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“Money Doesn’t Like Noise”: Akufo Addo’s Pathos from A Metadiscourse Perspective

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Abstract

Politicians create a political persona with their audience in mind, and their speeches are crafted to involve receivers in a promising future. They intentionally create a stream of ideas to engage the audience and arouse their emotions to make affective appeals. Using the frameworks of Hyland's Model of Metadiscourse and Aristotle's Rhetorical Persuasion Theory, the present study analysed Akufo Addo's address to the nation on October 30, 2022, when the country was facing economic difficulties. The study found that *attitude markers*, *self-mentions*, *reader pronouns*, and *directives* of metadiscourse markers are persuasively used in the data. The study concludes that Akufo Addo relied heavily on these metadiscourse markers to draw on pathos appeals, harmonise with the audience, and achieve the purpose of persuasion in the address. The findings of the study have implications for reflections on language and politics.

Keywords

affective appeals, metadiscourse, pathos, political discourse, rhetoric

Introduction

Political speech is regarded as a communicative exchange between the speaker and the listeners in which the speaker seeks to convince the audience to agree with his or her ideas and viewpoints. Political actors use a variety of interpersonal resources to present themselves in discourse, anticipate the audience's reactions, build rapport with the audience, and moderate power and personal relationships (Abid & Jassim, 2022). These interpersonal resources can be referred to as metadiscourse (Hyland, 2005). Metadiscourse is a common linguistic device that aids speakers in expressing their position on a proposition, constructing a cohesive speech, negotiating meaning with audiences, and drawing them (audiences) into arguments (Alkhodari & Habil, 2021; Kashiha, 2022a, 2022b). Metadiscourse, in essence, refers to how we use language in consideration for our readers or listeners, based on our evaluation of how best we can help them process and comprehend what we are saying (Hyland, 2005). The elements that construct interaction between writer-reader and/or speaker-audience are referred to as metadiscourse markers (Farahani & Ghane, 2022).

The study of the speeches of national leaders has piqued the interest of academics both at home and abroad. Scholars have studied political speeches from the perspectives of pragmatics (Adeyanju, 2016; Ayeomoni & Akinkuolere, 2012), critical discourse analysis (Zienkowski, 2019), genre analysis (Kyei, Donkor, & Appiah, 2020) and rhetoric (Hatzisavidou, 2022). A number of studies (Balog, 2022; Ho, 2016; Mai, 2016) have analysed political speeches using Hyland's metadiscourse theory. Ho (2016), for instance, applied Hyland's metadiscourse markers to examine how the Hong Kong government persuaded the citizenry to accept education plans. The study examined 12 government policy reform-related documents. The results show that in order to convince Hong Kong residents to support the initiatives, the government used metadiscourse to appeal to logos, ethos, and pathos. The study found that interactional and interactive metadiscourse markers were used less frequently, and it came to the conclusion that "the observed differences in the frequency of use of metadiscourse can be a reflection of the writers' assessment of the need to persuade their readers to agree with or accept their viewpoints or suggestions" (p. 10).

Similarly, Mai (2016) conducted an intercultural analysis of metadiscourse markers in political speeches from both China and the United States. In her study of 60 political speeches, Mai (2016) looked at the ways in which metadiscourse markers were used to persuade listeners, the ways in which Chinese and American political speeches tended to use them differently, and the ways in which cultural factors affected the use of metadiscourse markers. The research reveals that American politicians employ "more metadiscourse markers in the realisation of logical appeal, credible appeal, and affective appeal" (p. 217).

Farghal & Kalakh (2019) investigated interactional metadiscourse markers in American presidential debates. Their research looked at how metadiscourse engagement markers translate into political discourse. According to the findings, engagement markers are important for maintaining the phatic and appellative functions in political dialogues,

indicating "their importance and sensitivity in both intralingual and interlingual communication when interpreting discourse" (p. 118).

Balog (2022) also investigated Queen Elizabeth II's April 5, 2020 speech to the United Kingdom and the Commonwealth of Nations. The study used Hyland's Metadiscourse Theory to examine how Queen Elizabeth II used metadiscourse markers to convey information and content and interact with listeners. The findings show that Queen Elizabeth II used more interactional metadiscourse markers than interactive metadiscourse markers in her coronavirus speech.

Zhuang & Li (2022) used a corpus of 13 keynote speeches and new year messages by Chinese President Xi Jinping from 2014 to 2022. Using Hyland's Model of Metadiscourse's directives, self-mentions, and attitude markers along with Aristotle's theory of rhetorical persuasion's affective appeals, the corpus was analysed. The study discovered that Xi Jinping frequently used these three types of metadiscourse in his speeches, realising a significant affective appeal function and enhancing the speech's persuasion impact.

Finally, Mesu, Sekyi, Fenyi, & Asiedu (2022) examined the interactional linguistic resources of four political leaders in Ghana (Nana Akufo-Addo and President Mahama) and America (AL Gore and Hillary Clinton). The interpersonal linguistic resources found in the speeches were examined using the Speech Act and Metadiscourse Interactionist Theories. The speeches were analyzed quantitatively. Their findings found that the four losing candidates used remarkably similar interpersonal linguistic resources (hedges, boosters, self-mention, attitude markers, and engagement markers) to connect with their interlocutors and supporters. Given the uniqueness of Akufo Addo's address on the economic difficulties of the Ghanaian people in terms of its rhetorical situation and context, the present study analyses the audience's understanding of the address from the perspective of metadiscourse rhetorical persuasion.

The President of Ghana, Nana Addo Dankwah Akufo Addo, spoke to the nation on September 30, 2022, about the economic difficulties that faced the nation and its citizens. Ghana was going through a financial crisis. Since the start of the year, the Ghanaian cedi has fallen precipitously in value when compared to the major trading currencies, particularly the US dollar. Fuel costs kept rising with no prospect of stabilisation, and inflation kept skyrocketing with no end in sight. Nana Akufo-Addo addressed the nation in a half-hour speech to explain the slew of measures his government had taken and would take to get the country out of its economic challenges. The speech given by Akufo Addo is regarded as an important example of rhetoric. Such rhetoric is delivered in response to significant national events (Balog, 2022), which distinguishes its rhetorical situation or context. Regarding this, using the frameworks of Hyland's metadiscourse theory and affective appeals in Aristotle's theory of pathos, it is intriguing to examine how Akufo Addo interacted with the Ghanaian people and conveyed information.

Hyland's (2005) interpersonal model of metadiscourse categorised metadiscourse markers into interactive metadiscourse and interactional metadiscourse. The interactional metadiscourse was used in the present study. The function of the interactional resources helped achieve the goals of the present study. Interactional

metadiscourse resources involve the reader/audience in the argument (Hyland, 2005), and provide the author means to engage with the audience and inject some personality into the discourse (Zhuang & Li, 2022), with the writer attempting to influence the reactions and behaviours of the readers (Dontcheva-Navratilova, 2021). The core functions of the interactional dimension are to engage the reader in the text and give the author's viewpoints on the propositional data and the reader. It has to do with how authors "conduct interaction by intruding and commenting on their message" (Hyland, 2005, p. 49). That is to say, it is how the author assesses, evaluates, shows commitment to, and interacts with the reader to build a relationship.

Hyland (2005) classified the interactional metadiscourse into five sub-categories: hedges, boosters, attitude markers, engagement markers, and self-mentions (See Table 1). Hedges express the author's cautious and incomplete commitment attitude, indicating that the author decides to acknowledge different statements and perspectives while maintaining a full promise to the proposition (Hyland, 2005, p. 52), such as "may, perhaps, possible." Unlike hedges, which imply caution and self-deprecation, boosters allow authors to dismiss other substitutes, minimise conflicting views, and express their confidence and certainty about their own views in the text (Hyland, 2005, p. 52), such as "in fact, definitely." Attitude markers, which are primarily represented by adjectives, attitude verbs, and adverbs, can reveal the author's affective attitudes toward propositions such as consent, surprise, agreement, significance, and so on. Engagement indicators refer to the author guiding readers to engage in the discussion, interacting with readers, and anticipating their potential criticisms (Hyland, 2005, p. 151) such as "consider, see".

Table 1. Interactional Model of Metadiscourse (source: Hyland, 2005)

| Interactional | Involve the reader in the text | Resources |
|--------------------|---|---------------------------------------|
| Hedges | withhold commitment and open dialogue | might; perhaps; possible; about |
| Boosters | emphasize certainty or close dialogue | in fact; definitely; it is clear that |
| Attitude markers | express writer's attitude to proposition | unfortunately; I agree; surprisingly |
| Self-mentions | explicit reference to author(s) | I; we; my; me; our |
| Engagement markers | explicitly build relationship with reader | consider; note; you can see that |

The present study, however, specifically analysed how "*attitude markers, self-mentions, reader pronouns, and directives*" help listeners to participate in the discourse and foment their emotions to achieve affective appeals.

The Aristotle's Rhetoric proposes that there are three "means of persuasion". The character (êthos) of the speaker, the emotional state (pathos) of the hearer, or the argument (logos) itself all contribute to persuasion (Jin, 2020; Kirby, 2022; Mohamad, 2022). This study examines the affective appeals in the context of Akufo Addo's address using Aristotle's Modes of Persuasions (specifically, pathos) as a theoretical foundation.

Pathos is an appeal based on the use of emotions. Pathos is directly related to the audience. The audience is a group of speakers on whom an orator attempts to influence through his or her own argumentation. Thus, having an audience is one of the prerequisites for communication. Pathos is the power with which the writer's (speaker's) message moves the audience to his or her desired emotional action (Mshvenieradze, 2013). Thus, a good orator should be aware of which emotions will have the greatest impact on the audience given their social status, age, and other characteristics. It is critical to understand not only how the orator can express but also how, through discourse, he or she can elicit positive emotions such as anger, insult, empathy, fear, confusion, and so on (Mohamad, 2022).

From an interpersonal standpoint, metadiscourse and rhetoric are inextricably linked concepts, as metadiscourse devices can be considered rhetorical devices aimed at establishing a bond with audiences and thus securing persuasion. As Akoto and Afful (2020) argued, the concept of metadiscourse is viewed as a linguistic, pragmatic, and rhetorical phenomenon in Hyland's (2005) framework of metadiscourse. In fact, Hyland (1998) observed affective appeals of interactional metadiscourse resources while investigating metadiscourse in CEOs' letters. Pathos is promoted through interactional metadiscourse. When the writer introduces the affective element to the reader, he or she will examine the text from the reader's point of view, empathising with the reader's values and goals, and directly encouraging the reader to respond. The purpose of the study, therefore, is to examine the affective appeal function of metadiscourse in Akufo Addo's address and how he (Akufo Addo) organised his discourse in coherent and persuasive ways. It also investigates how he appropriately drew the audience into the discourse, and how he gained their understanding and recognition.

Research Questions

The study was guided by the following questions:

1. What types of metadiscourse in Hyland's interactional model of metadiscourse are remarkable in Akufo Addo's address to the nation on the economy?
2. How does Akufo Addo use these metadiscourses to achieve affective appeals?

Method

The study design was content analysis using corpus linguistics (computer-assisted language analysis) (Allen & Saeed, 2022). The data for corpus of this study was President Akufo Addo's address to the Ghanaian people on the economy delivered on October 30, 2022. The speech was chosen for this study because of its distinct rhetorical situation or context. The transcript of the speeches were obtained from the Government of Ghana's official website, <https://presidency.gov.gh/>. On a whole, a total of 10,147 running words were used to build this specialized corpus.

We carried out two separate analysis. The first analysis focuses on the quantitative count of the metadiscourse markers under study. The second phase of the analysis that we carried out solely concentrated on the qualitative analysis. The qualitative analysis

focuses on the semantic implications of the targeted metadiscourse markers as well as their communicative purposes. These two phases of the analysis that we carried out share affinity with the position of Biber, Conrad, & Reppen (1998) who opine that corpus analysis should move a step beyond only quantitative description of phenomenon being studied to a more qualitative description of item in context. "It is essential to include qualitative interpretations of quantitative patterns" (Biber et al. 1998, p. 5)

We used linguistic software (AntConc 3.5.8) to document the frequencies of the targeted interactional metadiscourse markers (Anthony, 2019). This software includes numerous functions such as concordance, clusters, keywords, and word lists, among others. This study utilised the "Concordance" feature. To aid the identification of attitude markers, the corpus was grammatically annotated using part of speech tagging (POS-tag). The process of assigning tags to words in a sentence, such as noun, verb, adjective, and adverb, is known as part-of-speech (POS) tagging (Hynniewta, Maji, & Warjri, 2022).

Results & Discussion

This section analyses Akufo Addo's address in terms of the *attitude markers*, *self-mentions*, *reader pronouns*, and *directives* of Hyland's Model of Metadiscourse and how he uses the interactional metadiscourses to achieve affective appeal.

Self-mentions

Author presence in a text is represented by self-mentions. Self-mentions involve the use of first-person pronouns or possessive adjectives such as "I, me, my" by the speaker to present his discursal self and convey interpersonal information. Table 2 illustrates the frequency of occurrence of the self-mentions found in the data.

Table 2. Frequency of Occurrence of Self mentions

| Self-mentions | Frequency | Percentage |
|---------------|-----------|-------------|
| I | 39 | 78% |
| My | 8 | 16% |
| Me | 3 | 6% |
| Total | 50 | 100% |

As illustrated in Table 2, Akufo Addo frequently used "I", representing 78% of the total instances of self-mentions. Hyland (2010) is of the view that "self-mentions suggest the extent of author presence in terms of first-person pronouns and possessives" (p. 140). The use of self-mentions in the speech allows the president to become more involved in the text. Readers or listeners could sense his presence in the speech this way. In addition, he employs self-mentions in a variety of ways to achieve affective appeals. Find the Examples 1-5 as follows.

1. *I thank you for your attention, and have a good evening.*
2. *I have total confidence in our ability to work our way out of our current difficulties.*

3. *It is also true that many of you have felt the need for me to come back to the Fellow Ghanaians format, that brings us all together.*
4. *I am able to report to you, my fellow Ghanaians, that the negotiations to secure a strong IMF Programme, which will support the implementation of our Post COVID-19 Programme for Economic Growth and additional funding to support the 2023 Budget and development programme, are at advanced stages, and are going well.*
5. *Over the course of this week, I have held several fruitful engagements with the Trades Union Congress and Organised Labour, the Ghana Employers' Association, the Association of Ghana Industries, the Ghana Association of Banks, the Private Enterprise Federation, the Association of Forex Bureau Operators, the Association of Market Queens and Women, all of whom represent important stakeholders of the Ghanaian economy.*

In Example 1, Akufo Addo uses "I" to express his gratitude to his listeners while also extending his gratitude and warm wishes to everyone in general. He uses self-mention in excerpt 2 to express his optimism for the country. He hopes that everyone will be proud of how they handled this unusual and difficult situation, as it will demonstrate how resilient they are. Example 3 reminds listeners of when the president gave his speeches during the COVID-19 era. Here, he used self-mentions (e.g. "me") to share his nostalgic personal story. Reminding Ghanaians of this, serves two affective appeals. First, it plays a crucial role in bridging the past and the present and demonstrates how the nation and its citizens remained united, endured, and prospered during those times. Second, it encourages and motivates everyone to keep up the fight and support the government in overcoming the crises. In Example 4, the president uses self-mentions "my fellow Ghanaians" to show his empathy for the people. The use of "My" plus "fellow Ghanaians" narrows the President's distance with the audience. Generally, in the examples above (e.g. 5), the pronoun I communicates the writer's desire to do something. In the examples above, Akufo Addo uses self-mentions to make his arguments appealing to the audience and evoke their emotions. Furthermore, Akufo Addo's pathos appeals were built through the frequent use of the subject pronoun "I" because with I, "the utterance has all the reliability of first-hand claim" (Hodge & Kress, 1993, p. 92), and, thus, gives the utterance extra weight and high credibility (Kashiha, 2022b). This finding generally agrees with the views that self-mentions in political speeches demonstrate speakers' assurance and confidence (Dichoso, Malenab-Temporal, & Galutan, 2022) and certainty or emotional feelings (Zhuang & Li, 2022).

Furthermore, Hyland & Jiang (2017) identified self-mentions (first-person pronouns) as powerful tools for authors to establish their identity and gain discourse authority, such as first-person pronouns and possessive adjectives (such as I, me, exclusive we), as well as some indirect and implicit expressions (such as the author, the researcher). Akufo Addo used the "exclusive we" to engage his audience in a number of positive measures he (and the government) had taken as in the examples below:

6. *At the Cabinet Retreat, we took some firm decisions that should put **us** on the path that will take **our** nation out of the current economic difficulties.*
7. *We are determined to secure these arrangements quickly to bring back confidence and relief to Ghanaians.*
8. *We are determined to restore stability to the economy, and provide relief.*

The use of “exclusive we” in the Examples 6-8 referred to the President, his cabinet and his appointees. Here, Akufo Addo engages his audience persuasively, outlining some positive measures that his government has taken. The use of “exclusive we” is significant: it does not only explicitly promote credibility but also plays an important emotional role.

Engagement Markers

Engagement markers could be categorised under five sub-categories as reader pronoun, directives, personal asides, appeals to shared knowledge, rhetorical questions (Dontcheva-Navratilova, 2021; Hyland, 2005). We analysed the engagement markers such as *reader pronouns*, and *directives* because they are among the remarkable interactional resources found in the data.

Reader Pronouns

Reader pronouns, such as "you, your," as well as the inclusive "we," "our," and "us," which sends a "signal of membership" to both the speaker and the listeners, are used by political actors to bring readers into the discourse and engage them. The frequency of occurrence of reader pronouns in Akufo Addo's address is shown in Table 3 below.

Table 3. Frequency of Occurrence of Reader Pronouns

| Reader pronouns | Frequency | Percentage |
|-----------------|------------|-------------|
| We | 66 | 40.00% |
| Our | 53 | 32.12% |
| Us | 22 | 13.33% |
| You | 14 | 8.48% |
| Your | 10 | 6.06% |
| Total | 165 | 100% |

Table 3 shows the frequency of reader pronouns in Akufo Addo's address to the people. The total number of reader pronouns in the data was 165. "We" accounted for 40% of all occurrences, followed by "our" 53 (32.12%), "us" 22 (13.33%), "you" 14 (8.48%), and "your" 10 (6.06%). We go over data examples of reader pronouns. The frequent use of "we" by politicians is significant in a number of ways. In the address, the word "we" evokes nationalistic sentiments. "We" and the possessive pronoun plural deictic "Our" are frequently used in Akufo Addo's discourse instead of "I" and "Me," allowing the speaker to identify with the audience and influence their emotions.

The Use of “you” and “your”

The second-person pronouns (“you, your”) as well as "we," "our," and "us" are the typical reader pronouns. The reader-pronouns "you" and "your" are used in Examples 9-12 to create a virtual and reciprocal dialogue with the Ghanaian people and explicitly and directly include them in the discourse.

9. *It is obvious, fellow Ghanaians, that you have a government that cares.*
10. *Let me try and give you an outline of the main decisions without getting into the technical language that baffles many of us.*
11. *But I knew that I owed it to all of us that, as your president, I had to hold my nerve, show leadership and take us out of the crisis.*
12. *There will be no "haircuts", so I urge all of you to ignore the false rumours, just as, in the banking sector clean-up, Government ensured that the 4.6 million depositors affected by the exercise did not lose their deposits.*

Examples 9-12 address the audience directly and explicitly, bringing the audience directly into the discourse. "You" and "your" are discursal elements used by Akufo Addo to build, maintain, and direct their interactions with their receptive audience. He eventually persuades the audience by appealing to the emotions or sentiments of the audience. In Examples 6 and 7, the audience is drawn not only to the speech being delivered, but also to the speaker via the reader pronouns. In Examples 8 and 9, like-minded audiences are likely to be persuaded or compelled to share Akufo Addo's emotional feelings. Akufo Addo elicited the appropriate emotions from the audience in the examples above. Pathos is achieved by demonstrating that he (Akufo Addo) understands and connects with Ghanaians during difficult times. He employs reader pronouns to show that he cares about and understands his audience's concerns, expectations, or desires. These are affective appeals that aim to control the audience's psychological response by stimulating their emotions. (Zhuang & Li, 2022).

The Use of Inclusive "we", "our" and us"

Akufo Addo drew the audience into the address through not only the use of "you" but also by employing "inclusive we". Inclusive "we" is used to refer to both the speaker and audience (Kaewrungruang & Yaoharee, 2018). Akoto & Afful (2022) alluded to the traditional semantic mappings "I + you" as inclusive "we", and "I + they" as exclusive "we". The following are some examples of the inclusive "we".

13. *We are all in this together, and I am asking for your support to rescue Ghana from the throes of this economic crisis.*
14. *We will triumph, as we have triumphed many times before.*
15. *... and insist that, under God, we will emerge victorious from our current difficulties.*
16. *I do make a heartfelt appeal that we all keep an eye out for the greater good, and not try to make the utmost profits out of the current difficulties.*
17. *Fellow Ghanaians, this is why I am back in your homes this evening to ask for your support, as we work together to get our economy back into good shape.*

As shown in Examples 13-17, Akufo Addo considers the government, population, and current audience as a whole body by using the personal pronoun resource "we." Akufo Addo demonstrates personal responsibility as well as commitment and involvement. The affective appeals increase political participation and persuade the public to share the politician's viewpoint (Hakansson, 2012). The use of the inclusive "we" establishes common ground and solidarity with the audience (Akinwotu, 2021). More specifically, it

displays the authors' "collective social identity in which people are quite conscious of social norms in developing their arguments" (Hyland, 2002). This finding supports the views of Kyei, Donkor & Appiah (2020) that political actors use the personal pronoun *inclusive we* if they wish to share the responsibility, and also to create involvement with the audience.

The pronouns "we" and "us" convey solidarity and, as a result, inclusivity. Akufo Addo uses the personal pronouns "our" and "us" in his address to represent his administration and the Ghanaian people. As president, he appeals to the people for a strong sense of empathy, sympathy, and concern for his countrymen and women who are suffering. In this regard, he has a hidden strategy that implicitly expects a complimentary as a president who loves his people and encourages them to hope for a better tomorrow, as shown in the following:

18. ... *but the long-term structural problems that have bedeviled our economy.*
19. ... *that will take our nation out of the current economic difficulties.*

Akufo Addo used the word "our" in conjunction with positive words such as "our economy" (7 times), "our balance of payment" (3 times), "our current difficulties" (3 times), "our country" (2 times), "our dependence on imported goods (imports)" (2 times), "our foreign exchange" (2 times), "our traders" (2 times), "our cedis" (2 times), "our health facilities," etc. These expressions show that Akufo Addo understands the challenges, wishes, and sufferings of the people, and they give the impression of his personal interest in the economy of Ghana.

Directives

Directives are markers that are used to instruct readers to perform an action or follow a specific logic. Directives, according to Hyland (2005), are an explicit mode of expression that can both capture the audience's attention and compel them to participate in the discourse. It is an effective way to realise affective appeals by involving readers in participation marks of texts (Hyland, 2005). "See (3 times)," "should (4 times)," "must (5 times)," "have to (3 times)" "need to (4 times)," "take (5 times)," and "let us (3 times)" are among the directives in the corpus. Directives were signalled in three ways in the data examined: (1) by imperative words (e.g. see, take), (2) by modals of obligation (e.g. must and should), and (3) by predicative adjectives indicating judgement of necessity or importance.

Imperatives

Akufo Addo persuasively instructs his audience to act or see things in a particular way through the use of imperatives (e.g., see, let us) as in the examples below:

20. *I urge us all to see the decision to go to the International Monetary Fund in this light.*
21. *Let us unite, and rally around our Republic, its institutions and its democratic values, and insist that, under God, we will emerge victorious from our current difficulties.*
22. *Please let us be measured in the margins we seek.*

Akufo Addo uses the imperative words ("see, let us, insist") in Examples 15-17 to persuade the audience to achieve what the speaker's affective appeals. In Example 17, he adds a politeness marker, such as "please," to the imperative "let us," which is more akin to advice, suggestions, or recommendations than orders or commands (Condoravdi & Lauer, 2012). According to Zhuang and Li (2022), "let us" is an important way of heightening the reader's imperative, causing the reader to recall the author's expectations and, as a result, solidifying the author's argument. The president used imperatives to make the audience feel like they were a part of the text. It not only directs the audience's attention to the next important section, but it also motivates them to take action in the real world. Akufo Addo employs communicative acts with the goal of persuading people to perform acts such as requests, prohibitions, and instructions, as well as orders and commands (Downing & Locke, 2006). This finding supports the views of Swales et al. (1998) that Authors use imperatives for a variety of strategic purposes, including engaging the reader, achieving text economy, and expressing personal style.

Modals of Obligation

Modals of obligation directed the audience to take some actions. Two main forms of modal verbs of obligation were found in the data, namely: (1) those that primarily express a firm obligation or necessity e.g. "must, have to, had to"; and (2) those that express a recommendation or moral obligation e.g. "should" and "need to". Modal verbs of obligation that suggest firm obligation found in the data included the use of "must" (five times), "have to" (three times) and "had to" (1 time) as discussed below:

23. *We must, as a matter of urgent national security, reduce our dependence on imported goods, and enhance our self-reliance, as demanded by our overarching goal of creating a Ghana Beyond Aid.*
24. *Exports, not imports, must be our mantra! Accra, after all, hosts the headquarters of the Secretariat of the African Continental Free Trade Area.*
25. *All of us must do our patriotic duty, and support the GRA in this exercise.*
26. *I know that people are being driven to make choices they should not have to make, and I know that it has led to the devaluation of capital of traders and painfully accumulated savings.*
27. *That is why we have to support our farmers and domestic industries, including those created under the 1-District-1-Factory initiative, to help reduce our dependence on imports, and allow us the opportunity to export more and more of our products, and guarantee a stable currency that will present a high level of predictability for citizens and the business community.*
28. *I believe we can and we will find the means to achieve these goals, even if the immediate measures we have to take are painful.*
29. *But I knew that I owed it to all of us that, as your president, I had to hold my nerve, show leadership and take us out of the crisis.*

The interactional metadiscourse markers "must" and "have to" are used in the preceding examples to express a strong obligation or necessity on the part of both the government and the Ghanaian people. Akufo Addo also used the resource "had to" (Example 29) to express his obligation as President. In a power-governed relationship, their function is to manage the message and guide its recipients to what is worthy of their attention (Ädel,

2010). These words are expressed with the implicit assumption that the audience will have a similar experience with discourse, so they create and emphasise a set of shared and merited purposes and understandings. These words express an opinion that something should be done, while assuming rhetorically that the audience will agree.

Other modals of obligation, such as "should" (4 times) and "need to" (4 times), were used to express a recommendation or moral obligation:

30. *All our children should be educated and trained with skills that will enable us be competitive in the world.*
31. *I came into your homes regularly to tell you what the experts were discovering about the virus, and what we should do.*
32. *At the Cabinet Retreat, we took some firm decisions that should put us on the path that will take our nation out of the current economic difficulties.*
33. *... we need to build a world-class healthcare system, and we need to build confidence in ourselves to make ours the happy and prosperous place it deserves to be.*
34. *We need to close rapidly the infrastructure gap.*

In the preceding examples, the speaker indicates a strong recommendation. The markers "should" and "need to" are strong and compel the audience to act, implying a strong obligation. Because of the persuasiveness of the message content, the use of the modal verbs of obligation in the examples above in Akufo Addo's address has a huge impact on people.

Predicative Adjectives

Hyland (2002) demonstrates how directives can also be signaled by predicative adjectives, such as in phrase frames of the type *it is to*, where the gap can be filled by adjectives such as 'critical,' 'crucial,' 'essential,' 'important,' 'indispensable,' or 'vital,' as in Example 35.

35. *It is important to state that mentioning the increases in prices worldwide is not meant to belittle the scope of suffering here ...*

In the preceding example, Akufo Addo used persuasive language to direct his audience to the action stated in the extraposed *to*- clause, indicating what he considers relevant or important. He told Ghanaians that referring to global price increases for goods and services did not mean ignoring the fact that people were suffering.

Akufo Addo employs directives to directly establish a relationship between the author and the reader, indicating that he is inviting his audience to participate in the text and requesting their active participation. It is used to achieve a number of affective appeals: (1) it shortens the psychological distance between him and his audience; (2) it attracts his audience's attention through face-to-face and cordial communication with them; and (3) it increases the psychological distance between him and his audience.

Attitude Markers

Attitude markers are resources that encode the writer's affective or emotional responses to propositions rather than epistemic views. These are then indications of feelings such as surprise, agreement, importance, frustration, and obligation about propositions rather than their probable relevance and truthfulness (Hyland, 2000). Akufo Addo explicitly demonstrated his attitude through attitude verbs (*felt, believe, urge, wondered*), attitudinal adverbs (*hopefully, well, nevertheless, rapidly, completely*) and attitudinal adjectives (*important, remarkable, good, best, apparent, great, lowest, strong, extreme, useful, robust, intolerable, heartfelt*). See the following examples.

36. *I believe we can and we will find the means to achieve these goals, even if the immediate measures we have to take are painful.*
37. *and, hopefully, learn some useful lessons about how other people are coping.*
38. *I do make a heartfelt appeal that we all keep an eye out for the greater good.*
39. *I am confident that these immediate measures designed to change the structure of our balance of payment flows, sanitise the foreign exchange market to ensure that the banks and forex bureaus operate along international best practices, together with strengthened supervision, will go a long way to sanitize our foreign exchange market, and make it more resilient against external vulnerabilities going forward.*
40. *It is obvious, fellow Ghanaians, that you have a government that cares.*
41. *We will not relent until order is completely restored.*

In Examples 36-41, Akufo Addo indicated an assumption of his shared attitudes, values, and reactions to the economic hardships. The attitude markers are used to establish an affective appeal in a number of ways. First, he expressed his optimism and encouraging position, which positively sucked his audience into agreement. For example, the interactional resources "believe" in 36, "hopefully" in 37, "heartfelt" in Example 38, "confident" in 39, "obvious" in 40, and "completely" in 41 all describe states that provide affective appeals from the linguistic and conversational contexts in which they occur. Second, Akufo Addo used the attitude markers to engage the audience emotionally and affectively. Specifically, "believe" conveys Akufo Addo's absolute certainty, "heartfelt" implies his deep and sincere feelings, "hopefully" expresses his desire with the expectation of fulfilment, "confident" acknowledges their (the NPP government and appointees) own measures, achievements, and efforts, "obvious" implies an easily seen or understood reality, and "completely" appears to conclude that all his positive efforts and measures will utterly end the challenges. Consequently, the audience emotionally draw from indirect evidence the contexts in which these resources occur. These expressions suggest inscriptions of affect resources (Kyei & Afful, 2021). These attitude markers, thus, express the president's affective values and personal opinions, projecting his desire to change things as well as his satisfaction towards the destination. Thirdly, Akufo Addo used the attitude markers to narrow down the psychological distance from his audience. For instance, he expresses his common knowledge of the economic challenges Ghanaians were facing as in the following examples.

42. *I have great respect and admiration for the ingenuity and hard work of our traders.*
43. *... I know that it has led to the devaluation of capital of traders and painfully accumulated savings.*
44. *For us, in Ghana, our reality is that our economy is in great difficulty.*
45. *We are in a crisis, I do not exaggerate when I say so.*

In the examples above, the president builds a rapport with her listeners and followers and contributes to the achievement of persuasion. In Example 42, the underlined expression preserves the speaker's reputation and good self-image for Ghanaian traders, and he is more likely to persuade his audience. In Examples 43, 44, and 45, he demonstrates that Akufo Addo is fully aware that Ghanaians are "in great difficulty" and "in a crisis". His agreement is indicated by resources such as "our reality" and "I do not exaggerate." This is an emotional or affective appeal that conveys the information to the audience. In order to persuade the audience, pathos is used to arouse their emotions. This rhetorical appeal has a clear advantage in terms of the audience because it not only addresses the emotional states of the Ghanaians but also soothes their negative feelings or emotions.

Generally, Akufo Addo make use of attitude markers to express his attitudes such as frustration, agreement, importance, necessity or obligation (Abusalim, Zidouni, Alghazo, Rababah, & Rayyan, 2022; Mai, 2016) to reinforce her arguments and to build connections with the audience so as to gain their trust and confidence. These results confirm the findings of Mai's (2016) that affective appeals (pathos) are created through the use of attitude markers. Loseke (2009) add that emotional appeal is essential for persuasive communication in politics. Loewenstein, Weber, Hsee, & Welch (2001) justify that projected emotional appeals can have an impact on cognitive decisions. Regarding the audience, persuasion occurs when the Ghanaians are inspired by the address to feel a particular emotion or passion, which in turn affects the decision they will make.

Conclusion

In the present study, affective appeals from Aristotle's rhetorical persuasion theory are combined with directives, self-mentions, reader pronouns, and attitude markers of metadiscourse to analyse Akufo Addo's address delivered to the nation (Ghana) on October 30, 2022. The results showed that (1) Akufo Addo used metadiscoursal resources for a rhetorical purpose and, as a result, built rapport with the listeners in the discourse, and (2) pathos is used to arouse the listeners' emotions in order to have an effect of persuasion. Additionally, it was noted that the inclusive pronouns *we*, *us*, and *our* were frequently used.

The size of the analysed corpus is small, despite the fact that this study has made some contributions to the study of metadiscourse in political discourse. As a result, we suggest that future research construct a larger corpus for analysis and broaden the scope of the study of metadiscourse to include other types of discourse.

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