

**MEDIATISATION OF ADVOCACY AND CIVIC ENGAGEMENT CAMPAIGNS  
IN NIGERIA: A CORPUS-BASED CRITICAL DISCOURSE STUDY  
(A PROPOSAL)**

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# Background to the Study

- The role of language as an agent for social change.
- Social change is the alteration of mechanisms within the social structure.
- Nigeria has many socio-political challenges.

# Background Continued

- Language as an tool to promote public policy, social mobilisation, fundamental human rights, etc.
- The Arab Spring showed that language can be deployed on social media for social change.
- In 2012, Nigerians used civic engagement discourse to make the government to reverse crucial decisions it had taken.

# Background Continued

The study focuses on:

- The mediatisation of advocacy campaigns.
- How language of advocacy discourse reshapes public policy.
- How it communicates social-cultural meanings.
- How it encourages civic engagement towards promoting strong democratic cultures.

# Statement of the Problem

- Studies have focused on the agency of the humanities, video movies, prayers and the church for national transformation (e.g. Burgess, 2012; Agang 2014; Ajiwe, Okwuosa & Chukwu-Okoronkwo 2015).
- The studies overlooked the role of mediatized discursive practices and new media technologies to reshape the quest for national transformation.
- Paucity of research on transformation advocacy discourse in Nigeria from CDA and CL.

# Objectives of the Study

- Evaluate advocacy discourses in Nigeria and their mediatisation process.
- Analyse the linguistic patterns in the discourse.
- Examine identity [re-]construction through traditional and virtual media platforms.

# Objectives Continued

- Discuss the relationship between advocacy discourse and ideological patterns.
- Collate and document the text for a corpus of advocacy discourses in Nigeria.

# Methodology

The data for the study comprise:

- advocacy campaigns text,
- advertisements,
- discussions,
- debates,
- transcripts of phone-in-programmes on social and attitudinal change, value re-orientation, democratic values



# Methodology Continued

## Mode of Data Collection

- The data are elicited from different media such as radio, television, posters, billboards and newspapers as well as online platforms.
- Additional data will also be harvested from the archives of the online portals of the news media organisations in Nigeria

# Theoretical Framework

- This present study adopts a combination of methods drawn from Critical Discourse Analysis (CDA) and Corpus Linguistics (CL).
- Fairclough's Discourse as a Social Practice approach will be used considering the fact that its tenet, reflects in the constituent data for this work.
- This approach views language as capable of causing social change, and the subject matter of this study is social transformation.

# Theoretical Framework (Contd)

The use of computer methodologies will help to uncover broad discursive patterns through:

- frequency,
- statistical significance
- language patterning alignment techniques

# Sample Analysis

- Sample analysis for *Do the Right Thing to Transform Nigeria* Jingle from Youtube



## The jingle produced reads:

Everyone is calling out for change but nobody wants to change. True change begins with the individual. *So look in the mirror and ask yourself, who me? Yes you. Are you doing the right thing to change Nigeria. Let the change begin with you. Be positive, be patriotic, be right, make a change. Do the right things always to transform Nigeria, Nigeria. Do the right thing to transform Nigeria.* (Italics mine)

Points for Analysis:

# Sample Analysis

- The ideology of change which however pushes the responsibility of change to the people.
- Power asymmetry between the government and the people.
- keyness analysis shows that certain words have higher frequency in the text.
- “change” occurs six times in the text, showing the centrality of the word to the message being communicated through the text.
- Pronouns are also frequent.

# Analysis Continued

- Using the key word in context principle, certain words naturally collocate with the keyword in the text “change” ( “Do the right things”, “Be positive, be patriotic, be right” and “transform Nigeria”).

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