

A Critical Discourse Analysis of Reports on “Bring Back our Girls” Campaign in Nigerian Newspapers

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Abstract

This paper analyses news reports of “Bring Back Our Girls” campaign in Nigerian newspapers. The “Bring Back Our Girls” advocacy group was formed to pressure the Nigerian government to intensify efforts to rescue the over two hundred school girls abducted by Boko Haram insurgents at Chibok, Borno State, north east Nigeria. The abduction which took place in April 2014 and the subsequent campaign to release the girls received global media attention including many newspapers in the country. The study therefore analyses the schematic directions, discursive strategies and context of the discourse reports of “Bring Back Our Girls” campaigns in Nigerian newspapers using critical discourse analysis. The corpus was purposively selected from three nationally circulating newspapers: *Leadership*, *New Telegraph* and *Daily Trust* published from 1st May to 31st July, 2014. Descriptive design was adopted using Fairclough (1995) model of critical discourse analysis. Findings show that narration and criticism constitute the dominant schematic directions of newspaper reports of the campaign; on the discursive strategy, it is found out that rationalization, narrativisation and argumentation account for 80% of the discourse and the context revealed that there is negative use of language because the campaigners and the then government of the day were loggerheads over the issue. The study concludes that due to high prevalence of criticism and rationalization in the corpus, the discourse the text of newspaper report of Bring Back Our Girls campaign largely reflected the narrative and argument of the group against the government which has responsibility to protect and rescue the abducted girls.

215

Keywords

Campaign, Critical Discourse Analysis, Boko Haram, Nigeria

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Introduction

The extremist Islamic sect who called themselves “Jama’at ahl-al- Sunnah Ii-d- da’awati wal-Jihad” and popularly known as Boko Haram emerged around 2003 and has constituted a major security challenge to the most populous country in Africa, Nigeria, especially in the north east parts of the country. According to Mohammed (2014), Boko Haram as a group emerged to challenge the Nigerian state by declaring its small occupied territory independent but was bloodily suppressed in 2003/2014 and also later in 2009. Initially, the grievances of Boko Haram were directed against local clerics and western educated elites especially those connected with local secular local authorities (largely in Borno State, north east Nigeria) all of whom they perceive as corrupt and the cause of poverty in the area. However, later the group targeted security agents, other Muslims who are not their members, Christians, health workers, school children, journalists, informants, among others to terrorise the Nigerian state. The Nigerian government and the international community declared the group as international terrorist group because their activities spread to neighbouring (countries) Niger, Chad, Cameroun. As a result of perceived influence of Al-Qaeda and other external developments, the group later adopted targeted assassinations, suicide bombings and hostage taking in addition to direct attack directed at security agencies and soft targets in the Lake Chad Basin (Mohammed, 2014). Although, the Nigerian government forces have been reclaiming areas captured and controlled by the group, Boko Haram is still controlling territories and using guerilla tactics to attack government held areas which keep changing hands. Boko Haram is now divided into two factions with one allied to ISIS is alleged to be responsible for the death of many people, destructions of properties worth billions of Dollars and displacement of millions of people across the Lake Chad basin.

216

On 14th April, 2014, the group claimed the abduction of over 200 school girls in Government Girls Secondary School Chibok, in Chibok village of Borno State. This act by the insurgents raised global attention to their activities and threats they pose to the region with many people calling on the Nigerian government to intensify efforts to ensure the kidnapped girls are released and others are protected. Consequently, the demand to ensure that the kidnapped school girls are released gave birth to different forms of protest, ranging from street marches, prayers, media campaigns, etc. Out of this, “Bring Back Our Girls” (BBOG) group emerged as the major pressure group to lead effort to pressure government to rescue the abducted school girls.

BBOG campaign was initiated nine days after the abduction of the school girls on 14th April, 2014 with Nigeria’s former Minister of Education Mrs. Oby Ezekwesili, as the leader. Mrs. Ezekwesili, in her interactive session with a Nigerian news daily *Leadership* on the 16th May, 2014 stressed that, the group aims at creating awareness and putting pressure on the Nigerian Government to intensify efforts in the fight with the insurgents and rescue the abducted girls alive. According to her, government is saddled with the responsibilities of protecting lives and properties of its citizens. So, rescuing the abducted girls has become mandatory for the government.

The Twitter hash-tag ‘#BringBackOurGirls’ which turned out to be name of the group in the campaign was initiated by a lawyer, Ibrahim Abdullahi. Abdullahi coined the hash-tag via his Twitter account after a speech by Mrs. Oby Ezekwesili in an event on World Book Capital organised by UNESCO at Port Harcourt, south east Nigeria on 23rd April, 2014, where she drew the attention of the guests and urged them to demand for the release of the abducted school girls in Chibok village, north east Nigeria. Specifically, Ezekwesili said “...they

should bring back our daughters". Instantly, Abdullahi tweeted two options with the hash-tag '#BringBackOurGirls' and '#BringBackOurDaughters'. Few minutes later, Ezekwesili re-tweeted it and asked people to tweet based on the hash-tag #BringBackOurGirls (Sampson, 2014:27). From there, the hash-tag went viral and was boosted by many celebrities, advocacy groups, and the mass media. A campaign group with the same name was established especially around Nigeria's capital Abuja which conducted protest rallies, sit-ins, as well as on mass media and social network platforms. Even though the campaign started on social media, the conventional mass media (radio, TV, newspapers and magazines) played important role in boosting the stories of BBOG campaign and also, served as a platform for discussion on the issue. Most of the girls were subsequently released by the insurgents but the BBOG advocacy continue to draw attention and became a reference point for civic action against the government and the insurgents. This study therefore, analyses the discourse of the BBOG campaign in Nigerian newspapers using critical discourse analysis. Specifically, the study examines the schematic directions, discursive strategies and context of selected Nigerian newspapers' discourse on the BBOG campaign.

History of journalism in Nigeria, like other sub Saharan African countries, is tied to colonialism. The first newspaper to be established in the country is *Iwe Irohin* in 1859 was a missionary outlet which was rested in 1865 due a conflicts with the locals in Abeokuta, a town in south west. Other few missionary publications followed suit the practice of journalism was taken over by nationalist who through 'agitation journalism' fought for and won Nigeria's independence which was granted in 1960 by Britain (William, 2014). Of course as the leading group independence agitators, it was no surprise that many journalists became prominent members of the ruling post independent Nigeria. Nnamdi Azikiwe, the then Governor General and later the first president; Obafemi Awolowo, the first Premier of Western Nigeria (one of the then Nigeria's four regions) and later the then Vice Chairman of Federal Executive Council and Minister of Communication; Anthony Enahoro, a parliamentarian and the man who moved the motion for Nigeria's independence and many others, up till today, cut their teeth first as journalists.

One can say that Nigerian journalism served as a platform for political influence as well leadership training. After, independence there was expansion in Nigeria's media sector with many newspaper outlets springing up including government owned radio and television stations. However, the expansion was largely driven by politically aligned proprietors who used the newspapers as forum for the blunt promotion of their political interest and businesses. The press became so divided along regional and partisan lines to the extent that their credibility where put to question. The journalists then contributed to the numerous political crises which contributed to about seven military coups which severely hampered press freedom and caused a decline on their influence. Despite these, Nigerian journalist continued to serve as the most reliable source of public information.

With the return to democratic rule in 1999 which the press fought alongside other agitators, Nigerian journalists regained much of their freedom which was truncated during the various military government. Despite their divisions and allegiances along partisan, reginal and religious lines and the challenge of information source proliferation, are still influential as source of daily information for most of the country's citizens. Government and the formal sector in the country rely on journalists for most information dissemination activities. Journalists on their part take part or even discourses relating to agitations, demands or public campaigns that resonate with the public. Bring back our girls' campaign was, not surprisingly,

well covered by Nigerian news media in the country of sympathy for the girls and their parents as well as the poor response of the then government to respond appropriately.

The media, as one of the advocacy platforms for the campaigners to bring back the abducted Chibok girls, played an important role of providing news update of the campaign to the public and also conducted their own advocacy on the issue. However, as Thomson (1996) asserts, journalists do not only present reports of event that are entirely true and objective, but they also employ rhetorical strategies in their writings aimed at persuading readers to adopt their (journalist's) point of view. Being a protest and mediated discourse, the interpretation and analysis of the reports of BBOG campaigns gives an insight for better understanding of how Nigerian newspaper journalists framed mediated protest discourse of BBOG issue. The aim of this paper therefore is to analyse the discourse of Nigerian newspaper reports of BBOG campaign. Specifically, the objectives are to analyse the schematic structures, schematic directions, and determine the discursive strategies “Bring Back Our Girls” campaign reports in Nigerian newspapers.

1. Brief history of Nigeria

Nigeria as a country came into being on the 1st of January 1914 when the colonial authorities amalgamated the largely Christian and animist Southern Protectorate with the Muslim dominated Northern Protectorate. The administration of Nigeria was based on a system known as indirect rule where the British rule through existing traditional institutions rather than establishing a wholly administrative network. In some areas (especially the south east and some north central parts) new African traditional rulers were created some were not fully accepted. The British built the railway and road that traversed the country to encourage the export of various cash crops like palm products, cocoa, cotton, groundnut, etc.

218

The British, due to various nationalist agitations and changes, promulgated numerous constitutions but Nigeria was to regain its independence on 1st October 1960. The first elected government, a coalition of northern based Northern People's Congress (NPC) and the eastern-based National Convention of Nigerian Citizens (NCNC) was toppled by the military in a bloody coup that claimed the lives of top politicians from the northern and western parts of the country in 1966. There was a counter coup in that same year led by Lt. Col. (later) General Yakubu Gowon. As a result of series of crises the country plunged into a civil war between 1967-1970 when the Eastern Region attempted to secede by declaring themselves as Biafra Republic. General Murtala Mohammed who was assassinated in a coup attempt in 1976 toppled Gowon's regime in 1975. It was under the military rule of General Obasanjo, his then deputy and successor that elections in 1979 ushered in Alhaji Shehu Shagari under a new constitution (known as the 1979 Constitution). The Second Republic was not to last however as it was toppled by the military under General Mohammadu Buhari in 1984.

In 1985 a coup led by Major General Ibrahim Babangida brought a new military regime to power, along with the promise of a return to civilian rule. A new constitution was promulgated in 1990, which set national elections for 1992. The military regime annulled the elections of the earlier presidential primaries and set up two political parties and in 1993 the presidential election contested by Chief Moshood Abiola and Alhaji Bashir Tofa was also annulled. This led to unrest and the resignation of General Babangida. Ernest Shonekan, a civilian was appointed interim President but was forced out after three months by General Sani Abacha who ruled from 1995 to June 1998.

General Abacha also promised to return power to civilians but did not deliver on that promise too. The Abacha regime drew international condemnation in late 1995 when Ken Saro-Wiwa and others were executed after a trial that was widely condemned. Also, a number of military officers (serving and retired) and civilians were arrested in connection with alleged coup plots. Abacha died in 1998 and was succeeded by General Abdulsalami Abubakar whose regime successfully organized a transition to civil rule from May 29, 1999. From then there were four elected presidents (one of whom died in office) and six general elections.

Nigeria now has 36 States plus the Federal Capital Territory in Abuja. It operates an American style federal system of government from 1966 with power shared between local, state and federal but the latter yield more power, as a result of military influence. Economically, the country relies on crude oil mainly found in the south-eastern Niger-Delta region plus some offshore areas. The major industrial centre is Lagos, the former national capital. Nigeria is an active member of many international organizations like the African Union, United Nations, Economic Community of West African States, the Commonwealth, etc. Nigeria, as the largest black nation on earth has achieved many remarkable developments in infrastructural and social development compared to other African countries. The country also has huge potential human and natural resources to spur it to development.

Nigeria, the most populous country in Africa with estimated 197 million people with one of the largest youth population in the world (47%), has been experiencing development challenges right from its formation despite the oil boom years in the 1960s and 1970s. The overreliance on the oil sector led to growth without corresponding economic and social development (World Bank, 2019). This is worsened by endemic corruption with the country languishing for many years at the bottom of transparency indexes. For example, data showed that from 1996 Nigeria was 6.9 on the Transparency International Corruption Perception Index and continued to rise to 27 in 2018 meaning that it is the 19th most corrupt country in Africa and 33rd most corrupt country in the world on a scale of 180 countries (Lawal, 2019). Right from the 1960's to date Nigeria has been experiencing numerous violent conflicts from the civil war to numerous ethno-religious crises that is contributing negatively to the development of the country. In addition to the Boko Haram insurgency (largely affecting the north east part of the country), armed banditry, kidnapping and other forms of violent crimes have continued to rise in defiance of official solutions. The bring back our girls' campaign was not only an agitation for the release of the abducted girls but also a reaction against poor government that brought about insurgency and lack of effective reaction to it.

2. Critical discourse analysis

Discourse means anything from historical monument, a 'lieu de memoire,' a policy strategy, narratives in a restricted or broad sense of the term, text, talk, a speech and topic related conversation to language (Wodak and Meyer, 2008). The notion of discourse varies from political, racist, gender, media, public, populist discourse, etc. Critical discourse analysis, on the other hand, is not interested in the investigation of the linguistic unit *per se*, but studying social phenomena which are necessarily complex and thus require a multi-disciplinary and multi-methodical approach (Wodak and Meyer, 2008). The social phenomena in the case of this study is the discourse of bring back our girls in Nigerian newspapers.

CDA is interested in several contexts and studies that are connected between textual structures and their functions in an interaction within the society. One of the objectives of CDA is to create a framework for decreasing opacity of a discourse, thus:

Discourse analysis which aims to systematically explore often opaque relationships of causality and determination between a. Discursive practice, events and texts, and b. Wider social and cultural structures, relations and processes: to investigate how such practice, event and texts arise out of and are ideologically shaped by relations of the power and struggles over power: and to explore how the opacity of their relationships between discourse and society is itself a factor securing power and hegemony (Fairclough, 1993: 135).

In addition, Fairclough opined that discursive practices are constitutive of social structures, just as the social structures determine discursive practices. CDA acknowledged the two directions. It explored the tension between the two sides of language that are socially and constitutively shaped.

Fairclough’s Model of Critical Discourse Analysis analyzes the relationship between concrete language use and the wider socio-cultural structure. This approach was attributed to three dimensions to every discursive event. It is simultaneously text, discursive practice—which also includes the production and interpretation of text and social practice (Fairclough, 1995). Indeed, the method provides more accessible way of doing CDA than other alternative approaches because it draws out the form and function of the text, the way that text relates, to the way it is produced and consumed and the relation of this to the wider society in which it takes place (Fairclough, 1995). According to him each of these dimensions represents different kind of analysis such as text analysis (descriptive), processing analysis (interpretation) and social analysis (explanation).

This approach is important because it enables the researcher to focus on the specifiers, that make up text, the specific linguistic selections, their juxtapositioning, the sequencing, their layout and so on (Janks, 1999). In addition, the approach requires one to recognise the historical determination of the selections and to understand that the choices are tied to conditions of possibility of the utterances made. Therefore, it suffices to say that texts are instantiations of social regulation of discourse and that the processes of production and reception are also socially constrained. However, the usefulness of the approach provides the researcher with the multiple points of analytical entry which at the end will be mentally explained (Janks, 1999).

3. Newspaper and campaign discourse

Generally, journalism is seen as the major purveyor of facts about events and issues happening in the society. Journalist in most societies see themselves as authentic or factual stories to their audience. However, lace with these ‘facts’ are argument or appeals to convince the audience to perceive these issues within an identified view. So much so, that Richardson (2004) argues that journalistic text is nothing but is an argumentative discourse. In support of this, Kieran (1998) opined that journalistic news reports are aimed to persuade the audience that their descriptions and interpretations are rational and appropriate. This implies that journalists write to convince the reader to accept their viewpoints about a phenomenon being reported not solely to inform. This may account for the view by Thomson (1996) that journalists employ in their writings rhetorical strategies aimed at persuading others to adopt their point of views. So, it can be seen that there is a close connection between journalism itself and campaigns because journalism is persuasive discourse is trying to relay another form of persuasion. In each campaign discourse, there could be many strands or directions with journalists likely amplifying or even supporting one or some of them.

In addition, Van Dijk (1996) opined that journalism represents opinion statements embedded in argumentation that makes them more or less defensible, reasonable, justifiable, or legitimate as conclusion. He however, he adds, the success of their argument often rests on the use of rhetorical tropes; which are deviation from the ordinary and principal signification of words which are again used to denote-connote something different from their ordinary meanings. Therefore, such tropes are used strategically to describe things in order to present to the audience some non-obligatory additional structure in text that may draw attention and may therefore indirectly emphasized specific meaning (Van Dijk, 1991). The tropes include hyperbole, metaphor, metonymy, neologism, pun, narrative and so on.

According to Rodin and Steinberg (2003), journalists do not only report events of civil society and public discourse but they also shape the events as well. Therefore, in analyzing public discourse, they are of the view that the relevant questions to ask are not on the competency or professionalism of the journalists in the reportage of the events but whether the craft as a whole is serving the interest of the public. Press as an active agent in public life often present public affairs, policies, debates, and other public issues such as the campaign bring back the abducted Chibok girls as the plot lines for the parties involved.

A campaign can be defined generally as any systematic course of aggressive activities for some special purpose (Stein, 1970 in Rodin and Steinberg, 2003). Campaign can be classified according to its purposes, such as political, marketing/advertising and public communication campaign. Political campaign attempts to encourage people to support a particular candidate or issue, marketing campaign aims at getting people to buy a product or patronize a service/brand and public communication campaigns are designed to achieve some sort of social change (Rodin and Steinberg, 2003). However, Rice and Paisley (1981), identified reform as the unifying principle of public communicative campaign. He therefore defined reform in a generic sense, as any action that makes society better or makes the lives of individual better. These reforms include health campaigns, road safety campaigns on the use of seat belt, etc. As such, campaign through mass media strategies should spell out its objectives and the target audience.

Newspaper mediated campaigns are aimed explicitly to elicit response from either the public or the people in power; in other words, they are always aimed at changing things in one form to another (Richardson, 2007). Newspaper campaigns are therefore, instructive in the political position of news reports. Aldridge (2002) is of the view that newspaper campaigns provide an opportunity to create leadership loyalty and identification by positioning the newspapers and/or journalists as an effective change agent. As a medium of power, people may ask what kind of things newspaper campaigns directed toward changing, what kind of issue they foreground and what are their relations to wider iniquitous social relations. However, from a discourse analytic perspective, newspaper campaign should be viewed as reaction to the prevailing social practice and the discursive practice which are articulated in ideological ways. Moreover, newspaper ideologies are composed of matrices of beliefs, attitudes, and practices that constitute ways of looking at world and ways of acting in the world that accept and neutralise the contradictions of an ideas, phenomena or events in the society.

In this connection, Mahmood, Javed and Mahmood (2011) examined how ideology works in construction of news report headlines of local Urdu and the international newspapers using CDA approach. The findings showed that newspaper headlines have not only generalised rhetorical and graphological features but also have certain hidden ideologies of the editors behind the apparent simple statement. It's also revealed that editors are politically inclined in

their reportage. However, in some cases they reflect the views of the society while their political inclinations are kept in view. The research concluded that single news is presented in different perspectives, thereby recommended further studies using different methodology. This study therefore analyses three national dailies in Nigeria with the view to determine the discursive strategies, directions and the schematic structure of every article in the newspaper using CDA approach.

This study is underpinned by Fairclough's approach to critical discourse analysis (CDA) which was grounded on Halliday's (1985) theory of Systemic Functional Linguistic (SFL) on the textual analysis. Fairclough (1995) approach to CDA attempt to draw out the form and functions of a text, the way the text relates, the way it is produced and consumed, and the relation of these to the wider society in which it takes place. Despite the variety in the positions occupied and approaches adopted by CDA practitioners, it is generally acknowledged that Norman Fairclough is the major exponent of CDA (Cameron, 2001). Although there is much overlap between authors, as well as at times a hint of indeterminacy, it is possible to circumscribe three broad approaches to CDA: the sociocultural approach of Fairclough and the discourse-historical approach of Wodak. Somewhere in the middle is the cognitive approach of van Dijk, who in broad terms might be said to combine the sociocognitive approach of Wodak and the sociosemiotic approach of Fairclough.

Fairclough describes the objective of this approach as “a contribution to the general rising of consciousness of exploitative social relations, through focusing upon language” (Fairclough, 1989, p.4). In addition, Fairclough (2001) developed a three-dimensional framework for studying discourse, where the aim is to map three separate forms of analysis onto one another: analysis of (spoken or written) language texts, analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discursive events as instances of sociocultural practice. Particularly, he combines micro, meso and macro level interpretations. The micro-level is also known as the textual level, it is one in which the analyst studies the text to be acquainted with the content. At the micro-level, the analyst considers the text's syntax, metaphoric structure and certain rhetorical devices. The meso-level involves studying the text's production and consumption, focusing on how power relations are enacted, thus, at the meso-level, the analyst must consider the discursive practices like norms and culture as they affect the linguistic composition. The macro-level is concerned with intertextual understanding, trying to understand the broad, societal currents that are affecting the text being studied, here; the analyst considers how the social context affects the text.

What is useful about this approach is that it enables the analysts to focus on the signifiers that make up the text, the specific linguistic selections, their juxtaposition, their sequencing, and their layout and so on. However, it also requires analysts to recognize that the historical determination of these selections and to understand that these choices are tied to the conditions of possibility of that utterance (Janks, 1997). Hence, the justification for using the model for the analysis of the discourse campaign of the BBOG in the Nigerian newspapers in the study.

4. Method

The study descriptively analysed the form and function of the newspaper discourse reports of BBOG campaign in Nigerian. The corpus of this study consists of 15 purposively selected articles from three Nigerian nationally circulating newspapers; *Leadership*, *New Telegraph* and *Daily Trust*, published and circulated in Nigeria from 1st May to 31st July, 2014. Five

articles each comprising of straight news, feature stories and editorials selected from the three newspapers were selected based on accessibility, availability, regularity, distribution and contents relevant to the subject matter under study. Table 1 presents a summary of the corpus used in the study, thus:

Table 1: Summary of the corpus used in the study

Text number	Newspapers	Date of publications	Article category	Head of the article
Text 1	<i>Leadership</i>	11th July, 2014	Straight News	Face your real enemies Bring Back Our Girls Tells F. G
Text 2		11th July, 2014	Straight News	Bring Back Our Girls defies security threats, meet at Unity Foundation
Text 3		20th June, 2014	Straight News	Bring Back Our Girls, we are the voice of Chibok Girls Group
Text 4		6th May, 2014	Opinion/Editorial	Our stand Bring Back Our Girls
Text 5		12th May, 2014	Straight News	Chibok Girls Police Disperse protesters in Abuja
Text 6	<i>New Telegraph</i>	11th May, 2014	Opinion/Editorial	Chibok we may never know the truth of the matter
Text 7		30th April, 2014	Opinion/Editorial	Bring Back Our Borno Girls
Text 8		1st May, 2014	Straight News	Abducted school girls Mark, Tambuwal, Ihedioha defy down pour to address
Text 9		3rd June, 2014	Straight News	Police Ban Chibok protesters in Abuja
Text 10		17th May, 2014	Feature News	Celebrities hit the road for Bring Back Our Girls Protest
Text 11	<i>Daily Trust</i>	5th June, 2014	Opinion/Editorial	Bring Back Our Girls lesson we must learn
Text 12		7th July, 2014	Straight News	Soldiers bar BBOG protesters presidential villa
Text 13		11th July, 2014	Straight News	Bring Back Our Girls Group alleges fresh police harassment
Text 14		17th July, 2014	Straight News	Chibok Girls Protesters accused Federal Government of spreading falsehood
Text 15		16th July, 2014	Feature News	Chibok Girls Protesters take campaign to National Assembly

5. Result

Media text may aim to inform, inspire or stimulate the reader to think or provoke to action through ways or strategies in which the event was reported (Fairclough, 2003). Therefore, the analysis of the corpus of the study was presented based on the three objectives of the study i.e. analysis of schematic structures, directions, and determine the discursive strategies using Fairclough's three-layered text, discourse practice and sociocultural practice. The results are presented using tables to show the frequency distribution of the analysed data and excerpts from the corpus.

The study analysed two schematic structures of the news discourse. This refers the flow of information in newspaper articles about BBOG which are top-down (starting from headlines and leads followed by main event) or bottom-up schema (a story delving into main event first before summarising). Result show that of the 15 selected stories, 80% of the structures are top-down while 20% are bottom-up schematic structures. The summary consists of headlines and the leads, while the main event made up of background, consequences and comments in the news reports.

Example, text 1: Headline read “Face your Real Enemies Bring Back Our Girls Tells FG”. It sets the theme of the discourse report, while the lead expressed the major semantic propositions thus, “The Bring Back Our Girls Group has described franchise allegations leveled against it by the State Security Services (SSS)...in order to crack down on its members”. This portrayed that the stories were composed in top-down schematic structure by starting the reports from the major semantic propositions.

The bottom-up schematic structure is reflected in the remaining three articles (texts 6,7 and 8). For instance, articles 6 titled “Chibok Girls: We may never know the truth of the matter”. The lead of the article reads ”I join thousands of other Nigerians in saying that the current international attention on terrorism in Nigeria is a welcome. Hitherto, the rest of the world appeared to have ...”. These illustrated features of bottom-up schematic structure by starting the report with detailed story where the leads in the corpus did not answer the 5Wh questions of the news discourse.

Table 2 presents the results of the analysis of schematic directions of the discourse reports. Schematic direction refers to the discourse strategies or the process involved in the production and consumption of the text BBOG group campaign. Table 3 presents the results of the analysis of discursive strategies of the discourse reports of BBOG campaign in the Nigerian newspapers showing high incidences of criticism and narration.

Table 2: Frequency Distribution of Schematic Directions in the Corpus

Schematic Directions	No. of Occurrences	Percentage
Criticism	7	46.67%
Narration	6	40.02%
Appealing	1	6.67%
Activism	1	6.67%
Total	15	100%

The third objective of the study is to examine the frequency of discursive strategies of the BBOG campaign in Nigerian newspapers. By discursive strategies, the study refers to the

process involved in production and consumption of newspaper stories on BBOG campaign which is categorised into four types; narrativisation (use of storytelling), authourisation (referring to authorities i.e. experts), and argumentation (using argument or debate format to reject or accept an idea or action) and little narrative (restricted stories that challenge dominant narrative). The result also shows that rationalisation and narrativisation are the major discursive strategies.

Table 3: Discursive Strategies in the Discourse Reports of BBOG Campaign in Nigerian Newspapers

Discursive Strategies	Frequency	Percentages
Rationalisation	5	33.3%
Narrativisation	4	26.8%
Argumentation	3	20%
Authorisation	2	13.4%
Little narrative	1	6.7%
Total	15	100%

Therefore, the highlighted article's headlines and leads correlated, indeed, the leads try in answering the 5Wh questions (about the participants, purpose, place etc) in the first paragraphs of the news reports.

a. Schematic Directions

The reading of the canonical ordering of the news reports revealed four schemas. These are criticism, narration, activism and appealing. The linguistic forms are not of paramount importance but the role or function played by the elements in the production and consumption of the text and its relation to the society where it emerged matters.

Criticism

This is an assessment of an action or event by media through commenting on the good and the bad qualities of an event or action of individual or group with the view of emphasizing or de-emphasizing such action or event. In this study, the newspapers text show polarity (situation where individual or group have ideas or principle that are opposed to each other) in exploring the good or the bad qualities of the participants in their reportage. Thus, texts 1,4, 5, 6, 7, and 14 depicted such features, for instance:

The excerpts in Text 1 (*Leadership* 11 July, 2014) paragraphs 2, 6, and 8, emphasize good qualities of the campaigners and exposing bad qualities of the government thus: paragraph 2, sent. 2: "...who are the real enemies, instead of seeing its civic activities as anti-government" Paragraph 6 Sent 1: "It is clear from these comments that the security agencies are setting up the movement for crackdown based on trumped up accusations". Paragraph 8, Sent 1 further exemplifies the use of criticism: "Noting that its activities remain open and its meetings held in a public space.... group denied ever compelling others to register for their membership".

Also, Text 4 (*Leadership* 6 May, 2014) is another example of critical tone against the government thus: Paragraph 5, Sent 1: "There has been insensitive and uncharitable double standard on the part of the government for instances it is utterly unconscionable that the Federal Executive ... lavishly celebrate political decampment and marriage when..."

Accordingly, Text 5 (*Leadership* 12 May, 2014) paragraphs, 2 and 7 also depicted schematic frame of criticism toward the government, thus, Paragraph 2, Sent 1: "The Bring Back Our

Girls Protesters confronted a heavy police cordon off the ... for the release of the school girls”. Thus, Paragraph 7, Sent 1: “How can a democratic government dare to be repressive towards us for crying that our girls are missing”.

On the other hand, Text 6 (*New Telegraph* 11 May 2014) paragraph 6 and 7.explore the efforts of the government and placed the campaigners at a wrong position, thus: Paragraph 6, Sent 1:“To be sure, I am in solidarity with Bring Back Our Girls marchers across Nigeria and in some parts of the world, but I am not comfortable with the new facts that are emerging. I do not know who are behind these marches...” Paragraph 7, Sent 1: “Perhaps the government could have done better in the circumstance no doubt about that but to continue to insinuate...as we have done in the past few days that the government has done practically nothing to rescue the kidnapped girls is to lie to ourselves”.

In another development, Text 7(*New Telegraph* 30 April 2014) paragraphs 4 and 14 of the corpus criticized the government toward the rescue mission: P 4, Sent 1: “Despite the billions of Naira spent on security and the state of emergency in force, it is curious that gunman ... making life hellish for Nigerian”. Paragraph 14, Sent 2: also depicted same, thus: “...it is urgent that politics be put aside and security be given serious attention...”

Furthermore, Text 10 (*New Telegraph* 17 May, 2014) paragraphs 5 and 6, the reporters criticized the campaigners of being insinuated politically by some unidentified group. Thus, P 5, Sent 2: “It’s even more instructive that there are more protesters in these cities (Abuja and Lagos) than in Borno... it won’t be surprising if the ongoing protest may have gulped more millions than the fuel subsidy rally presumed to be most elaborate in terms of cost...” He further continued in Paragraph 6, Sent 2: “However, what remain uncertain are the organizations or individuals that underwrote the huge publicity the protest has attracted”.

In line with its criticism, the Nigerian press in Text 14 (*Daily Trust* 17 July, 2014) Paragraph 3, Sent 1: the reporter served as active participant in the campaign by defending the campaigners: “The group denied being responsible for the conciliation of the meetings by the Chibok girl’s parents with the President as had been insinuated by some government officials”.

Therefore, the used of phrases and clauses connotes polarity, by exposing good and the bad qualities of the participants with the view of attacking or defending them, thus: “real enemies”, “instead of seeing its civic activities as anti-government”, ” for a crackdown based on trumped up accusations”, “insensitive and uncharitable double standard”, “lavishly celebrate”, “politics be put aside and security be giving serious attention”, ”organizations or individuals that underwrote the huge publicity the protest has attracted” among others in the discourse reports implied the act of criticism of the reporters for or against the campaign

Narrative

This is the basis of cognition or paradigm (Allen and Jullia, 1995). It is an opposition of argumentative paradigm where rationalities can be understood. Analyses of the corpus show indicate entertaining tone, declarative statements, quotations, reported speech and so on in describing the proceedings and forthcoming of event or action of the participants, individually or simultaneously in the text. Six articles in the corpus of study which includes text 3, 8, 9, 12, 13, and 15 were composed in narrative schemas. For example, the following excerpts illustrated thus:

In text 3 (*Leadership* June, 2014) the reporter illustrated the schema of narration by reporting the event in an entertaining tone: paragraph 1, sent 1: "...second day running, the aggrieved women of Chibok..." Also, paragraph 3, Sent 1, stated thus: "The group, which expressed worries that some government officials were still in doubt if the girls were really...". Furthermore, P 4, Sent 1 stated that, "It is sad that some people are yet to...".

Text 8 presented another instances of reporting speech in narration thus, paragraph 13, Sent 1: "Women activist, Saudatu Muazu, said Nigerian women would continue to make noise until the girls were rescued."

Again Text 9 (*New Telegraph* 3 June, 2014) paragraphs 1 and 3 shows instances of narrative schema. Paragraph 1, Sent 1 features imperative sentence: "The police yesterday ordered immediate stoppage of further rallies and protest in the Federal ... to press for the release of over 200 school girls..." Similarly, paragraph 3, Sent 1 presents quotation: "Mbu in a statement said the ban was necessary to prevent a breach of the peace in Federal Capital Territory".

Also, in text 12, (*Daily Trust* 7 July, 2014) paragraphs 4 and 6, portrayed schema of narration. P 4, Sent 1 presents another imperative statement: "The campaigners are demanding that the Federal Government take extra action to secure the safe return...." Paragraph 6, Sent 1, is another example of quotation: "He said after a heated debate some of the leaders of the protest agreed to instantly embark on a procession to the villa because sitting down would not yield any more results.

Again, Text 13 (*Daily Trust* 16 June, 2014) paragraphs 1and 3 illustrated other feature by linking activities past to present thus, P 1, Sent 1: "The Bring Back Our Girls campaigners, who are demanding stronger actions towards rescuing the Chibok girls, yesterday alleged renewed police harassment against them in Abuja". Paragraph 3, Sent 1 quotation: "A statement by group leaders... In keeping up with its pattern of harassment and intimidation members of our movement the Nigerian police force detached heavily armed policemen who prevented our members from..."

In addition, text 15(*Daily Trust* 16 June, 2014) paragraph 1 and 3 contained other features of imperative statements. P 1, Sent 1: "The Bring Back Our Girls protesters took their campaign to the National Assembly Yesterday and meet senate president David Mark and Speaker Aminu Tambuwal". At the same vein, Paragraph 3, Sent 1, stated: "The protesters were led by former education minister Mrs. Ezekwesili and Mariam Uwais".

Thus, the above excerpts illustrated narration schemas by characterizing the reports with the features of narration. According to Allen and Faigley (1995) narration is based on the story-telling by linking activities from the past to the feature with an entertaining tone purposely to awake reader's interest in the story. For instance, rhetorical device (personification) "second day running, the aggrieved women of Chibok", "Mbu in a statement said", "The campaigners are demanding that the Federal Government take extra action to secure the safe return", "A statement by group leaders" among others illustrated features of narration, thus; entertaining tone, reporting speeches, quotations, linking activities from past to the present and so on.

Appeal

Appealing is a serious and urgent request to the public in order to act and respond appropriately to the demand of the campaigners. In this category, Nigerian press after lamentation, appealed to all Nigerian to stand by the campaigners and put pressure for the government to intensify effort in the rescue mission. This was revealed in the schematic direction of the discourse report of article 11. Thus, text 11, the headline stated: ”The lesson we must learn” which presents the major semantic proposition while the lead gives insight about the subject-matter, which is the sluggishness of the authority in the rescue saga of the abducted school girls. And the main event constitutes the second major schematic category of the news report which reveals the background information about the event in question, the consequences depicts the menace of the insurgents act which according to the reporter will affect everybody irrespective of religious, ethnicity, economic or political affiliation. The commentary in the article reveals that Nigerians need to guard their rights and carry out their civic responsibilities more seriously and jealously. Therefore, the schematic frame of the discourse report implied an appeal to the general public in support of the campaign against the insurgents and that government should intensify effort to rescue the abducted schoolgirls alive. The following excerpts confirmed thus:

In Text 11(Daily Trust 5 June, 2014) paragraphs 4, 5 and 6 demonstrates features of an appeal. P 4, Sent 4 and 5 thus: “Every Nigerian must speak and act as one in this matter. This lingering menace affects all of us and cut across religious, ethnic, economic situation or political affiliation”. In other assertions, paragraph 5 and 6 depicted other features: Paragraph 5, Sent 2 and 3: “...we have the power to determine how we wish to be governed. Therefore, we must carry our civic responsibilities and show our elected officials what true leadership means to stand with the Chibok community and to get involves in whatever capacity that we can to help bring back our girls...” Paragraph 6, Sent 3: “Politics is for too important to be left only to politician... in a democratic settings, it is the involvement of citizens that produces enlightened leadership”.

It can be seen from the discourse report, Nigerian press used clauses such as “Every Nigerian must speak and act as one”, “lingering menace affects all of us”, “get involves in whatever capacity that we can to help bring back our girls”. The above expression connotes appealing to the general public to come together, speak and act as one in this matter in order to rescue the abducted school girls.

Activism

This is a process of campaigning in public for an organization in order to bring about a political or social change. Therefore, the organizational structure of the article in question revealed the reporter activism in his reportage of the campaign. The schematic structure thus, Summary: headline and lead, and the main event: background, consequences and the comments signals activism. Thus, the following excerpts are examples:

In Text 2 (*Leadership* 11 July, 2014) paragraphs 1, 2, and 4 demonstrated such schema thus, paragraph 1, Sent 1: “The Bring Back Our Girls group yesterday defied the threat and accusation from ...DSS Marlyn Oga to meet for their daily sit out... ”Paragraph 2, Sent 1: “...despite the questionable statement from Ogar the group would keep protesting and continue with the daily sit out until the abducted girls are rescue”. Paragraph 4, Sent 1: “The group also challenged the DSS and other security operatives to make public the details of the said bank account and all the claimed to know about them”

Therefore, the headline “Group defies Security Threat, Meets at Unity Fountain”. Describing the action of Nigerian security as a threat is an open campaign for the group. Other instances are: “despite the questionable statement from Ogar” “Debunking the allegation raised by the DSS..”, among others illustrated reporter’s activism.

b. Discursive Strategies

The third phase of this analysis was an Inter-discursive analysis of the textual materials through close reading of the corpus to link the social and the textual processes of the discourse reports. The objective is to explain the order-of-discourse which defined the network of discursive types adopted in a particular article under study. Indeed, the findings of this analysis reveals five discursive strategies, these are rationalization, narrativisation, argumentation, authorization and little narrative. Therefore, table 5 presents the frequency distribution of the discursive strategies in the corpus of the study. The table shows that rationalization marked the highest strategy used by the Nigerian newspapers in this study with five out of the fifteen articles in the corpus, equivalent to 33% of the total distribution. While little narrative is the lowest usage with only one out of the fifteen articles in the corpus which is equivalent to 6.7% of the total distribution. The analysis is presented below.

Rationalization strategy

This is an overview of the negative consequences of the previous action by criticizing and emphasizing it inapplicability and the need for further changes. Journalists rationalized a discourse by referring to open opinions that explain and assess the actions of the participants through indication of the rational side of the discussed action. They present a problem, current situation of the problem, its drawback and offers suggestion for further benefits. These features were depicted in five of the fifteen articles in this study in legitimating or de-legitimating the action of the campaigners. The following excerpts are examples of rationalization in the corpus.

229

In Text 7, (*New Telegraph* 30 April, 2014. Paragraph 4) illustrated elements of rationalization. Example, paragraph 4, Sent 1: ”...despite the billions of naira spent on security and state of emergency in force, it is curious that gunmen have a free reign wreaking havoc and making life hellish for Nigerians...”

Again, Text 9, (*New Telegraph* 3 June, 2014. Paragraph 3) is another feature thus, P 3, Sent 1:”FCT Commissioner of police, Mr Mbu Joseph Mbu, announced the ban in Abuja against the backdrop of last week’s attack of the Bring Back Our Girls campaigners by thugs suspected to be agents of Federal Government”. Still, paragraph 8 demonstrated the negative consequences of the actions of the government by the Nigerian press in this campaign thus, P8, Sent 2: “However, despite the fact that it was the campaign that facilitated the international support...the Federal Government has not been comfortable with the protests in Abuja which climaxed on May 22 with an aborted march on the State House where Ezekwesili and others urged president...to expedite action in bringing back the Chibok girls”.

Also, Text 11, (*Daily Trust* 5 June, 2014). Paragraph 2, Sent 1, presented other elements: “It raises profound and disturbing questions about our beliefs and values as a nation. It has raised a mirror unto our society and forced us to look ourselves and ask who we are and what we

stand for. What value do we place on human life? The girls must be found and brought back but these and other lingering and deep questions will not go away”

Another feature was presented in Text 13, (*Daily Trust* 16 July, 2014) Paragraph 5, Sent 1, stated: “As a group, we once again remind the Nigerian police that its constitutional responsibility in a democracy to provide citizen safety and security while maintaining law and order”

In addition, Text 14, (*Daily Trust* 17 July, 2014) Paragraph 3, Sent 1: “The group denied being responsible for the cancellation of the meeting by the Chibok girl’s parents with the President “as (had) been insinuated by some Government officials”. Paragraph 4 further stated that “The statement said there has been escalation of calumny campaign by the government officials on our citizen’s movement…”.

Therefore, the expressions in the above assertions depicted features of rationalization thus; clauses such as “despite the billions of naira spent on security”, ” Mbu, announced the ban in Abuja against the backdrop of last week’s attack of the Bring Back Our Girls campaigners by thugs suspected to be agents of Federal Government”, “Federal Government has not been comfortable with the protests in Abuja which climaxed on May 22 with an aborted march on the State House” “It has raised a mirror unto our society and forced us to look ourselves and ask who we are and what we stand for. What value do we place on human life?”, “As a group, we once again remind the Nigerian police that its constitutional responsibility in a democracy to provide citizen safety and security “, “The group denied being responsible for the cancellation of the meeting” all are examples of how Nigerian newspapers rationalized their information through ‘pen opinion by presenting negative consequences of an action in the reports of the campaign of BBOG.

Argumentation strategy

This strategy is a verbal or social activity of reasoning, aimed at increasing or decreasing the acceptability of a controversial stand point for audience by pushing forward a constellation of propositions intended to justify or refute the stand point of an action before rational judgment (Van Eemeren, 1996). In the analysis of the discourse report of BBOG campaign in Nigerian, newspapers Journalists applied argumentative strategies in advancing their point of view, in defending or attacking individual or organizational action. The findings revealed three argumentative strategies in the corpus. Thus, Text 1 and 6 argued for the campaigners, while text 10 argued against the group. The examples are as follows:

Text 1, (*Leadership* 11 July, 2014. Paragraph 1, Sent 1) illustrated this feature: “The Bring Back Our Girls Group has described Franchise allegations labeled against it by the ... as dangerous and unprecedented attack designed to cook up trumped up charges in order to crack down its members...”

Secondly, Text 6 (*New Telegraph* 11 May, 2014) Paragraph 7, Sent 1 also shows the elements of argument thus, “perhaps the Government could have done better in circumstances no doubt about that. But to continue to insinuate ... as we have done in the past few days that the Government has done practically nothing to rescue the kidnapped girls is to lie to ourselves”. Sent 4 further depicted same feature thus: “All over the world, citizen come together in bipartisanship to support government to fight a war as elusive ... but here we are more interested in scoring cheep political points” Sent 6 is another example: “...rather than assist the nation to fight the insurgency ,the state governors would not even provide information at

their disposal to the Federal Authorities, because they believed the government is fighting a genocide war against phantom Boko Haram ... with the president and his Eastern brethren leading”.

Thirdly, Text 10 (*New Telegraph* 17 May, 2014) Paragraph 5, Sent 3 gives another example of argumentation thus, “It won’t be surprising if the ongoing protest may have gulped more millions than the ‘Fuel Subsidy’ rally presumed to be the most elaborate in term of cost in recent time”. Another example is in the next paragraph 6, Sent 2, the reporter argued about the sponsorship of the movement thus, “However, what remains uncertain is the organisation or individuals that underwrote the huge publicity the protest has attracted”.

Therefore, from the ongoing analysis, the elements of argumentation were depicted in the following expressions thus: “...unprecedented attack designed to cook up trumped up charges in order to crack down its members...”, ”But to continue to insinuate ... as we have done in the past few days that the Government has done practically nothing to rescue the kidnapped girls is to lie to ourselves”, “All over the world, citizen come together in bipartisanship to support government to fight a war as elusive ... but here we are more interested in scoring cheap political points”, “...rather than assist the nation to fight the insurgency ,the state governors would not even provide information at their disposal...”, “...because they believed the government is fighting a genocide war against phantom Boko Haram ... with the president and his Eastern brethren leading”, “what remains uncertain is the organisations or individuals that underwrote the huge publicity the protest has attracted”. In fact this feature is almost in all the articles in the corpus but they are more prevalent in the articles mention above.

Authorization strategy

231

Authorization is a legitimating through mentioning an authority as a subject. Such an authorization may be personal or impersonal as the case may be. In this study, Nigerian journalists employed negative tone of messages in presenting a critical position toward an action or discussion of the government. As such, critics and critic advice were regularly expressed in legitimating the action of the campaigners through personal and impersonal authorizations by the Nigerian newspapers. The following excerpts serve as examples:

Text 5, (*Leadership* 12 May 2014) paragraphs 2, 3, 6, 8, and 9 illustrated thus, P 2, and Sent 2:”The Bring Back Our Girls protesters confronted a heavy police cordon...” Paragraph 3, Sent 2 also portrays such strategy: “A plain-cloth police officer who appeared to be in charge stated that he had orders from above to stop the protesters...” Paragraph 6, sent 1-2, Ezekwesili continues” When we got here, they were evacuating us. We simply resisted and said we were not going anywhere...” Paragraph 8, Sent 1: “How can a democratic government dare to be repressive towards us for crying...” Paragraph 9 sent 12. “Also a former member of the House of Representative and protester, Hon. Dino Melaye, said: “We feel very insulted as Nigerians. This is a peaceful assembly, but the police came here with machine guns...”

Secondly, Text 12, (*Daily Trust* 7 July 2014) Paragraph 3, Sent 1 illustrated authorization in legitimating the discourse report thus; “One of the protesters, a popular blogger Japheth Omojuwa, told our correspondents that protesters decided to take the protest...”. Other instances can be seen in paragraph 5, Sent 1: “Omojuwa said during the meeting, protesters debated over the effectiveness of the sit-out session...” Again, last paragraph sent 1, stated

thus “He (Omojuwa) observed that shortly after the protesters were stopped by the first group of soldiers...”

Therefore, the two articles followed authorization strategies by often reference to the authority concern, for instance these expressions confirmed the strategy: “A plain-cloth police officer who appeared to be in charge stated that he had orders from above”, “We simply resisted and said we were not going anywhere...”, “...former member of the House of Representative and protester, Hon. Dino Melaye, said: ‘We feel very insulted as Nigerians’...”, “Japheth Omojuwa, told our correspondents that protesters decided to take the protest...”. Therefore, features of authorizations were depicted in most of the articles but are more peculiar in two articles mention above.

Narrativisation strategy

Narrativisation is based on the story-telling by linking activities, actions or events to the past or future (Vaara, Tienari, and Laurila, 2006). Reporters of Bring Back Our Girls Campaign in Nigerian newspapers writes in an entertaining tone, which awakes reader’s interest in a special way in the campaign saga through narrating the events of the group concern. This strategy was depicted in four out of the fifteen articles under study. The excerpts in texts 2, 3, 8, and 15 illustrated this:

In Text 2 (*Leadership* July 11, 2014) Paragraph 4, Sent 1, provides clear example of narrativisation thus; “The group also challenged the DSS and other security operatives to make public the details of the said bank account and all they claimed to know about the group...”. The last paragraph, Sent 1 of the article also set another element of narrative by presenting the information in an entertaining tone: “It also noted with regret the rate at which government and its security agencies are paying attention to its sit out and tasked them to channel the same energy and attention to safe rescue...”

Also, Text 3 (*Leadership* 20 June 2014) Paragraphs 2 and 4 contain other features, paragraph 2, and sent 1: “The group which stated this yesterday at the unity fountain Abuja ... that it is the voice of the abducted girls who have been in the hands of Boko-Haram sect...” Other instances were seen in Paragraph 4 sent. 1:”... it is sad that some people are yet to believe that the girls have been abducted ... said the group”.

Another example of narrativisation can be seen in Text 8, (*New Telegraph*, 1 May, 2014) where an entertaining tone of the press in presenting the discourse report of BBOG campaign was revealed thus, paragraph 1, Sent 1 exemplified thus: “For the second day running, the aggrieved women of Chibok, Borno State, whose children were abducted by the Boko Haram insurgents a fortnight ago and other concerned Nigerian women yesterday besieged the National Assembly impressing the lawmakers...”. Paragraph 2, Sent 2 also presented such element: “The same women, numbering over 200, stormed the apex legislative complex on Tuesday calling on the president...”

Further examples were also depicted in Text 15 (*Daily Trust* 16 July 2014), Paragraphs 5, 6 and 9. Paragraph 5, Sent 1: He said the collaboration was necessary so that the civil society group and government agencies do not work at cross purposes...”. Paragraph 6, Sent 1 stated thus: “Government has not ruled out any option in the quest to free our girls, let us be on the same wave length and free the girls alive. Mark said”. Paragraph 10, Sent 1 is another element: “Tambuwal who apologized to the campaigners for the bad treatment meted out on

them...”. Also, the last paragraph, Sent 2 of the article further exemplified the entertaining tones of the press thus, “Earlier in her remarks, leader of the campaigners who is a former education minister Oby Ezekwesili said they...”

Therefore, assertions in the above articles portrayed how press utilizes elements of narration in the discourse reports of BBOG campaign in Nigeria. Expressions such as, “For the second day running, the aggrieved women of Chibok, Borno State, whose children were abducted by the Boko Haram insurgents a fortnight ago and other concerned Nigerian women yesterday besieged the National Assembly”, “It also noted with regret the rate at which government and its security agencies are paying attention to its sit out and tasked them to channel the same energy...”, “...the group which stated this yesterday at the unity fountain Abuja ...”, “Earlier in her remarks, leader of the campaigners who is a former education minister Oby Ezekwesili..”, and many more are examples of narrativisation.

Little narrative strategy

Narrative is based on the story telling and consists of linking a particular action or event to the past or feature. While little narratives, are short and restricted stories to challenge dominant narratives are used to raise issues of human right and counter political wrongs of the state (Allen and Faigley, 1995). The text portrays little narratives to likely make the Nigerian government to account for their breach of responsibility to the people they claim to represent, by providing stories of live experience which contradicts the common sense hold by the grand narrative. The finding of this study shows that text 4 titled “Our Stand: Bring The Girls Home” depicted the feature of little narrative by countering the political wrongs of the state and its security operatives toward the campaigners of BBOG group in their quest for the rescue of the kidnapped school girls. Thus, below are excerpts that illustrated the instances of little narrative.

In Text 4 (*Leadership* 6 May, 2014) paragraphs 2, 4, 5 presents instances of little narrative. Examples, paragraph 2, sent 1: “Even the international community is beginning to ask why, three weeks after April 14 midnight abduction, the nation’s security apparatus is still wallowing in helplessness” Sent. 3 further stated that “Worse is the blame trade going on among the political leadership as well as the cluelessness of the security agencies who were again caught napping in other frontiers of the war on terror” Paragraph 4 sent 2–3, are another instances: “A serious matter like this should not be trivialized under any guise. ... It is time to put the outcome of those investigations to work...” Paragraph 5, Sent 1 “...there has been insensitive and uncharitable doubt standard on the part of the government... if the government had been sufficiently provoked to tap into diplomatic and international military channels, the captors of the girls would have felt the heat enough to release them” Paragraph 6 sent 1–3 “The PDP women are not just politician they are also mothers. They are in the position to apply pressure on the government to bring this vexatious abduction to an end” Sent. 3 further depicted same element of little narrative thus; “Crying like ordinary folks to seek presidential intervention or pandering to public sentiment is not enough. Being of the same political family, they are in a position to compel the president to activate his powers as the commander - in - chief to smoke the insurgents out...”

The above assertions portrayed the instances of little narrative strategy. Expressions such as “three weeks after April 14 midnight abduction, the nation’s security apparatus is still wallowing in helplessness”, “Worse is the blame trade going on among the political leadership”, “A serious matter like this should not be trivialized under any guise”, “...there

has been insensitive and uncharitable doubt standard on the part of the government”, “Crying like ordinary folks to seek presidential intervention or pandering to public sentiment is not enough”, “president to activate his powers as the commander -in-chief’. The above examples show that the journalist has kin interest in the rescue mission thereby pointing the short comings of the government and challenging them to do more in the rescue saga.

6. Discussion

The analysis of the forms and functions of discourse reports of BBOG Campaign in Nigeria newspapers has revealed different structural organization of Newspaper discourse. The analysis of the schematic directions of the discourse reports of BBOG campaign in the Nigerian newspapers revealed that criticism and narration are the major direction of the reports. This is not surprising because of the expectation of government as protectors of the weak and vulnerable especially during the period conflicts. Editors and writers are likely to frame news stories to conform to this expectation and criticize authorities when they are deemed to fall short of the expectations. This finding is in consonants with the view of Rodin and Steinberg (2003) that press are active participants in public discourse, because they do not only report public events but shaped those events as well in order to meet their desired objectives. Also, the findings agreed with Mahmood, Javed and Mahmood (2011) that editors are politically inclined in their reportage. This study revealed that in some instances reports of BBOG campaign in Nigeria reflected the view of the society about the protest campaign while their political inclination kept in view but in most cases reverse are the case. For journalist the stories about BBOG campaign is also newsworthy and therefore is a goldmine to generate more readers, sales and advertisers.

Therefore, it can be concluded that the thirteen articles in the study geared toward agitating for support of the campaigners on the rescue of the abducted Chibok school girls. Indeed, press in their reportage demonstrated anxieties, distress and activism among others to arouse public interest in order to compel the president and security agencies to intensify efforts in the rescue mission of the abducted school girls. The journalists as human beings display emphathise with those affected in the abduction saga even if they have to do their jobs.

Thirdly, the analysis of the discursive strategies of the discourse report of BBOG campaign in Nigeria newspapers revealed five discursive strategies in legitimating or de-legitimating the campaign discourse. These strategies are; narrativisation, rationalization, argumentation, authorization and little narratives. The findings agreed again with the view of Rodin and Steinberg (2003) that journalists do not only report events of civil society and public discourse but they also shape the events as well to suit their view points. In this regard, instances were seen in which reporters argued, rationalized, authorized to polish their view points.

Rationalisation marked the highest discursive strategy used by the reporters in legitimating the campaign discourse with five out of the fifteen articles equivalent to 33.3% of the total articles in the corpus. The press in these reports used rationalization strategy to give reasons behind their stories to authenticate their information. The strategy gives rational judgments for legitimacy of the campaign activities for the release of the abducted schoolgirls. Support for the campaign was seen normal because government’s major function is the protection of life and property and there is the general perception the government of the was not living up to

expectation. So, Nigerian journalist feel they have a duty to expose what is wrong in managing the crisis.

Authorization strategy was depicted in three of the fifteen articles, equivalent to 20 %. Authorization strategy gives different voice of the stakeholders concerned as an authority, through expressing their view-points on events of the campaign. Indeed, some voices are presented as an authority either from the campaigners or the government official to legitimate or de-legitimate the story of the campaign activities for the release of the abducted Chibok schoolgirls. The security agencies where the principal authorities against the BBOG campaign and where given prominence in the report. However, some authorities too supported the campaigns. Hence, the relatively high level of authourisation as a discourse strategy.

Argumentation strategy aimed at decreasing or increasing the acceptability of an action. The strategy reflected in three of the fifteen articles equivalent to 20% of the corpus. Thus, text 1 argued for the group while text 6 and 10 argued against the group, that they are politically motivated and accused of being sponsored by oppositions groups.

Narrativisation is a strategy used by the media practitioners in narrating the story of an event with the view of informing the public about an issue through an entertaining tone by relating the background information, and the current situation of the event to give an insight on certain action of the parties involved. Therefore, text 2, 3, 8, and 15 equivalents to 26% depicted instances of narrativisation strategies.

Little narrative is another strategy which was depicted once, in text 4 equivalent to 6.7% of the total article under study. The strategy aimed at challenging the political wrongs of the government. In this study, Nigerian newspapers challenged the authority to redirect their focus on the insurgents and shouldered its responsibilities of protecting lives and properties of its citizens. This was shown from the linguistic choice of the reporters in addressing the government of Nigeria on their effort to deprive the group BBOG from exercising their civic right of peaceful demonstration.

235

Therefore, it is sufficing to conclude with the view of Van Dijk, (1991) that success or failure of the press argument often rest on the use of rhetorical tropes; which are deviations from the ordinary and principal signification of words which are purposely used to denote-connote something different from their ordinary meanings. According to him such tropes are use strategically to describe things in order to present to the audience some non-obligatory additional structure in text that may draw attention and may therefore indirectly emphasized specific meaning as in these reports of the campaign of BBOG in Nigeria.

Therefore, this result coincides with the view hold by Curran (2005) thus; it can be argued that, investigative journalism in Nigeria to some extent safeguard public interests and uphold democracy by uncovering obscured truths, and exposing immoral or illegal practices and defending victims of injustice in an event. However, it is not only investigative journalism that can accomplish this as the reports of BBOG campaigns have shown. Some campaigns can also be reflected in the news in such a way that it can safeguard public interest.

Conclusion and recommendations

This study investigated the form and functions of discourse reports of BBOG Campaign in Nigerian newspapers. The aim is to establish by means of critical discourse analysis the

schematic structure, the directions, the discursive strategies and the socio-political condition (context) governing the production of the discourse reports by the Nigerian newspapers. It is concluded that Nigerian newspaper journalists to some extent sided with the campaigners whose activities were largely legitimate (in adding pressure to free the girls) even if political. The report clearly indicated the Nigerian newspaper reports of the BBOG campaign largely amplified the criticisms of the group and rationalised it to justify journalists' professional responsibility as well as attack a government perceived to be weak. Even though not all Nigeria newspapers were studied as some might not be blunt with their criticism due their closeness with the government as some of the mediums are owned by politicians close to those in power.

While, the BBOG campaigners aimed at exposing the inabilities and shortcomings of the then federal government under President Goodluck Jonathan in the rescue saga, the government (which was voted out of power) on the other hand, was more concerned with protecting its image in the eyes of the world, thereby threatening and intimidating the campaigners for their agitation. Analyses of the text of the report showed the newspaper journalists took side with the BBOG group and were critical of government and rationalised the campaign. It is therefore recommended that other researchers can go beyond the print media to incorporate both broadcast (radio and television) and the new media (Facebook, Twitters, etc) on how they covered the BBOG campaign. Comparative analysis can also be embarked upon to decipher the style of each media outlet to reveal their different patterns toward the campaign reports of the abducted Chibok school girls in Nigeria.

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