

ANALYSIS OF EXPERIENTIAL MEANING IN GUBERNATORIAL ELECTORAL MANIFESTO BY SOLUDO, 2021

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Abstract

This paper is a linguistic study of experiential ideational meanings of the 2021 campaign speech of the Anambra governor elect, Prof. Charles Soludo. The aim of this study is geared towards investigating the representation of issues that border on the political discourse of Governor Soludo, during his campaign era, anchoring on Halliday's systemic Functional Linguistic (SFL) Theory of 1960s. The study offers explanations for the lexico-grammatical choices the Soludo used and how they are analyzed to portray the intended meaning of his Manifesto. Qualitative method of data analysis was applied for data analysis. Fifty (50) excerpts that depict Soludo's declaration of intentions were purposively drawn from the speech. Textual data were analyzed based on the aim/objectives of the study and in line with the theoretical framework adopted. With focus on the lexico-grammatical feature of transitivity, the study reveals that the speaker made more use of wordings of material, mental, relational, and existential processes to express his intent through arousing, convincing, persuading and sustaining the keen interest of voters to achieve his political aim. The study recommends that further investigations should focus on the interpersonal and textual meanings of the same selected excerpts to help in locating the kernel meaning enclosed within.

Keywords: Experiential meaning, Ideational meaning, transitivity, lexico-grammatical features, Systemic Functional Linguistics.

Introduction

In writing and in speech, language is put together to communicate meaning for a particular purpose. This feature characterizes the model of functional grammar in its manner of looking at how language works, (its use in different situations) and considers communicative purpose as a central focus. From the functional view, instances of various usages include the use of language to

explore our experiences of the world both internal (in our mind), and external, to describe events and state the entities involved in them; to interact, to establish and maintain relation with other people, to influence our behaviour, and express our own viewpoint on things in the world, and equally to elicit or change theirs. In using language also, we organize our messages in ways which reflect how they fit in with other messages around them and with the wider context in which we are talking or writing. In precise, language is a functional activity through which its users perform actions and fulfill their innumerable social purposes. That is, language is conceived of in terms of the function it performs in social institutions (Ezeifeke, 2018).

It becomes important therefore that we consider how the different bits of language in a text work together as part of a larger system in order to construct meaning through describing how language is used in varying, real-life contexts, and for understanding why a text is the way it is (Martin, Matthiessen & Painter, 1997). It is important to note also that meaning is a choice (Halliday (2003),). That is why users in their speech repertoire make a choice of word from word options that arise in the environment of other options, and hence, this describes the power of language residing in its organization as a huge network of interrelated choices. This linguistic philosophy however enables users to make up their own minds about how they would talk, and it enables users to be aware of the choices that are available. Therefore, in order to meet the communicative demands, meaning is of premium importance considering the role it plays its linguistic effect. Thus, this study analyses the language choices of Soludo within his political manifesto to realize the experiential meaning of the discourse.

Soludo was one of the Anambra gubernatorial candidates whose content of his manifesto were perceived as a source of hope for a greater Anambra. His pedigree places him above average as he proudly carried himself as the best among his fellow contestants. To him, Nigeria faces huge challenges which can hamstring any state. In the same view, Anambra has a share of the defects of the current federal system. Anambrarians, however, were in dire need of a respite from such challenges as: insecurity, unemployment, poor road network, problems of erosion, poor drainage system, poor sewage disposal and management. His wonderful ideas and plans alongside his highly competitive carriage served as a source of hope to the citizens such that his manifesto captioned "the Soludo Solution" abounds with lots of hope, tranquility, succor, and freedom from backwardness in infrastructural development. Many seem to behold him as the awaiting messiah that will divinely certify Anambra as the

light of the nation that it bears.

However, in spite of the candidate's ideological representations and promises on moving his state to a greater level, some citizenry still have a contrary opinion, perhaps out of selfish interest or as a result of disillusionment suffered from the previous bad governance. Without doubt, it is not always easy to believe every utterance of a politician because most often, they employ language to bamboozle, magnetise, and soothe the governed, as well as exert their shrewd influences on them in order to vest their corrupt and selfish practices (Agbedo in Ezeifeke (2013). Agbedo's argument however is not binding on every politician, there are people who can still show exemplary leadership; hence the political elites are assessed on personal basis. On this condition, the paper subjects Soludo's speech to scrutiny to find out the experiential meaning of the language he used in his speeches.

This researcher considers this study relevant having observed the need to find out how lexico-grammatical choices of the speaker helped in the representation that contributed to the overall meaning in the text. Most often, certain representation of speaker's identity, experience and ideologies are not questioned by many researchers because much attention is given by them to formal study of other language areas as: phonetics and phonology; lexis; grammar with less attention to the functional view of language study that deals on language in use. The fact remains that one of the fascinating natures of language is its service as a tool used to express and convey thoughts, feelings, ideologies, one's identity and other human social experiences. Transitivity, the grammar resource for construing our experiences is encoded in lexicogrammar to realize experiential meaning, an aspect of ideational metafunction. In the traditional sense of the term transitivity, it is a way of differentiating between verbs on the basis of whether they accept object or not. Whereas, functional grammar's perception of verbs goes beyond that to include description of the whole clause, but still make do with the traditional verbal group, since it is the type of process which determines how the participants are labeled. The argument is that functional grammar goes beyond the traditional sense of grammar to link grammatical categories to the communicative functions which they represent. This idea is in coordination with Halliday's view (2003) posits that whatever use we put language to, reflect events/happenings and our doings. Furthermore, this emphasizes the fact that functional grammar focuses more on language as a meaning-making resource rather than as a set of rules (Schleppegrell, 2004). In particular, adhering to Systemic functional linguistic to show how texts work beyond the level of the sentence, how different texts are

structured, and how language varies to suit the purpose of the users, becomes very useful approach. The thrust of applying this approach however entails that:

1. Many language learners and researchers are mostly versatile in the early language study view of transitivity and therefore, have little or no idea of experiential meanings in texts.
2. Many language learners cannot understand the intent of a speaker or a writer beyond a sentence level in a text.
3. Language learners find it difficult to relate Ideologies and social meanings as mediated by language to the situational context.
4. Examining the content of political speeches to see if it truly represents the longings of the people is not given much attention by the researchers.

In order to solve this present problem, the researcher looked into the processes employed by Soludo while making his gubernatorial manifesto in order to see how the experiential meaning is construed. The objectives are:

1. To identify the language processes Soludo used to reflect his political objectives.
2. To find out how the processes can be used to realize experiential meaning of the Manifesto.
3. To investigate how the experiential meaning can be studied through the choice of lexico-grammatical Soludo employed to express his political ambitions.

Significantly, this research will help every language user grasp the concept of ideational meaning to help represent their ideas, experiences, knowledge and information in a most constructive manner for communicative purposes with reference to its relevance to the context of the situation. Both students and teachers will benefit from the findings of this study. It will help students to understand the purpose behind every text, be it written or speech, by revealing to them how the choice of words labels the purpose, and the relevance of the participant's role to the contextual factors that form a particular discourse.

Meaning as Choice

How simultaneous strands of meanings are expressed in clause structures is considered as a Hallidayian's major contributions to linguistic analysis that is showing (Martin & Rose, 2003). Thus, the reason why

Hallidayian's Systemic Functional Linguistics is taken as an approach where meaning is built into the grammar and the text serves as the basic unit (Opara 2015). This term 'meaning' in other words refers to as metafunction. According to Halliday, language is meaningful when patterned around a small number of "functional patterns" corresponding to metafunctions, which also have a systematic relationship with the lexicogrammar of the language ((Bloor, & Bloor, 2001). Halliday in 1973 identify three meaning potentials, including, ideational, interpersonal and textual- and he tags them as "macrofunctions" or "metafunctions" (Ezeifeka (2013). She equally reports that language users make their choices by selecting from the potential options in their speech repertoire to produce intended meanings which have significance to how s/he wishes to be labelled in discourse. She notes also that those linguistic choices made are what is being referred to as text, that is, an actualized meaning potential functioning as the speaker/writer's communicative purposes. This portends that a text is not just a jumble of sentences – that a text makes sense when the language user makes appropriate choices of words according to the variables in the situational context. Thus, this emphasises Halliday's view that meaning is the interface between the lexicogrammar and the extralinguistic context (Ezeifeka 2018). However, it is register that describes the choice of language in every context of use.

The choices in question use to encode ideational, interpersonal, and textual metafunctions are to some extent dependent on the three-dimensional structure of contextual variables including field, Tenor, and mode Opara's (2015). The concept of register, however, was introduced to account for variation in language according to the context of use (Ezeifeka, 2018). This means that prediction about the linguistic features is made by the contextual information provided by these contextual variables, which are formed by the lexico-grammatical choices of the principal grammar of experiential referred to as transitivity, mood as interpersonal, and theme for textual metafunction. These however form what Halliday terms "Social Semiotic" – meaning that language is a normal coding system, organized as sets of choices. These register variables are further linked to the meaning potentials to give the text what Egins (2004) in Ezeifeka 2013) regards as "generic" and "registerial" coherence, that which talks about context that gives a text sense to the reader. This means therefore that without coherence, text will not have the meaning of the information.

Ideational Metafunction

Ideational is one of the three parts of meaning we need to anchor upon in order to make sense of each other and the world. The rest two are interpersonal and textual which are outside the focus of this study. Thus, Ideational as the name implies is concerned with ideation, which is the grammatical resource for construing our experience of the world around us and inside us (Matthiessen and Halliday (2004). The type characterizes the meanings about how we represent experience in language. In other words, it deals with the potential of a language to reflect the communicative essence of discourse in terms of the speaker's experiences of the world and that of the speech community. It equally functions as the speaker's meaning potential as an observer (Halliday 1973 in Ezeifeka 2013). The ideational function is served as the "informative function" that is, language in its representational aspect, a means of reflecting on things (Halliday & Matthiessen, 2004). Ideational is viewed in two different parts, as experiential meaning in the clause, and as logical meaning between clauses in clause complexes.

Experiential Meaning

Experiential meaning is explored through the system of transitivity or process type, with the choice of process implicating associated participant roles and configurations which represent the real-life experiences of who is doing what, to whom, when, where, why and how (Egins 2004). It relates to giving account of the whole of our human experiences by making a reduction of the immeasurably different phenomena of the world around us, and also of the world inside of us, the processes of our own consciousness, to a manageable number of classes of phenomena. The logical metafunction, on the other hand, adheres to the basic logical relations such as "and", "or", and "if", and those created by language itself such as "namely", "says" and "means". Our concern in this paper, therefore, is to analyze the lexico-grammatical choices that reflect Soludo's political intentions in order to come to the realization of its experiential meaning. This idea is in accordance with Halliday and Mathiessen (2004) who uphold the view that Experiential meaning is realized in the grammar of the clause by the lexico-grammatical system of Transitivity (Halliday & Matthiessen, 2004).

Transitivity

Transitivity in functionalist's view, is a system for describing the whole clause, rather than just the Verb and its Object in traditional sense grammar

(Thompson, 1996, 2000). It shows how speakers imagine in language their mental picture of reality and how they account for their experience of the world around them. Transitivity focuses on the transmission of ideas, so it has everything to do with the experiential function of language.

The central focus of Transitivity system is that the experiences we go through in life represent "goings-on" which entails all the doings, happenings, sensing, being, sayings' that are being shared by people. It is the goings-on in the world of experience that are called "processes". Based on SFG, each process is comprising three components: (i) the process itself; (ii) participants in the process; (iii) circumstances associated with the process (Bloor, & Bloor, 2001). The people and entities that are involve in these experiences are called 'participants'. Participants function as beings that carry out these processes, most often with associated "circumstances" which may be conditioned by time, place, manner, cause, purpose, reason and so on (Halliday & Matthiessen 2004). The participants' roles are determined by the nominal group, the process types by verbal group, and the circumstances by adverbial group and prepositional phrases.

Here, the various Process types, their Meanings and Characteristic Participants as identified by Halliday and Matthiessen (2004) are stated in the below:

Process Type	Category	Meaning	Directly- Involved	Obliquely – Involved
Material	Doing/happening		Actor	Goal,
Beneficiary,	Scope			
Mental	Sensing		Senser/Phenomenon	
Verbal	Saying		Sayer, Target	Receiver,
Verbiage				
Existential	Existing		Existent	-
Relational	Being		Carrier,	Identifier/Identified
Attributor/Beneficiary				
Behavioural	Behaving		Behave	Behaviour

Theoretical Framework

This work anchors on systemic functional linguistics (SFL) as the theoretical framework to analyze the experiential meaning in the campaign speech Soludo, Anambra gubernatorial candidate, 2021. The theory (SFL) is a theory of meaning as choice, and also a form of grammatical description originated by Michael Halliday in the 1960s. It is part of linguistic approach to

language called systemic functional linguistics that considers language as a social semiotic system. This entails that language is constructed out of a system of arbitrary signs and symbols which can be encoded and decoded by its users as meaningful (Halliday 1978, as in Ezeifeke 2018). The concept Systemic considers the view of language as a network of systems, or interrelated sets of options employed for making meaning (Halliday, 1994, 2000). By "Functional" it means that language is as it is because of what it evolves to do (Halliday, 1994). The function of language presupposes that every time we make a choice from the available options, we are doing so in order to fulfill a communicative purpose. Hence, Systemic Functionalists' that language simultaneously performs three social functions known as Metafunctions, comprises of ideational, interpersonal and textual metafunctions, applied in analysing language (Elke, 1999).

This study considers experiential meaning, an aspect of ideational metafunction through the transitivity system, the grammar of the clause implicated by the various language processes employed by the candidate to achieve his political aims. Through ideational function, the candidate exposes his intention to attract his audience' attention through his speech. Thus, Opara (2021) in describing ideational function says that language encodes the knowledge and experience about, and of the world of the language user through text (both spoken and written) or the ideational function. She points out that the meaning realised from the language function is called ideational meaning.

Methodology, Data Presentation and Analysis

The study is both quantitative and qualitative survey research undertaken by SFL's transitivity analytical framework. Cresswell (2009) sees qualitative research as a form of interpretive inquiry in which the researchers make interpretations of what they see, hear, and understand. In this study, the transitivity analysis focuses on the ideational meaning of the campaign speech of Soludo, the highly competitive Anambra guber candidate in 2021. The unit of analysis of this study is textual data purposely selected from the introductory part of the speaker's manifesto tagged "My Contract with Ndi Anambra".

Analysis of Soludo's Political Intentions in the Manifesto "My Contract with Ndi Anambra"

Here, we considered the schematic structure of the campaign speech to realise experiential meaning of the study. The speech has ten-move structure,

with emphasis on his credibility to winning the election, and a series of plans on turning Anambra to a liveable and a prosperous smart megacity.

The Schematic Structure of the Manifesto include the following in the table, below:

M ₁	Made humble presentation of self as the best candidate
M ₂	Promised to be a selfless servant leadership
M ₃	Presented a lot of plans out of the wealth of his experiences
M ₄	Promised following due processes
M ₅	Revealed the idea of giving an equal opportunity to everyone
M ₆	Announced his plans for prosperity and happiness of the people
M ₇	Convinced that he would be perfect in the job
M ₈	Believed in equity and fairness
M ₉	Blamed federal government for challenges in Anambra
M ₁₀	Envisioned a true sense of neo progressivism in Anambra

Out of the six processes identified by Halliday, material, mental, relational, behavioural, verbal and existential, here, we focus only on material, mental, relational and existential found in this study with adherence to Ezeifeka's method (2013) of analysis. Below is the classification of the various Material processes for the sample texts illustrations:

- Goal with Actor as Operative Process
 "I" Speaker as Singular Actor
 "We" Speaker as Plural Actor
- Goal with Actor Omitted as Receptive process:
 Lexically Indeterminate Operational Material Process
- Material process shading into mental ones

The following sample texts in the below illustrate these various processes and how the participants are either directly or obliquely involved in the unfolding events/actions.

Goal with Actor as Operative Process

1 "I" Speaker as Singular Actor

Textual Data 1

- i. I **offer** myself as a vehicle for selfless servant leadership to ndi Anambra in our quest to build a liveable and prosperous smart megacity.

- ii. I **have traversed** the world and **served** the federal government of Nigeria in numerous capacities.
- iii. I **have served** the federal government of Nigeria in numerous capacities.
- iv. If you employ me as your chief servant, I **will devote** every minute of my time to work.
- v. I **will hit** the ground running from Day One.
- vi. I **won't be learning** on the job.
- vii. I **will always allow** the machinery of government to follow due process.
- viii. I **will consequently maintain** a policy of fair distribution of resources, appointments, and amenities.
- ix. I **will not steal** nor **waste** state resources.
- x. I **will work** 24/7 to make Ndi Anambra proud.

Above are the operative processes that describe the state of Soludo, the Guber candidate, as directly involved participant in the unfolding expression of self-worth, and the promising streamlined strategic plans for ensuring equity and accountability, if voted in.

Goal with Actor as Operative Process

Textual Data 2

Our manifesto **derives** from a belief that despite the defects of the current federal system, there is sufficient room to manoeuvre and fully exploit synergies and complementaries....

- i. We **will formulate a specific** programme to give content to this progressive philosophy by caring for the elderly, vulnerable widows, persons with disabilities....
- ii. We **will hold** periodic town hall meetings with crucial stake stakeholders....
- iii. We **will ensure** extra certification of aa goods produced in Anambra
- iv. We **will** also **network** and **seek** strategic partnerships of the federal government, ...
- v. We **target** at least 130 000 private sector jobs per annum for our youths....
- vi. We **will collaborate** with other states in the South East and south-south to deepen

The data above shows replete of "we" as Actor in Soludo's statements. He employs the plural 'we' to enable him bring to his listeners' knowledge that he will not work alone but in conjunction with his party- APGA. He achieved this by

using “we” to hide himself in the crowd of other participants. The application shortens the distance between him and his audience, and lures the audience’ interest into acquaintance with his potentials.

Goal with Actor Omitted as Receptive process:

Textual data 3

- The principles of personal responsibility and community shared ownership and responsibility **will be maintained**
- Those who demonstrate that they can add value to ndi Anambra **will be given** the opportunity to serve.
- All vehicles to be purchased ... **must be made** in Anambra.

The above clause structure shows no commitment or responsibility attached in that the Receptive processes known as “agentless passives” (in traditional grammar) allows the language user to omit the Actor, the ‘doer’ of the action, the responsible agent. This type of structure realized by “agentless passives” is what the functional grammar refers as “receptive process types”. Soludo employed this type of process to shirk responsibility to the actions or events specified by the process. That is, the receptive process tends to help him express his good will expectations if all things go as his wished.

1. Lexically Indeterminate Operational Material Process

Textual data 4

- We **commit to** vigorously **implement** the foundational phase of vision 2070.
- We **aim to build** upon the foundation of our founding father.
- We **plan to position** Anambra as a center of excellence for human capital development.

These indeterminate process types construe action which are undetermined, seems uncertain, and unrealizable.

- **Occurrences of Mental Processes**

Textual Data 5

Cognition:

- I **believe** it is time now to give back in full to my immediate community....
- I sincerely **believe** in integrity and due process which means...

- I **believe** in equity and fairness...
- I **believe** in open, accountable and collaborative leadership

Perception:

- a. I **see** infinite possibilities and opportunities for all.
- a. We **envision** Anambra as an industrial technology hub to....
- b. We **envision** a public service that truly delivers timely and efficient service to the citizens.
- c. We also **envision** a compassionate society in the true sense of neo progressivism
- d. We **envision** Anambra whereby our homeland population will have no incentive to migrate to other places in search of opportunity.

Desideration

- e. I **have thought** through our changes and the disruptive changes needed to secure the future
- f. I **commit** to a first-rate execution of the plan.
- g. I **subscribe** to a responsible market economy that promotes competition
- h. We **seek** a framework for compounding the state wealth and ramping up fiscal revenue.
- i. We **will ensure** extra certification of all goods produced.

Above are the samples of clauses in the manifesto, expressing the vision of the Guber Candidate about his state, Anambra. By this process, he tries to envision the mental picture of how he wants Anambra to be. He achieved this by using three Mental processes including Cognitive, Desiderative, and Perceptive. Cognitive is found to be the most prevalent in his expressions. Emotive mental process was found less significantly used by the candidate.

Occurrences of Relational Process in the Speech

Relational Process: These are of two types, namely: attributive relational processes and identifying relational processes.

a. The Attributive Relational Process encode in the clause expressions are:

Textual Data 6

- i. I (**carrier**) **am** (**process- relational**) a passionate village (attributive relational) boy with a humble beginning (circumstance of manner)- (intensifying attribute).

- ii. I (**carrier**) will be (**process- relational**) the chief marketing officer (Attributive) for anything and everything produced in Anambra (circumstance of manner).
- iii. I (**carrier**) am (**process- relational**) a Pan African Neo progressive (attributive relational).

Identifying Relational

- i. Our primary target (**identifier**) is (**process- relational**) sustainable and inclusive wealth creation with jobs, jobs, and jobs (identified).
- ii. A key principle that drives our wealth creation initiative (**identifier**) is (**process- relational**) the "Buy and sell made in Anambra" programme (**identified**).
- iii. Nigeria **faces** huge challenges which can hamstring any state including declining oil revenue...
- iv. Anambra **has** its share of structural vulnerabilities.
- v. Our goal (identifier) is (**process- relational**) to take Anambra to the world and bring the world to Anambra (**identified**).
- vi. Our plan (identifier) is (**process- relational**) a people's plan and is entirely about the prosperity and happiness of the people (**identified**).

Existential Process

Textual data 7

- i. There **is** a sense of nostalgia about our rich past.
 - ii. ...there **is** sufficient room to manoeuvre and fully exploit synergies and complementarities with the FGN....
- b.** There **will be** a comprehensive and simultaneous development of all parts of the states.

Analysis and the Discussion of Findings

Four out of the six processes identified with ideational mentafunction, were explored in the candidate's campaign speech. Soludo, the candidate was in dire need of people's mandate so he needed to tell who he is and what he is up to, and why he believed that he is the best choice for the mandate. In order to achieve this purpose, he made positive representation of himself using the processes that best expose his good intentions for his state, Anambra. The number of all processes and the percentage of different processes can be shown in the following table.

Frequency Table for the Process Types in the Manifesto

Process Types	Number of Process	Total	Percentage
Material process	24	24/50	48%
Mental process	14	14/50	28%
Relational process	10	10/50	20%
Existential process	3	3/50	6%

The above distributions display the four processes found in the paper. The processes are encoded with language choices that can attract the populace to come out in mass and exercise their franchise. The processes, Material process, Mental process and Relational process, and Existential process function as the major process types Soludo employed to portray his ideas and worth on how he could take Anambra to a greater level.

From the table above, it is seen that there are altogether 50 processes identified. We also, see clearly that Material process makes up the majority (48%) of the percentage, followed by Mental process (28%), the Relational process (20%), and Existential (6%) which ranks last. However, a higher percentage of the Material processes denotes a dominance value than the rest processes. Its dominance is due to linguistic options of choice of stating the fact and logical representation of self, available in the political discourse. This is seen in the textual data 1-4, In part of textual data 1, the speaker, Soludo made idyllic picture of himself, and in the subsequent speeches, he stated his achievements, so far, as a public servant, and also enumerated one by one his ideas and plans/ steps he would follow in making Anambra a liveable and prosperous smart megacity. He goes further to show his determination to work assiduously to see the actualization of his dreams for his state as one of the clauses read thus:

I **will work** 24/7 to make Ndi Anambra proud.

The material process in the high prevalence is the mental process. Mental processes are used by Soludo to express his political beliefs, ambitions, hopes, expectations and feelings. These mental expressions are done through the mental process types of thinking (cognition), seeing (perception), and wanting (desideration) and leaving the mental state of feeling (meaning) into oblivion. The reason for this exemption is quite obvious. The speaker is not found expressing any senses of nostalgia on the incumbent governance nor found castigating or snipping comment on the present administration. This shrewd avoidance does not tell that the present administration is not lagging, it

rather construes the mental feeling on the part of the reader that the avoidance is as a result of the fact that he was flag bearer of the incumbent administration. Hence, this rationale is undoubtedly behind the speaker's humble manner of textual representation of ideas. And the purpose, either by design, coincidence or pretext, is to arouse people's likeness and delight for him. In particular, Mental process type reflects the imaginations of the candidate as wishful thinking, capable of representing his beliefs, wishes, likes and dislikes and other experiences he had. Hence, with the employment of the mental processes of: I see.... I believe.... I envision.... I have thought.... I seek.... and others replete in the candidate's speech, the eyes of the citizenry are opened to see the new world he meant for Anambrians.

The relational process describes the relationships of people and things in a discourse, and it is duplicated into Attributive and Identifying Relational process. By attributive, an entity is ascribed or attributed with some quality, while in identifying, one is being used to identify another, and instances are excerpts as in:

"I am a **passionate village** boy with a humble beginning"

This is an attributive relational process because the speaker is a carrier and the attribute shows his kind of person. This particular description of one-self-will, no doubt, can arouse the likeness and delight for the candidate. Also, while in the excerpt "Our primary target **is** sustainable and inclusive wealth creation with jobs, jobs, and jobs", both the carrier and the goal function as identifiers and identified. The relational process is used to express some abstract political concept, which is captivating and would stimulate the interest of the people to come en masse and vote him in. The instances of the relational process used in this speech make an inspiring and interesting one. Typical examples from our data include:

- i. **Our goal *is* to take Anambra to the world and bring the world to Anambra.**
- ii. **Our plan *is* a people's plan and is entirely about the prosperity and happiness of the people.**

With this qualitative description, the populace is lured into believing in the potentiality of the candidate.

The Existential processes "is' within the context of clauses 1 and 2 give information on existing situations with our country, Nigeria. The 'Existent' "a sense of nostalgia about our rich past" explains existence of unhappy mood in

the country and longings for the good past moments in Nigerian history. The Existent 'sufficient room to manoeuvre... that follows the clause 2 existential process "is" tends to communicate that there is still hope to catch-up with our rich past and become more productive with the cooperation of the FGN. The Existential process "will be" followed by the Existent "a comprehensive and simultaneous..." gives the information on how all parts of the state will feel the positive impact of the change in government.

Conclusion

The exploration of lexico-grammatical choices of transitivity has allowed us to analyse the experiential meanings of Soludo's electoral manifesto. We saw in the analysis that Soludo tends to use more Material (48%) and Mental processes (24%) over the rest others. The main purpose of Soludo's Speech is to influence Anambrarians to accept him as their best choice. Though the study witnessed linguistic choices that are undetermined, and weak through the application of indeterminate process type, there are still strong and wishful language that proves the speaker's determination to work. With the use of operative process, he shows that he will not work alone but in conjunction with his party members. We see who he is, what he can do through the relational process type. Also, he made us know that the problem in Anambra state stems from the federal government, thus, the extract: "Anambra has a share in the FG structural vulnerability". The function of Existential process type gives us information of the beautiful Nigerian state before now, what can be done to revive it, and the positive effect it will have on the state level. Through the application of mental processes, Soludo expresses his ideas by telling his listeners what he has seen and thought about the current situation. It is however the utilization of these process types that makes his manifesto attractive, powerful and persuasive leaving hope to Anambrarians that he will live up to his words. The study therefore deduced the need for every contestant, particularly, one from an incumbent administration to be a person with a lot of wealth of experiences. This is because it is the experience that will enable such a person to employ language choice for textual representation and ideologies implicit in those representations – a quality that is capable of placing one above other opposition.

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