

**Reflection of Power and Ideologies: A Critical Discourse Analysis Of 2023 Media Headlines
on Nigeria's Fuel Subsidy Removal**

Umar Ibrahim

Yobe State Teaching Service Board

umarfaruqng@gmail.com /07038389696

and

Clifford Irikefe Gbeyonron

Department of English

Yobe State University, Damaturu

erykh01@yahoo.com/08032872411

Abstract

This is a qualitative research that presents the results of a linguistic analysis on the 2023 newspaper headlines on Nigeria's fuel subsidy removal. The study examines the application of Fairclough's theory of Critical Discourse Analysis in the description of media captions on Nigerian President's declaration to end fuel subsidy on the 29th of May, 2023. The study aims to explore how such declarations by the President are described through various uses of language captured by different newspapers on their headlines. The study seeks to provide answer to a question such as how do various newspapers capture and construct the image of such a declaration in their headlines, using Critical Discourse analysis developed in by Fairclough. The research adopts a qualitative approach to explore power expressed by or contained in the captions of the headlines, power dynamics and various ideologies identified in the headlines. Findings of the research show that the headlines expressed numerous power dynamics, especially elitists versus other citizen's differences of power, that various types of ideology are contained and expressed by the headlines with promoting economic development as the dominance ideology used. The study analyses headlines, which are efficient means through which media capture and spread news on various national issues. Despite its significance, the study observes that there are few scholarly studies on the power and ideologies contained in the 2023 media headlines. The study fills this gap. The study therefore, identifies, examines, and analyses power hierarchies and dynamics expressed by the headlines as well as the ideologies contained in their captions. The study adds to the understanding on the role of language

in media discourse particularly when it comes to a government policy that at the detriment of the citizens.

Keywords: Discourse analysis, Political Discourse, Fuel subsidy, Media.

Introduction

This study is a Critical Discourse Analysis of media headlines on fuel subsidy removal in Nigeria. The idea behind critical discourse analysis according to linguists is to investigate and consider the way social power abuse, dominance, and inequality are totally incorporated, reproduced, and resisted by, say, the text and talk in certain contexts such as social and political contexts. It aims to reveal the power dynamics that are often hidden in language use, and how language is used to maintain social hierarchies, reveal the ways in which language is used to maintain social inequalities, challenge the ideologies and beliefs underlying social inequalities, and enhance critical awareness of language use so that people can think more critically about the language they use and hear in their daily lives. The study adopts a qualitative research approach in planning, collecting, analysing, and interpreting the data, with the researcher as the primary research instrument, and the manuscript that formed the speech as the secondary research instrument.

The study analyses headlines, which are efficient means through which media capture and spread news on various national issues such as political, economic or social issues. Despite its significance, the study observes that there are few scholarly studies on the power and ideologies contained in the 2023 media headlines. The study fills this gap. The study therefore, identifies, examines, and analyses power hierarchies and dynamics expressed by the headlines as well as the ideologies contained in the captions of media in 2023 on fuel subsidy removal. Drawing on linguistic and critical discourse analysis theories, this study examines how different ideologies and power dynamics are constructed in the media headlines.

The term ‘Critical Discourse Analysis’ (CDA) is first introduced by the significant works of van Dijk (1993) who maintains that CDA is not merely a unified model, but a joint point of view on doing linguistics, semiotics, or even discourse analysis. Further, it is broadly claimed that the one element of CDA by which it is distinguished from other, even if related, fields of discourse analysis

is represented in its “critical” feature. It is known as an approach that is based on the union of language studies and social theory (Fairclough, 1992). CDA investigates how social power is misused and how text and talk represent, procreate, and resist dominance and inequality in the social and political context. The most notable figure in this domain is Norman Fairclough, who has developed a three-dimensional framework for studying discourse. The first stage, description, is concerned with the examination of the formal linguistic features of texts or “discourse fragment” including the visual verbal and visual texts. This stage provides a researcher with an amount of freedom and flexibility of choosing whatever linguistic elements that are suitable and fit for the targeted data as Fairclough himself indicates that this stage is "selective". This stage is used to analyse various key features, one of which is: Metaphors and other rhetorical devices such as hyperbole, personification, alliteration, parallelism, repetition, etc.: How they structure understanding.

Literature Review

Discourse Analysis

Discourse analysis has been widely defined as an investigation of language in use and which is fundamentally interested in the extra-sentential levels, is all in all regarded as a recent field of linguistics (Brown & Yule, 1983). More specifically, van Dijk (2003) assumes that discourse analysis is best depicted in the so-called relationship between the text and context in which that text is introduced or generated. Detailing more in this prominent point of view, he adds that the word “discourse” is grasped as a text within context in which data are subjected to empirical investigation. Besides, Fairclough (1989) defines the discourse as a term referring to the whole process of the social interaction of which a text is just part or segment affected by other super-linguistic components such as the speaker, audience, and occasion.

Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. With such dissident research, critical discourse analysts take explicit position, and thus want to understand, expose, and ultimately resist social

equality. According to van Dijk (2006:252), critical discourse analysis is primarily interested in and motivated by the endeavour to understand pressing social issues.

Political Discourse

Politicians utilise language as the most vital instrument through which they communicate their ideologies to people. So, language has a crucial role to play in politics (Sarah & Oladayo, 2018). According to Fairclough (1989) the term refers to “the whole process of interaction of which a text is just a part” (Fairclough, 1989:24).

Political discourse therefore, can be seen as any well talented or decorated use of language by politicians in any political settings or discussions to present their intents or ideologies in an impressive manner to persuade people.

Empirical Review

This section analyses and evaluates the empirical evidence presented in some particular works of literature.

O’Halloran, K. (2007) study titled: “Systemic Functional Linguistics and the Analysis of News Headlines.” provides a vivid demonstration of how Systemic Functional Linguistics (SFL) can unpack the ideational and interpersonal meanings compressed into news headlines. Via analyzing transitivity structures, modality, and lexical choices, the study shows that headlines are not neutral summaries but actively construct particular versions of events. In the study, focus on the grammatical and lexical resources that create evaluative stance provides a strong methodological model for treating headlines as a distinct genre worthy of close linguistic scrutiny. However, the study is not situated in the Nigerian context and does not examine the effect of linguistic terms used to reflect and indicate power and express different ideologies. It treats headlines as isolated examples rather than as a avenue through which ideologies are displayed and different power hierarchies are portrayed. The present study fills this gap through a specific focus on how language is used to reflect power and ideologies. Chilwa, I. (2015) analyzed how language acts as a catalyst for social action in his paper “Discourse of protest and mobilization in Nigerian news headlines and blogs.” His study demonstrated the connection between online media discourse and offline physical mobilization, particularly during protests

against economic policies. The study's strength lies in its interdisciplinary approach. It blended linguistics with social movement theory to show how lexical items and rhetorical devices function as "mobilizing tools" that galvanize the public. However, this study leans heavily on the illocutionary force. This study expands to analyze a wider spectrum of effects of language to reflect power and ideologies. It examines headlines designed to calm the public, persuade investors, or signal political resolve. Ogunyemi, A. (2018) research A pragmatic analysis of selected newspaper headlines on Nigeria's economic recession conducted an analysis on how headlines used implicature and presupposition to communicate complex economic issues to the public. The study's main focus is on the interpretive processes readers must undergo to understand the economic messages embedded in headlines. However, the study's main focus was primarily on the locutionary and illocutionary acts. The study did not discuss language as a to to express ideologies and portray power dynamics, which this study intends to provide by conducting a critical discourse and of newspaper headlines.

These reviewed literatures all analysed linguistic elements in various texts. However, they were not able to deliberate in details how language is used through careful selection of words or phrases by media headlines to express power dynamics, ideologies, and social relation. This study therefore, is conducted to fill these gaps.

Theoretical framework

The theoretical framework for this study is based on Fairclough's (1989). Fairclough aimed to bring together social and political thought with linguistically-oriented discourse analysis. According to Fairclough's (1995) there are three elements in the critical discourse analysis. The elements are textual analysis, discourse practice analysis and social practice analysis. His goal was to raise awareness of exploitative social relations through language. He believed that discourse has the potential to impact, ensure the continuity of, or change social structure.

Fairclough. The aim of his approach is to reveal any hidden relations between language, power and ideology for the sake of raising of consciousness or awareness of the less lay people of the hidden ideologies of dominance and power of the powerful people in the society. This will help in raising awareness to the dominated people and will provide tools to refuse and withstand any

power abuse by the dominating group.

Methodology

The researcher adopted descriptive approach. Descriptive research is used to define characteristics of a phenomenon being studied. The purpose of this research is to analyse headlines which are captured by different media in the year 2023, and how these headlines are used for constructing power dynamics and promoting different ideologies. The study uses human instrument with the researcher as the primary source research instrument whereas the headlines of the media are the secondary instrument which helps the researcher in collecting and analysing the data. The headlines were obtained from various media pages published online in the year 2023.

Data Presentation and Analysis

Analysis of Power Hierarchies and Ideologies in Media Headlines

The Headline: "Oil, gas stakeholders commend Tinubu over fuel subsidy removal." Published by Punch newspaper on 29th May, 2023.

The headline used a powerful lexical choice to construct power. The stakeholders, which is portrayed as the agent of power, is deliberately used to show the entity that holds power, the one who speaks. The headline also legitimizes power to the actors "stakeholders". It gives their views on subsidy removal an institutional authority. It shows their commendation as perfect and expert economic validation of the policy of ending the subsidy. The headline places President Tinubu as the target of power. It forms a narrative of a decisive leader who initiates a tough but yet a necessary decision for economic reform. This indicates and emphasizes on a top-down power structure, where major national policy is executed by the executive and then validated by powerful interests.

The headline proliferates a neo-liberal economic ideology. It presents this ideology as natural, rational, and commendable. The removal of a subsidy is portrayed tacitly as a correction of a market distortion. The headline contains the ideological belief that the market knows best, and that

state intervention for social welfare is inherently inefficient or corrupt. The word "removal" as used in the headline is neutral, but in this ideological context, it implies progress and reform for the betterment of the country's economy. There is also an ideology that values fiscal discipline, market efficiency, and investor confidence rather than social stability, affordability, and poverty alleviation. This is seen in the fact that the commendation comes from capital "oil and gas interests" not from citizens, which shows that the principal measure of good policy is the approval of business and capital, not the welfare of the populace.

The Headline: "Prominent Nigerians backing Tinubu on fuel subsidy removal." Published by The Nation Newspaper on 2nd June, 2023.

The phrase "Prominent Nigerians" in the headline establishes hierarchy. The adjective "prominent" implies and separates social economic, and political power. It shows elites class, celebrities, business magnates, former officials. Through this, the headline indicates that the support to remove fuel subsidy comes from the powerful and influential within Nigerian social structure, not from the masses or the ordinary citizens.

The headline endorses and expresses an elitist ideology where the opinions of the "prominent" carry more weight than those of ordinary citizens. It suggests that justification and validation of the president action from the top of the social pyramid is the vital gauge of success. The strategic use of the verb "backing" in the headline implies solidarity, strength, and unified front. This verb is more active than "supporting". It is used in the headline to suggest propping up, defending, and providing a shield, which also implies that Tinubu is not a lone decision-maker but as the leader of a powerful alliance. Therefore, ideology of patronage and political consolidation are presented here, and supported by networks of influence. The phrase "fuel subsidy removal" portrays a deeply painful socio-economic policy. It erases the lived reality of the action; rising transport costs, increased food prices, inflation, and heightened poverty for millions. The headline adopts the government's ideological indicating that this is a necessary and tough economic operation.

The Headline: "Downstream sector players commend Tinubu over fuel subsidy removal." Published by Punch newspaper on 29th May, 2023.

The headlined presents "downstream sector players" as the active agents that commends the president. This construction gives institutional economic power to the primary voice. It describes business interests as the legitimate evaluators of presidential policy. The headline also implies transfer of authority. The fact that the players commend the action shows that they transfer their authority onto the policy, and also suggests that the policy is correct for they approve of it. The headline silences and erases the millions of Nigerians who bear the direct effects of the policy. This silencing is an exercise of symbolic power, the power to define what is important and whose reality gets reported. The "public" is absent, while a specific elite sector is centered.

The headline presents an essential neoliberal principle. It indicates that state intervention in markets, the subsidy, is fundamentally problematic, and that its removal is a commendable, rational move. The term "subsidy removal" is presented as a technical, neutral fix, entails the ideological choice to prioritize market logic over social welfare. The headline also contains technocratic ideology. It presents elite consensus through constructing an image of a unified, rational elite the government and big business, that are working together for necessary reform. This shows any opposition as uninformed, emotional or against "progress." This headline indicates that complex societal issues are best left to powerful actors and market forces.

The Headline: "Breaking News: Tinubu clarifies stance on subsidy removal." Published by Business 247 news on 30th May, 2023.

The headline centers Tinubu as the active agent. He is positioned as the entity with ultimate power, the one who defines, explains, and controls the narrative. This shows his institutional power as President. The fact that the speaker, Tinubu "clarifies" implies a prior moment of confusion and that he uses discursive power to shape public perception. The use of the term "clarifies" also shows that Tinubu holds ultimate power and authority to resolve the situation and the confusion the citizens are in. it also emphasizes on his political authority via portraying him as the definitive source of truth on the issue of removing the subsidy.

The headline expresses various ideologies. The word "clarifies" which is used to show the Ideology of Technocratic Governance vs. Political conflict, suggests and indicates that the issue of removing subsidy or confusion over the matter is merely one that can be resolve through

communication, not substantive policy or conflict. This frames government as technical in problem solving. The word also promotes an ideology where leadership is all about effective explanation of difficult decisions, rather than about democratic negotiation or revisiting decisions based on public feedback. The word's assumption is that "The policy is correct; the only problem was that it was misunderstood."

The term "subsidy removal" indicates a neoliberal ideology. Subsidy removal is shown as a necessary decision for economic stabilization, a painful medicine for a sick economy. By focusing on the leader's stance on this pre-defined policy, the term establishes the policy itself as the inevitable subject of discussion Among the citizens with different views. The headline in addition to this also carries ideology of legitimacy and stability. The need for the president to make "clarification" on the subsidy removal implies a potential crisis of legitimacy. The headline's function is to ideologically repair that. It presents the government's actions on the issue as responsive, communicative, and in control. This serves to project stability and rational governance, which maintain the ideological legitimacy of the ruling structure even amidst a deeply pressing policy.

The Headline – “Petrol Subsidy Removal: I understand the hardship you face and I don't intend to hurt you but there is no other way — Pres. Bola Tinubu” Published by instablog9ja on 31st July, 2023.

The headline Represents Authority and Legitimization of power. The statement is constructed as an autonomous announcement from the President to the citizens. This shows the president's decision as a top-down decree, which is used to reinforce the hierarchical power structure between the president and the citizens. The expression “there is no other way” in the headline is a powerful strategy to indicate legitimization of power. Through this expression, the headline presents the policy as the only logical, reasonable, and inevitable course of action. The headline also presents use of authoritarian power via the expression “I understand the hardship you face and I don't intend to hurt you”. The speaker in this statement employs the use of authoritarian tone. He positions himself as a compassionate patriarch who understands citizens' feeling and emotions, and whose

intentions are generous, despite the “hurt” his actions will cause. This shows a softening function for the exercise of power in an attempt to manage public perception.

The central message that subsidy removal is unavoidable is rooted in neoliberal economic ideology. This ideology gives priority to market efficiency, fiscal austerity, and state withdrawal from price control. The headline presumes that market forces are the optimal mechanism for resource allocation, not state intervention for social welfare. The language used in the phrase “no other way” masks ideological contention. It clears the ideological debates between social welfare models that sees the subsidy as a buffer against poverty, and market-centric models that see the subsidy as distortions. In this phrase, the headline presents a partisan economic choice as a technocratic necessity.

The Headline: "Tinubu Makes Fresh Clarification on Subsidy Removal." Published by The National Network on 31st May, 2023.

This headline presents how language shapes and reflects power relations and ideologies. The headline places President Tinubu as the sole, active agent. He is the one who clarifies. This portrays him as the authoritative source of truth and the central figure in a major national issue. The public or citizens are rendered passive recipients of this "clarification." The verb "makes" as used in the headline implies a performative act. This means that Tinubu does not just give information, but construct an official narrative. This strengthens his administration's power to define what the policy means, what are its effects, and, by implication, what the "correct" public understanding should be. This also suggests that previous criticisms and confusions happened due to lack of this "clarification," which the president provides now.

The term "Subsidy Removal" is presented as a neutral, technical policy term. However, it is deeply ideological, ingrained in neoliberal economic doctrine that prioritizes market mechanisms over state intervention. The headline establishes this ideology through accepting the policy as a given that only requires "clarification," not justification. The headline also presents ideology of good governance, that the government uses only communication not force or conflict to resolve such confusion, and that the government is rational, transparent and responsive in its action on the issue. The headline again emphasizes on an ideology where the President is the nation's chief explainer

and problem-solver. The president centralizes both responsibility and narrative control. This can sideline alternative voices from economists, labor unions (like the NLC), or civil society.

The Headline: "Subsidy removal not immediate' - Tinubu's media team asks Nigerians to stop panic buying." Published by The Cable newspaper on 30th May, 2023.

The headline presents power through information control. The primary power dynamic here is informational asymmetry. The statement "Tinubu's media team asks Nigerians to stop panic buying." This indicates that the government holds exclusive knowledge about the timing and nature of a policy that will profoundly affect the cost of living for every citizen. It releases a minimal, calming piece of information from the government that the subsidy removal is "not immediate" to manage public behavior.

The phrase "asks Nigerians to stop" is a soft-power tactic. It is a directive from the seat of political power. It is a command disguised as request. It masks the coercive power behind it by enclosing it as a polite request. The use of media team to make deliver such information to the citizens, the headline shows how power is exercised via official channels. This indicates legitimization of authority. It positions the government as rational in managing the panic among citizens.

The entire idea of fuel subsidy removal is established on the belief in reducing "market distortions," and trusting market forces. The headline indirectly presents this ideology. The question is when the subsidy will be removed, not whether it should happen. This therefore, makes the neoliberal policy appear inevitable and beyond any public debate. The headline also presents the ideology of paternalism. The headline places the government as the knowing parent who must manage the emotional, irrational children. This shows and gives emphasis on a top-down paternalistic model of governance where citizens are subjects to be managed rather than participants in policy deliberation.

The Headline, "Tinubu to decide subsidy removal date after inauguration," Published by Punch newspaper on 3rd April, 2023.

The headline captures power and ideology of Nigeria's political economy in a deceptively simple statement. It is structured in a way that president Tinubu is the sole agent, the only entity who

decides. This constructs power as highly personalized and centralized in the personality of the president. Rather than consensus or public deliberation, it presents the president to make decisions on a socio-economic issue. The headline also presents temporal power. The phrase "after inauguration" explicitly ties the exercise of this power to the formal assumption of a state role. It emphasizes that power is institutional and ceremonial, activated by the title and office, not by a mandate for a specific policy. Again, the headline presents Power to Name Reality: The headline takes the concept of "subsidy removal" as a given, a pre-defined policy reality. The power lies only in deciding its "date." This conceals the fact that the decision on whether to remove it or not is itself an exercise of power.

The headline strengthens an ideology of strong, decisive executive rule, where complex national issues are best resolved by a powerful leader making immediate decisions. This can sideline ideologies that emphasize participatory democracy, federal consensus, or parliamentary oversight. In addition to this, the fact that the headline assumes "subsidy removal" is an inevitable, necessary step, presents naturalization of neoliberal reform. This reflects a dominant neoliberal ideology that views state interventions as market distortions, and that it must be eliminated for fiscal efficiency and to attract global capital. The ideology is presented as common sense, beyond ideological debate.

The Headline: "Fuel Queues Resurface After Tinubu's Subsidy Removal announcement"
Published by Channel Television on 29th May, 2023.

The phrase "Tinubu's Subsidy Removal" as used in the headline centralizes power in the personality of the president. This phrase implies direct presidential ownership and responsibility, and a complex institutional policy decision made by the central power, the president. This indicates a top-down power structure, where a single leader enacts decisions with nationwide consequences. This also sets up a clear power binary; that is, the powerful actor, the president against the citizens, who are the affected entity seen on "fuel queues". This however, portrays the president as the primary causal agent in a chain of societal disruption. The headline also expresses power that defines reality. The term "Resurface" in the headline presupposes a historical pattern. It shows that the fuel queues in the country are a recurrent issue tied to subsidy politics. This shows that the

recent event is not as an anomaly but as a return of a familiar crisis which the citizens experienced in the past. This implies a repeated failure from the side of government. It assesses the power structures that have repeatedly failed to solve this issue, which suggests ingrained systemic dysfunction.

The phrase "Fuel Queues," which shows the consequence of removing the subsidy, immediately invokes the opposing ideology of social welfare and state protection. The word "Queues" symbolizes breakdown, scarcity, and the failure of the market to meet basic needs efficiently. The headline thus stages a clash of ideologies; the abstract, long-term economic logic of the state (neoliberalism) versus the immediate, visceral reality of citizens suffering. In addition, the word "resurface" admits fuel scarcity as a baked-in feature of Nigerian socio-economic life. This however, reflects and promotes an ideology of low public expectations from the country's infrastructure and a regulation of dysfunction. This can be a tool for sustaining power via lowering the benchmark for governance success.

The Headline: "Queues return to Lagos, Abuja after Tinubu's Petrol subsidy removal speech."
Published by The Cable newspaper on 29th May, 2023.

The headline presents Tinubu as an actor who performs a decisive act of 'speech' This headline emphasizes on the power of a political leader as the primary agent of change. It also dims the agency of the populace, the citizens who now join queues, and other powerful entities. In the headline, the president's ultimate power is described to define reality. Tinubu's speech is the performative utterance that changes the material reality of the country due to his institutional power. The headline shows the speech as the direct, unquestioned cause of the queues. This establishes ultimate state power: the leader speaks, and the nation reacts.

The headline presents Neoliberal Ideology. It shows how the government withdraws the state from market intervention to allow "market forces" to determine price. The headline doesn't critique this ideology; it merely reports its immediate social effect. The fact that the headline does not question the policy but focuses on the symptom that is the 'queues', implies that such painful adjustments are necessary parts of economic reforms. The word "return" is profoundly ideological. It constructs Nigeria's socio-economic experience as a cycle where suffering such as joining queues to purchase

fuel is periodically lifted only to return. This indicates instability and hardship as an inherent part of the social fabric. It also implies the existence of a history of poor policy and lack of lasting solutions. In addition, the fact that the queues are specified in "Lagos and Abuja", the commercial capital and the political capital. This centers the national experience on the major urban hubs of power and media. This indicates elitist ideology: It implies that if the situation is bad in the country's privileged cities, it would be worst in other places around the country.

The Headline "Fuel Subsidy is Gone..." Published by Arise News on 29th May, 2023.

The headline presents power to name reality. This is the ultimate discursive power. The President, through declaration, creates a new social and economic reality for millions of people. The performative "is gone" is an act of supreme authority. It shows Tinubu with ultimate and superior power over the citizens are positioned only as recipients of a sovereign decision, not participants in making policy. The headline also contains power of vision casting. Through putting side by side, a painful present action with a future "target," the headline attempts to manage public consent. It says, "Endure this pain for that future gain." It tries to shift the temporal frame of judgment from the immediate price shock to the promised future of economic stability. The expression "is gone" in the headline conceals agency and the human consequences. There is no mention of the suffering it will cause, the mitigation plans, or the democratic process that led to it. The decision is presented as a technical inevitability, not a political choice with winners and losers. Hence, such expression presents obfuscation of power and impact:

The headline presents decisive leader ideology. It portrays Tinubu as a bold, straightforward leader unafraid to wield executive power and make "tough calls." This lines up with a strongman political aesthetic that is often valorized. Another ideology contained in the headline is neoliberal economic ideology. The twin policies removing subsidy and unifying exchange rates to allow market forces to work are pillars of the neoliberal reform package. The headline therefore, takes this ideology as common sense and the only path forward. it downgrades any other alternative economic visions such as targeted subsidies or industrial policy.

Conclusion

This research has undertaken a critical discourse analysis on 2023 media headlines on fuel subsidy removal. The research focuses primarily on unpacking elements that indicate power dynamics and ideologies. The analysis of the study reveals several key findings. The study identifies how the headlines contained elements of power dynamics to show hierarchies particularly between the president, businesses, stakeholders and the public or citizens. This contributes to the realisation of meanings confined in the headlines. The analysis also explores different ideologies expressed by the actors or in the captions of the headlines. The research highlights the importance of studying political discourse to understand the strategies and techniques used by media to form a captivating headline that carries ideologies and power. Drawing upon Fairclough's three-dimensional model; textual analysis, discursive practice, and social practice, the study demonstrates the vital role of language as a tool to express power, ideologies and social relation.

References

- Brown, G. & Yule, G. (1983) *Discourse Analysis*. Cambridge: Cambridge University Press
- Chiluwa, I. (2015). *Discourse of Protest and Mobilization in Nigerian News Headlines and Blogs*. In *Discourse, media, and conflict: Examining war and resolution in the news* (pp. 123–142). Cambridge University Press.
- Fairclough, N. (1995). *Critical Discourse Analysis: Papers in the Critical Study of Language*. Language in Social Life Series. London; New York: Longman
- Fairclough, N. (1992). "Discourse and Social Change". Cambridge, UK: Policy Press.
- Fairclough, N. (1989). "Language and Power". New York: Longman.
- Ogunyemi, A. (2018). *A Pragmatic Analysis of Selected Newspaper Headlines On Nigeria's Economic Recession*. International Journal of English Linguistics, 8(4), 211–220.
- O'Halloran, K. (2007). *Systemic functional linguistics and the analysis of news headlines*. In A. McCabe, M. O'Donnell, & R. Whittaker (Eds.), *Advances in language and education* (pp. 187–204). Continuum.
- Sarah, B. & Oladayo, B. M. (2018). *Language In Political Discourse: A Pragmatic Study Of Presupposition And Politeness In The Inaugural Speech Of President Donald Trump*.

Bulletin of Advanced English Studies, 1(1), 64 - 76.

- van Dijk, T. A. (1993). ‘*Opinions and Ideologies in Editorials*. Paper for the 14th International Symposium of Critical Discourse Analysis: Language, Social Life and Critical Thought. Athens, 14–16 December 1995, Second Draft, March 1996.
- van Dijk, T.A. (2006). *Principles of Critical Discourse Analysis*. Amsterdam. University of Amsterdam.
- Wang, J. (2010). *A Critical Discourse Analysis of Barack Obama's speeches*. Journal of Language Teaching and Research. Lanzhou: Northwest Normal University.