intention subsequent to the overall communicative purpose (Bhatia, 1993). Moves vary in length and size from some paragraphs to one sentence, but ordinarily contain at least one proposition. A unit that indicates the same communicative intention is identified as a 'step'.

2.2. Previous Studies

McDiarmid (1937) is one of the earliest studies that examined inaugural speeches. McDiarmid analysed the 'official vocabulary' of seventy-nine (79) United States inaugural addresses from 1789 to 1937, and concluded that the inaugural addresses consistently conveyed the message that America had the best system of government. Applying a move analysis, Weber (2011) investigated the linguistic composition and communicative purpose(s) of ten (10) American Presidential Inaugural Speeches (PISs), and identified seven moves. In a more related study, Liu (2012) analysed the organizational pattern of thirty-five (35) American PISs from Washington to Obama. Lui found that the PISs used eight moves, but there were variations in tones, themes, and forms. Though Weber (2011) and Lui (2012) applied the move analysis, their findings suggest the need for other analyses in other contexts outside the USA. The main reason is that their studies have reported variation in structure, style, and tone. As Weber's study found, even though the president touched on the main topics, their speeches differed in structure, style, and the importance placed on some particular topics.

In Ghana, some works (e.g. Partey, Sarfo-Adu, Addo-Danquah & Bonku, 2018; Djabatey, 2013; Anim –Ayeko, 2012; Adjei-Fobi, 2011) have been carried out on political speeches occasioned by its heads of state. Ankrah, Dominic and Opoku (2018), and Chinwendu and Botchwey (2017) have also investigated Ghanaian Presidential Inaugural Speeches (PISs). However, it can be observed from the literature that the use of the genre-based theory in the analyzing PISs especially within the Ghanaian context is still a fertile ground to be explored. To fill this gap, the current study used the genre theory to shed light on the generic moves that typified President Nana Akufo-Addo's 2017 PIS.

3. Methodology

The data for the present study was the Ghanaian Presidential Inaugural Speech (PIS). We chose the inaugural speech because it presents a type of discourse that every democratically-elected president engages in. The present study analyzed Akufo-Addo's PIS on January 7, 2017. Three main reasons influenced the choice of this data. First, of all the Ghanaian PISs in the fourth republic, it is the most recent. Second, being the 7th inaugural ceremony in the fourth republic, Akufo-Addo had access not only to the trends that have developed in the PISs of former presidents but also to the precedents that the individual presidents established with their speeches. It is, hence, hoped that Akufo-Addo will recall the normative expectations that have come to be defined with the individual presidents in their speeches. The third and final reason was that the soft copy of the speech is available and can be retrieved easily. Nana Addo Dankwa Akufo Addo's 2017 PIS was retrieved from the Ministry of Planning's official website (that is, <http://www.mop.gov.gh/index.php/documents/inaugural-address-by-president-nana-akufo-addo/>), and this was to ensure the authentic copy of the selected inaugural speech. The speech had 2643 words.

We adopted the Genre Theory based on Bhatia (1993) and Swales (1990) framework. In an attempt to analyse the data, we used a qualitative research paradigm. Individually, we first conducted a detailed analysis of the text three times within 90 days' interval to find the moves/steps. After a thorough analysis of the data, we had series of meetings and discussions to agree on the moves/steps in the PIS.

4. Results and Discussion

A move analysis was applied to Akufo-Addo's 2017 PIS in order to gain insights into the move structure and linguistic characteristics of his speech. Eight (8) moves were obtained. Table 1 below illustrates the moves identified:

Move	Step	Name of Move	Name of Step
Move 1		Salutation	
Move 2		God's Name	
Move 3		Transition	
	Step 3.1		Tradition and continuity of inauguration
	Step 3.2		Announcement of a new era
	Step 23.3		Acknowledgement of dignitaries
	Step 3.4		Acknowledgement of former presidents
	Step 3.5		Acknowledgement of the Ghanaian people
Move 4		Patriotism	
Move 5		Challenges	
Move 6		Change	
	Step 6.1		Quality of the change
	Step 6.2		Responsibilities of state institutions
	Step 6.3		Roles and Responsibilities of the Ghanaian people
Move 7		Promises	
Move 8		Closure	
	Step 8.1		Providing words of encouragement
	Step 8.2		Callingfor action
	Step 8.3		Thanking the citizens
	Step 8.4		Restoring to God's power

Table 1: Moves/Steps and their Descriptive Names in Akufo-Addo's 2017 PIS

In the subsequent paragraphs, each of the eight moves is dealt with, and explained with examples:

4.1. Move 1: Salutation

Akufo-Addo began his speech with a salutation. Weber's (2011) suggests that the salutation is a form of greeting. Akufo-Addo's salutation was short and only addressed the Speaker of Ghana's Parliament, as in 'Mr. Speaker'. It did not follow the elaborate way of addressing the audience as Mirzaei, Hashemian and Safari (2016) found. It can be explained that addressing the Speaker is important and captures the importance of the occasion and the institution (the Parliament) hosting the official ceremony. He (the Speaker) is the figure head of the Legislature and addressing him could serve as an official means of seeking permission from him as parliamentary proceedings may require. The Speaker also served as the Chairman for the occasion. Addressing 'the Speaker' is, however, a deviation of what elected American Presidents do. In American Presidential Inaugural Speeches, salutations were like: 'Fellow-citizens', 'My Fellow-citizens', 'My countrymen', 'Fellow-citizens of the United States', and 'Fellow-countrymen' (Liu, 2012).

4.2. Move 2: God's Name

After addressing the Speaker, Akufo-Addo acknowledged and thanked God for His blessing, favour, and grace. See Extract 1 below:

4.2.1. Extract 1

The Ghanaian people give thanks to Almighty God for the blessings, favour and grace He continues to bestow on them.

In Extract 1, Akufo-Addo demonstrated that it is only through God's mercy and grace that he can be successful in his presidency. Mentioning God's name is not surprising, given the socio-cultural and socio-religious orientation of the 'Ghanaian people'. After all, the three major religions in Ghana, namely: *Christianity*, *Islam*, and *African Traditional Religion*, believe in the existence of God, the Supreme Being. Akufo-Addo, thus, began with God's name because it is believed that putting God first makes every step of activity successful. Mentioning God (not Jesus Christ) is understandable given the divergent religious views and beliefs about the status of Jesus Christ in Ghana. Hence, the speaker tended to use language that is both politically and religiously neutral.

4.3. Move 3: Transition

The elected president recounted the tradition and continuity of inauguration, announced a new era of governance, and acknowledged dignitaries present, former presidents, and the Ghanaian people.

- Step 3.1: Tradition and continuity of inauguration

After thanking God, Akufo-Addo made reference to the tradition of the inauguration as a transfer of power which is why the audience had met on that day. Find Extract 2 below:

4.3.1. Extract 2

Exactly a month ago, that is 7th December last year, 2016, we, the people of Ghana, in all serenity and dignity, exercised our democratic franchise freely to elect a President and Parliament of our Republic. We are met here today to give effect to the outcome of that exercise.

One linguistic strategy employed in Extract 2 is Akufo-Addo's use of 'we' and 'our' which is significant for three reasons. First, it implied the people of Ghana, and showed a mark of inclusion. It suggests that the occasion is for the people and the elected President is a proud citizen. Second, the use of 'we' has implications for the communicative purpose of the inaugural speech. The elected President at that moment of inauguration becomes the president of all Ghanaians. He is a figure who has risen above the partisan divisions to direct the common concerns of the people. Finally, 'we' involves the notion of 'plural presidency' (Trosborg, 2002). It is the official voice of the people: the plural 'we' achieves collective identity and even reaches out to the opposition. It can, hence, be argued that the use of 'we' marks a spirit of consent for the audience. The linguistic resources, 'sincerity' and 'dignity', were stylistically employed to denote at least two (2) actions and identities. First, the linguistic resources suggest the growth of democracy and how Ghanaians cherish elections. Second, they imply the speaker's personal commendation of the democratic achievement made by Ghanaians in the successful conduct of the election.

- *Step 3.2: Announcement of a new era*

The new president indicated the beginning of a new era of governance, and announced that he had become the winner, as in Extract 3:

4.3.2. Extract 3

In accordance with our republican custom, I, having been declared the winner of the presidential contest on 9th December, 2016, by the returning officer, the Chairperson of the Electoral Commission, Charlotte Osei, have taken the oath of the high office of President of the Republic, in the presence of the newly sworn Vice President, His Excellency Alhaji Dr. Mahamudu Bawumia, and the newly elected Speaker of Parliament, the Rt. Hon. Prof. Michael Oquaye, an oath administered by the Chief Justice, Her Ladyship Georgina Theodora Wood, before the elected representatives of the people assembled in this 7th Parliament of the 4th Republic. This is the day the Lord has made; we will rejoice and be glad in it.

Extract 3 is an indirect way of saying that the good people of Ghana elected him, and he had been sworn-in (as the 1992 Constitution of Ghana stipulates), indicating that he had gone through the constitutionally-required processes. One, he had been declared winner by the Chairperson of the Electoral Commission of Ghana. Two, he had taken an oath of office as the President of the Republic of Ghana. Three, the oath was administered by the Chief Justice, in the presence of other elected representatives (e.g. the Vice President, Speaker of Parliament, Members of Parliament). This step is important for two reasons. First, it is important because the president must establish himself as the president elect. Through this, he formally accepts the responsibility as the President of Ghana. Second, it invites the audience to participate in the construction of the presidential identity. This explains why he ends as 'this is the day the Lord has made; we will rejoice and be glad in it.' The mention of 'Lord' implies the use of religion as a discourse structure to reach out to all Ghanaians.

- *Step 3.3: Acknowledgement of dignitaries*

The new president, Akufo-Addo, welcomed all the dignitaries from sister nations and international organisations. See Extract 4 below:

4.3.3. Extract 4

Our nation is honoured by the presence, at this solemn ceremony of investiture, of leaders and representatives of friendly countries across the globe, in particular those of the sister nations of our regional body, the Economic Community of West African States (ECOWAS) and of our continental body, the African Union. I salute the Chairperson of the Authority of Heads of State and Governments of the AU, His Excellency Idriss Déby, President of the Republic of Chad. I salute the Chairperson of the Authority of Heads of State and Governments of ECOWAS, the historic figure, Her Excellency Ellen Johnson Sirleaf, President of the Republic of Liberia; our special guest of honour, His Excellency Alassane Dramane Ouattara, President of the Republic of Côte d'Ivoire, and we thank him for his excellent speech; His Excellency Muhammadu Buhari, President of the Federal Republic of mighty Nigeria; His Excellency MackySall, President of the Republic of Senegal; His Excellency Faure Gnassingbé, President of the Republic of Togo; His Excellency Alpha Condé, President of the Republic of Guinea Conakry; His Excellency Patrice Talon, President of the Republic of Benin; His Excellency Ernest Bai Koroma, President of the Republic of Sierra Leone; His Excellency Ibrahim BoubacarKeita, President of the Republic of Mali; His Excellency Roch Marc Christian Kaboré, President of Burkina Faso. We are grateful also for the presence of His Excellency Teodoro Obiang Nguema, President of the Republic of Equatorial Guinea; His Excellency Ali Bongo, President of the Republic of Gabon; and His Excellency Edgar Lungu, President of the Republic of Zambia. To them and the representatives of all the other friendly nations who are here, and former presidents and leaders, I say 'akwaaba', our famous word of welcome.

In welcoming all the dignitaries (as in Extract 4), Akufo-Addo particularly mentioned and welcomed them one by one. The possible explanation is that he intended to show his appreciation to each of them. Probably, this explains why he carefully used the special titles reserved for each of them. The title commonly used for the dignitaries was 'His Excellency'. He ended this step by welcoming them to Ghana, using 'akwaaba', a famous Akan word of welcome. Distinctively welcoming the heads of states and dignitaries of sister nations is necessary for two reasons. First, their presence adds colour to the inauguration, and shows the cordial relationship between Ghana and its sister nations. Second, their presence

marks African unity and enjoins Ghana with the international community. Therefore, to align with them, and their countries, the new President needs to carefully address them. This finding affirms the view of Trosborg (2000) that the use of familiar symbols and values shows a sense of communion.

- *Step 3.4: Acknowledgement of former presidents*

Akufo-Addo showed his appreciation to his predecessors, for steering the affairs of the country and for their positive roles which ensured a free and fair election. Find Extracts 5 and 6 below:

4.3.4. Extract 5

I have, at the outset, to thank sincerely our departing President, His Excellency John Dramani Mahama, c. He stepped into the breach of national leadership at a delicate moment in the country's history, with the death in office, for the first time, of a sitting president, the late Prof. John Evans Atta Mills. He has since steered the ship of state with conviction.

His elegant, dignified acceptance of the verdict of the people on 7th December, 2016, will, without doubt, receive the approval of history, for it has contributed significantly to the process of democratic consolidation in Ghana. I wish him and his family well.

4.3.5. Extract 6

For myself, I am in the unique position of being able to draw on the wisdom and experience of three former Presidents of the Republic, their Excellencies Jerry John Rawlings, John Agyekum Kufuor and John Dramani Mahama. They represent the continuity of the institutions of our Republic, for which we thank God.

Akufo-Addo began with the immediate past president, His Excellency John Dramani Mahama (JDM), and spent enough textual space in acknowledging and thanking JDM (See Extract 5 above). The textual space given to showing appreciation to JDM (a political opponent) is not surprising for a number of reasons. First, acknowledging and thanking JDM first was crucial in order to appeal to the audience, particularly members of the opposition side. JDM was the immediate past president and the only sitting president in the fourth republic to have lost an election. Linguistic resources such as 'to thank sincerely,' 'steered the ship of state with conviction,' and 'his elegant, dignified acceptance of the verdict of the people on 7th December, 2016,' appeal to the general public and are discourses always of acting. Second, preparing an inaugural speech involves many persons and institutional resources, and the persons involved decide on where to pay a special attention to in order to achieve the communicative purpose of the PIS genre. Hence, addressing him provides essential means of unifying the Ghanaian people. This finding affirms the view of Naji and Al-Saaidi (2016) that speaking persuasively in an inaugural speech is far more important than upholding a personally-held belief. Jan (2005, p. 65) is also of the view that the new president provides the audience 'with reasons for thinking, feeling or acting in some particular way; to motivate them; to invite them to trust [him/her] in uncertain conditions; to get them to see situations in a certain light.'

After acknowledging JDM, Akufo-Addo officially paid tributes to the other former presidents (Jerry John Rawlings, and John Agyekum Kufuor), with special acknowledgements of their contributions in bringing the country that far. As shown in Extract 6, Akufo-Addo expressed his fortune to be surrounded by former presidents and indicated his readiness to draw on and utilize their wealth of experience as well as wisdom. He also wished the former presidents and their families well.

- *Step 3.5: Acknowledgement of the Ghanaian people*

Akufo-Addo showed his appreciation to the Ghanaian People. Extract 7 below illustrates this step.

4.3.6. Extract 7

Mr. Speaker, I am deeply humbled by the exceptional mandate and extraordinary show of confidence that the Ghanaian people have conferred on my party, the New Patriotic Party, and on my modest person. I am determined to do all in my power to accomplish the tasks of the mandate and justify their confidence. I will not let you, the people of Ghana, down.

Akufo-Addo shows that he is determined to justify the confidence conferred on the New Patriotic Party (NPP), and pledges to perform the tasks bestowed upon him in the best of his ability (see Extract 7 above). Showing his appreciation to the Ghanaian people symbolizes a new era of governance which will bring forth positive changes and will pay attention to the needs of the Ghanaian people.

Interestingly, what is missing in the Move 3 (Transition) is thanking the NPP, the political party of the elected president. But it is understandable: Ghanaians do not need those praises since they voted the NPP into office. After all, every Ghanaian voter knew at that time that the NPP won the 2016 presidential election. Akufo-Addo, hence, tended to focus on areas where language use could draw in his audience in a joint effort to achieve his communicative goal. Thus, showering praises on the NPP will not help the 'unification agenda' of the speech. This is in agreement with Campbell and Jamieson's (1990) assertion that the presidency is a syndicate which performs the actions which a country expects from the president. This study, accordingly, argues that the elected president adapts to the audience's expectations and respects their boundaries. Language use, here, reflects socio-cultural, religious, and political values perceived to underlie (and/or associated with) the PIS genre.

4.4. Move 4: Patriotism

The new president aroused a sense of patriotism in the people of Ghana. A good way to do this was to review the Ghanaian history, by reminding Ghanaians, of people whose courage, toils, sufferings, resilience, and collective actions had brought the nation that far. This move inspires the audience to work together for a better Ghana. See Extract 8 below.

4.4.1. Extract 8

We are the heirs of John Mensah Sarbah, Joseph Caseley Hayford, George Pa Grant, R.S. Blay, Joseph Boakye Danquah, Emmanuel Obetsebi Lamptey, Edward Akufo-Addo, William Ofori-Atta, Cobbina Kesse, Ernest AkoAdjei, Kwame Nkrumah, Komla Agbeli Gbedema, Kojo Botsio, S.D. Dombo, Kofi AbrefaBusia, Baffuor Osei Akoto and others, who taught us that fidelity to principles, courage, patience, resilience and collective action do yield results. They fought with intelligence, guts, steely determination and patriotism to liberate our land and reclaim our worth as human beings. Their love for country continues to inspire generations of us to commit our lives to the search for an enduring democratic legacy for Ghana. It is not for nothing that when our forebears established the Ghanaian nation, they chose 'Freedom and Justice' as our motto. Our generation has to give meaning to this motto.

The function of Move 4 (Patriotism) was to instill a sense of patriotism in the Ghanaian people. Akufo-Addo was selective and carefully mentioned names that all Ghanaians (from every political angle) accept as true nationalists. The faces of six of them (that is, *Joseph Boakye Danquah, Emmanuel Obetsebi Lamptey, Edward Akufo-Addo, William Ofori-Atta, AkoAdjei, and Kwame Nkrumah*) are on the Ghanaian currency (that is, Cedi). The history books are full of praises for these people. 'Kwame Nkrumah' for example, is a household name in Ghana and his date of birth is a public holiday. By mentioning their names, Akufo-Addo uses language to represent his patriotism, love for the nation and to invite the Ghanaian people to make the nation united. The current study, hence, argues that language use in PIS involves developing 'images' and 'pictures' that persuade the audience in creating new visions.

4.5. Move 5 – Challenges

Akufo-Addo depicted the present challenges of the country. Find Extract 9 below:

4.5.1. Extract 9

On March 6, in a few weeks' time, Ghana will attain 60 years as an independent nation. I suspect that those early nationalists would be disappointed, if they came today and saw the level of development we have achieved in 60 years of independence.

Our journey has had some highs and unfortunately many lows. Since we accepted a consensus on how we should be governed with the onset of the Fourth Republic, we have performed more creditably. It is within this period of 24 years that Ghana has witnessed a consistent period of development.

Sixty years after attaining nationhood, we no longer have any excuses for being poor. I stand here today, humbled beyond measure for the opportunity to lead this country at this time and take us to a higher level in our development.

As noted in Extract 9, Akufo-Addo makes a case that the early nationalists would be disappointed if they were alive because the level of development in the country did not reflect '60 years of independence'. The new president referred to the progress of Ghana as 'some highs' and 'many lows', and depicted present hardships, poverty, and youth unemployment. Recounting the years after independence, he uses the inclusive elements, such as 'we' and 'our,' in depicting the challenges of Ghana. 'We' and 'our' placed him on the same side with the people, allying himself with them. In spite of the unfortunate conditions, Akufo-Addo pointed out that his government will steer the ship to a 'higher level in our development'.

Akufo-Addo did not rely on the negative developments. On the other hand, he mentioned some positive developments, as in Extract 10:

4.5.2. Extract 10

It took us a while, but the consensus on multi-party constitutional rule has been established, and, for the third time, we have had a peaceful transfer of power from a governing party to an opposition one. We have done it without any fuss and it is now part of what we do as a people.

Extract 10 highlights some positive developments in the nation. One; Ghanaians now enjoy a multi-party democracy. Two, there have been successful transfers of power from a governing party to an opposition one. The new president's frequent use of inclusive pronouns such as 'we', 'us' and 'our' is significant: it suggested that the task of improving the Ghanaian society depended on himself and the people together.

4.6. Move 6: Change

After depicting the problems and challenges, Akufo-Addo pointed out the need for change. In stressing the need for change, he focused on the quality of change in the ordinary Ghanaian, the responsibilities of the arms of government and state institutions, and the need for decentralization in the country. He ended by inviting all to support him in the 'change agenda'. The realisations of Move 6 (Change) are discussed below.

- *Step 6.1: Quality of the change*

The new president stressed that the 'change' should reflect in the lives of the ordinary Ghanaian. Find Extract 11.

4.6.1. Extract 11

Our success or failure should be judged by the quality of the individual, by his knowledge, his skills, his behaviour as a member of society, the standard of living he is able to enjoy and by the degree of harmony and brotherliness in our community life as a nation.'

It can be argued that step 6.1 (quality of the change) aims to boost the morale of the ordinary Ghanaian, because in the words of Akufo-Addo (as in Extract 12):

4.6.2. Extract 12

The Ghanaian people have summoned the change we celebrate today. They have raised their voices in an unmistakable chorus. They have cast their votes without equivocation and have forced the change.

Akufo-Addo further indicated that any change agenda in Ghana should ensure decentralization and belief in the collective wisdom and good sense of every Ghanaian (see Extract 13 below):

4.6.3. Extract 13

We have worked with our national constitution for 24 years and we now know the areas that require change. I believe a consensus is emerging that we must decentralize more. We must devolve more power with corresponding resources to the base of our political system and to our people, in the regions and communities. We must trust the individual and collective wisdom and good sense of our people.

Extract 13 reveals Akufo-Addo's understanding and knowledge of the needs of the Ghanaian people, and, hence, persuades the people to trust him.

- *Step 6.2: Responsibilities of state institutions*

He charged the arms of government (that is, Executive, Legislature and Judiciary) to play their expected and complementary roles. Extract 14 illustrates this step.

4.6.4. Extract 14

Now we must do the work the season demands. To that work, I now turn with all the authority of my office. I ask the Legislature and Judiciary to join with me. But no President, no Parliament, no Government can undertake this mission all by itself.

We should move on to deepen our democracy. It is time to make sure that we have a true separation of powers between the various arms of government. Our Parliament, the legislative arm of government, must grow into its proper role as an effective machinery for accountability and oversight of the Executive, and not be its junior partner.

The Ghanaian Parliament, the Ghanaian Member of Parliament, must stand out as institutions that represent all that we hold dear and citizens can take pride in.

Our Judiciary must inspire confidence in the citizens, so we can all see the courts as the ultimate arbiters when disputes arise, as they would. A Ghanaian judge must be a reassuring presence and the epitome of fairness.

Akufo-Addo carefully enlisted the expected roles of state institutions. Specifically calling out state institutions, and indicating their expected roles is important: it serves as a direct address to the heads of the arms of government who were present, draws in the audience, and adds to the persuasiveness of the speech.

- *Step 6.3: Roles and responsibilities of the Ghanaian people*

Akufo-Addo reminds the people that the president and the government alone cannot bring about the desired changes and overcome the challenges; they need the support of all the citizens. He finally invited the audience as well as the Ghanaian people to join in the change, as illustrated in Extract 15:

4.6.5. Extract 15

Fellow citizens, you must be at the center of the change. The change we have voted for will have to start with each of us as individuals. We can start with little changes in our own individual attitudes and practices. The change can and should start now and with us as individuals.

This step (see Extract 15) functions to reiterate the 'change agenda', and invites all hands on deck, which is particularly important for the new government. In calling for change, Akufo-Addo used 'fellow citizens'. It becomes clear that he sees himself as part of the people, though he has been elected to the highest office of the land, implying that he was addressing his 'fellows'. The use of 'fellow', thus, creates support and portrays the speaker as a humble person. Here again, we observe the use of the second person pronoun, 'you'. 'You' can immediately receive the reaction from his sincere listeners. In the words of Lin (2019), this style of talking resembles a friendly discussion, and the language use performs interpersonal function. Accordingly, he charges every Ghanaian to dutifully perform his/her expected roles, as in Extract 16:

4.6.6. Extract 16

I ask you to be citizens: citizens, not spectators; citizens, not subjects; responsible citizens building your communities and our nation. Let us work until the work is done. Holy Scripture in Galatians 6:9 says 'Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.'

In Extract 16, Akufo-Addo employed some linguistic strategies to draw in his audience in a joint effort to achieve his 'unification agenda'. First, the use of the first person plural pronoun *we* and *us* can be observed. These pronouns signal

an equal-to-equal relationship, and maintain one's personality with the participants of the discourse (Lodhi, Mansoor, Waheed Shahzad & Zafar, 2018). 'We' and 'our' help the speaker not only in taking the responsibility but also in sharing the responsibility with the audience in the fight for change. Second, Akufo-Addo uses another inclusive element; that is, *let us*. The structure, *let us plus a verb* (e.g. 'let us work') stylistically involves the audience. The third and final linguistic strategy is using a Biblical quotation. Akufo-Addo invited the audience to go along with the words of Apostle Paul; thereby, inspiring Ghanaians with a hope for a better future. The findings of the present study agree with Weber's (2011) finding that one noticeable feature of a PIS is the use of the inclusive forms of pronouns such as 'we' and 'our'.

The Move 6 (Change) is very important given the communicative purpose of the PIS. Akufo-Addo called for the need to fight together to overcome the challenges. In this move, he implied the roles of all Ghanaians, and explicitly expressed that his government needed the collaboration of all.

4.7. Move 7: Promises

Akufo-Addo made promises to the people of Ghana. He clearly outlined the visions he held for the future of Ghana in terms of a set of promises. See the Extract 17 below.

4.7.1. Extract 17

We must restore integrity in public life. State coffers are not spoils for the party that wins an election, but resources for the country's social and economic development. I shall protect the public purse by insisting on value-for-money in all public transactions. Public service is just that – service and not an avenue for making money. Money is to be made in the private sector, not the public. Measures will be put in place to ensure this.

We must create wealth and restore happiness to our nation. We can only do this when we have an educated and skilled population that is capable of competing in the global economy. We must expand our horizons and embrace science and technology as critical tools for our development.

We believe that the business of government is to govern. Ours is to set fair rules. We will provide vision and direction and shine the light down the path of our entrepreneurs and farmers. We are, indeed, counting on a vibrant private sector to drive growth and create jobs.

We will stimulate the creative juices of innovators. We will bring back to life the adventurer in you. It is time to imagine and to dream again; time to try that business idea again. We will reduce taxes to recover the momentum of our economy. The doors of Ghana are open again. The shutters are up again. There could not be a better opportunity to 'Make in Ghana', and to make it in Ghana. GHANA IS OPEN FOR BUSINESS AGAIN!

We will build a confident Ghana which is united, at peace with itself and takes pride in its diversity. We will rekindle the spirit that made Ghana the leading light on the African continent, and make our conditions deserving of that accolade. We will work with our neighbours and friends on the continent to enhance peace, democracy and political stability in our part of the world. We will reassert vigorously the Pan African vocation to which our nation has been dedicated. Integration of our region and of our continent will be a strategic objective of Ghanaian policy.

It will not be easy. We have no illusions whatsoever about the enormity of the task that we face, but I know that Ghanaians at home and abroad will rise to the occasion; they always do.

It will require sacrifice, but it can be done. Others have done it. So can we. Our best days still lie ahead. Though our challenges are fearsome, so are our strengths. Ghanaians have ever been a restless, questing, hopeful people. And we must bring to our task today the vision and will of those who came before us.

Move 7 indicates a number of promises that Akufo-Addo made. The first promise was to protect the public purse. He pledged to put in place measures that ensure *value-for-money in all public transactions*. The second solemn pledge had to do with producing *educated and skilled population*. He also indicated that *embracing science and technology* was an indispensable element. Third, he touched on the need for job creation. His promise was to ensure a *vibrant private sector to drive growth and create jobs*. Next, he stressed to open up Ghana for business by reducing taxes. Finally, he pledged to *build a confident Ghana which is united, at peace with itself and takes pride in its diversity*. Akufo-Addo, nonetheless, admitted the enormity of the task, and, accordingly, persuaded all Ghanaians both at home and abroad to rise to the occasion. He further demonstrated that his presidency will try as best as it can to deal with the problems.

These promises (see the Extract 17) flooded his campaign messages. Ghanaians were aware of these promises since the NPP had trumpeted them during the campaign period. The current study, hence, argues that reminding the audience of the key campaign promises in the inaugural speech is an essential element. It acts as a change or reinforcement agent (Mirzaei, Hashemian & Safari, 2016). The repetition of 'We must' is aimed at all Ghanaians who must work together to create a better future. One observes the heavy use of adjectives such as 'educated and skilled', 'vibrant', 'critical', 'global', 'fair', 'creative', 'confident', 'leading', and 'strategic' to describe the kind of change or 'the Ghana' he promises to create. The usage of these adjectives is beneficial, and helps to persuade the public to accept the idea which he is managing to disseminate. Given that this move is particularly concerned with the future of Ghana and commitment on the part of the new government, Akufo-Addo uses a lot of future forms. There is, for example, the use of 'we will' which projects both the speaker and the audience into the expected future.

4.8. Move 8: Closure

The conclusion of Akufo-Addo's speech took different realizations. It included words of encouragement to the audience, a call for action in the support of the new presidency, thanking the citizens for their confidence, and restoring to God's power for help and blessing.

- *Step 8.1: Providing words of encouragement*

Akufo-Addo included words of encouragement to the audience. Find Extract 18 below:

4.8.1. Extract 18

I see exciting times ahead. The rule of law will be the underlying tenet of our lives; and the law will be applicable to all of us, and not just some.

[...] There will be discipline in all sectors of our lives; and this applies to all of us, not just some.

Our public service will be accorded the dignity and respect it deserves, and be made to attract the bright young people it needs.

[...] Our nation will work when the marginalised and vulnerable are catered for and treated with respect.

Our elderly people will be recognised for their roles in building Ghana and assured of care in the dusk of their lives.

This step persuades the people to face the future with confidence and hope for a better era. This is realised in linguistic resources such as 'exciting times ahead,' 'the law will be applicable to all of us,' and 'be discipline in all sectors of our lives' as in Extract 18. These resource simplified a necessary change in the status quo, and the start of a new political era. The use of the first person pronoun 'I' binds and commits the speaker to the discourse, and shares the patriotic values and vision of the speaker.

- *Step 8.2 – Calling for Action*

Akufo-Addo charged Ghanaians to work together, as in Extract 19:

4.8.2. Extract 19

We will have to work hard, harder than we have ever done before; and the hard work will be done by all of us, and not just some.

We should all recognise the danger we face by the alarming degradation of our environment and work to protect our water bodies, our forests, our lands and the oceans. We should learn and accept that we do not own the land, but hold it in trust for generations yet unborn and, therefore, have a responsibility to take good care of it and all it contains.

Being a Ghanaian must stand for something more than the holder of a birth certificate or a certain passport. Being a Ghanaian must put certain responsibilities on each one of us.

Calling yourself a Ghanaian must mean you have signed up to a certain definable code and conduct. Being a Ghanaian puts an obligation on each one of us to work at building a fair, prosperous and happy nation. And calling yourself a Ghanaian must mean we look out for each other. There should be no higher praise than to be able to say I AM A GHANAIAN.

As noted in Extract 19, the linguistic resources such as 'We will have to work hard,' and 'We should all recognise the danger,' call on Ghanaians to act and behave in a certain way. Akufo-Addo further used parallel structures (that is, often beginning with the persuasive resource, 'being a Ghanaian') to drive home equality and put every Ghanaian on the same pedestal to work together for a better future. This finding affirms that of WAUDAG (1990) that the relevant situation lies not so much in the inaugural address, '... but in the address as a restoration of ideological normality' (p. 189). Trosborg (2000, p. 131) also argues that parallelism attracts 'attention in a number of different syntactic constructions.' This step appealed to the people to take responsibility, and stressed the obligations of every Ghanaian. The communicative function is to change the minds of the Ghanaian people in order to persuade them to make meaningful contributions to changing the nation for the better.

- *Step 8.3: Thanking the Citizens*

Akufo-Addo thanked Ghanaians for imposing confidence in him. Find extract 20 below.

4.8.3. Extract 20

... I thank you all, my fellow citizens, for making me the president of this beautiful country.

As noted in Extract 20, Akufo-Addo thanked Ghanaians for making him the president. His use of 'my fellow citizens' is significant, and supports the 'unification agenda'. Trosborg (2000) also argued that 'my fellow citizens' attracts the audience's attention. It can be argued that Akufo-Addo intentionally failed to thank the NPP. A possible explanation is that elections were over and the president did not need votes then; hence, he tended to tone down that part of his speech.

- *Step 8.4: Restoring to God's Power*

Religious over tones are prominent in President Akufo-Addo's speech. He referred to God many times. This is not surprising because 'belief in God' is the common religious belief for nearly all Ghanaians. This step, hence, functions to unite the people. The president elect, thus, involved God for divine blessings, and wished God's blessings for fellow citizens

4.8.4. Extract 21

[...] and may God bless our homeland Ghana and make her great and strong. And may God bless us all and Mother Africa.

In Extract 21, Akufo-Addo wished God's blessings for the Ghanaian people, and quoted directly from the Ghanaian National Anthem. A possible explanation is that he sought to instill a sense of unity and togetherness in the audience. The communicative function is to persuade the audience to support the new era.

5. Conclusion

The current study focused on Akufo-Addo's Presidential Inaugural Speech (PIS) delivered on 7th January, 2017, before the Parliament of Ghana as the new president to examine the generic moves that characterised his address. The study also discussed the linguistic characteristics that signaled moves in the speech. After examining Akufo-Addo's PIS, the study found eight moves, namely: 1) *Salutation*, 2) *God's name*, 3) *Transition*, 4) *Patriotism*, 5) *Challenges*, 6) *Change*, 7) *Promises*, and 8) *Closure*. The current study concludes that Akufo-Addo's PIS is characterized by the heavy use of inclusive elements (such as "we," "us," and "let us,") and discourse structure that reach out to all Ghanaians. Also, though he reminds the audience of the campaign promises, he generally adapts to the audience, managing and respecting their (audience's) boundaries.

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