

A Study of Conversational Implicature in Selected Political Interactive Programmes

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Abstract

The paper analysed political interactive programmes presented on National Television Authority (NTA), moderated by Khadaria between Peoples Democratic Party and All Progressive Congress (APC), during the 2019 presidential election. Politeness strategies such as bald on record, positive politeness strategy, negative politeness strategy and off record strategy as propounded by Brown and Levinson's theory of politeness were used for the research purpose. In using the strategies, the participants as well as the moderator used some of the sub-strategies under each of the strategies to achieve politeness and communicative essence. The study identified nineteen examples of implicatures used in the political interactive programmes. The implicatures were grouped based on the issues described in the programmes. In the analysis a total of eight (8) issues were raised and discussed under which the implicatures were identified and discussed. Of all the strategies used, the study found that bald on record was scantily used compared to the other three strategies. The study concludes that the implicatures identified is a reflection of some prominent Nigerian politicians who use indirectness when discussing crucial matters. The implicatures were both consciously and unconsciously used.

Keywords: *Implicatures, Politeness, All Progressive Congress, Peoples Democratic Party, Communication*

1. Introduction

It has been established that communication is the main function of language and also the major purpose of political interactive programs. Communication, according to Pearson et al, (2001:10), is defined as “the process by which meaning is exchanged between individuals through symbols, signs, or behaviours” (Pearson et al, 2001:10). Symbols here, refers to words, phrases, sentences, and language, while signs and behaviours refer to the extra-linguistic features. Communication can also be said to be the use of language and other forms of expressions (extra-linguistic features) to convey meaning to the listener. It involves meaning, which here, is the shared understanding of the message constructed in the minds of the interlocutors.

The Television (TV) can be considered as one of the fastest and most reliable means of news in communication. Although some people have turned towards online news in recent years, television still holds sway in the society globally. Therefore, it can be claimed that the television plays a major role in disseminating information in the society. TV- Interactive Programmes refer to interactions usually shown in which the discourse is oriented to non-present listeners or viewers. However, there is need for the media to demystify the language used in these interactions. Political interactive programmes have become a norm with the advent of nascent democracy in Nigeria. It provides a platform to address national issues. That is why this study, aims at analysing conversational implicature, an implied meaning of an utterance in a conversation between and among persons in selected political interactive programmes.

The research is hinged on the postulation that discourse is used in mediating social actions, experiences, world views and enacting personal and group relationships. It is also a source of legitimatizing, maintaining and sustaining inequalities and injustices, power and dominance, abuse and bias, making them appear as societal conventions within social institutions. But one wonders how political interactive programmes are and the effect on the political space. The study, therefore investigates conversational implicature deployed in the political interactive programmes.

The aim of the study is to analyse conversational implicature of selected political interactive programmes. Thus, the objectives are to:

- i. Investigate the use of implicature in the political interactive programmes.
- ii. Discuss the implicatures used in the political interactive programmes.

The media is one of the instruments, for reproducing attitudes and not simply vehicles for delivering information. Different media influence our understanding and knowledge of the world that we live in. With the advent of democracy in

Nigeria, the media through its programmes play a vital role in influencing and determining where the pendulum swings. Therefore, this research would serve as a significant source of reference for researchers interested in the field of critical discourse analysis and linguistics, as well as those in the field of pragmatics, and semantics. It will equally influence public opinion in choice of who to vote in an election.

This study focuses on the conversational implicature in selected political interactive programmes. Therefore, it is restricted to identifying and analyzing the conversational implicature in the political interactive programmes. The study is also confined to political interactive programmes between the People's Democratic Party (PDP) and All Progressive Congress (APC). The political interactive programme, however, does not cover all political interactive programmes held by both parties at all levels, but specifically the one between the presidential flag bearers and their running mates during the 2019 presidential election as covered by Nigerian Television Authority (NTA) which was then anchored by Khadaria.

2. Methodology

The research design for this study is both descriptive and quantitative. The study uses a qualitative descriptive approach, since the goal is to understand the findings of language phenomena of politeness strategies used in the political interactive programme in view. Using the descriptive qualitative approach, this research is aimed at identifying the politeness strategies used in the political interactive programme under study. The data for this study were derived from selected TV interactive political programmes in Nigerian Television Authority (NTA) Abuja. The texts were representative samples of 2019 Presidential TV political interactive programmes, a national television and is viewed all over the nation. The station has been chosen as our focus in this study because of its wide coverage and its national outlook.

3.0 Literature Review

In the literature, we review works that are related to centre theme; these include the concept of implicature, language and politics, political discourse as well as media discourse.

3.1 Implicature

Implicature is when the listener hears the expression of an utterance, she first has to assume that the speaker is being cooperative and intends to communicate something (Yule, 2000). That something must be more than just what the words mean. It is an additional conveyed meaning that is called implicature. Grice stated that an utterance could imply propositions that are not part of the related utterance, while the implied proposition is called implicature. Every form of utterance is usually

assumed to have certain intention. The intention of an utterance which is called by Grice (1975) as *implicatum* or something that is implied, and then it is formulated with the term of non-natural (meaning). The symptom of that phenomenon is called implicature.

Implicature involves some theoretical developments of the relationship between the expressions, the meaning of utterances, the meaning of the utterance to the speaker, and the implications of an utterance. The term 'Implicature' is used in linguistics to study conversation, which means other implications that can be derived from an utterance. It means, a conversation involving the speakers, and listeners often contains certain purpose that is different from the use of language. Thus, the speaker's utterance actually has a hidden purpose behind the use of language structure.

Grice (1975) states that the theory of implicature is used as a way to explain the meaning of the expressions used which cannot be resolved by the semantic theory. Furthermore, Levinson (1983:97-100) states (1) the theory of implicature can provide a functional explanation of the facts of language which is not covered by the structural linguistics, (2) the theory of implicature gives an explicit explanation about the differences between what is said and what is implied, (3) the theory of implicature can simply describe different semantic clause relations by the use of conjunctions: and (4) implicature theory can explain the variety literally linguistic elements which appear unrelated or even opposite to each other, which can be actually associated.

Grice (1975) further classifies implicatures into two types, they are conventional and conversational implicatures where conventional implicature consists of implications which derive directly from the meaning of words in an utterance, or in a statement, non-conventional implicatures are temporary. It means that the meaning is more durable where a lexeme meaning is already "old" so it is generally known. On the other hand conversational implicature is illocutionary acts where the pragmatic implications are drawn from the principles of conversation. The basic assumption of a conversation is a conversation whose participants follow the principle of cooperation and maxims (Yule, 2000). In communication, utterances always present a pragmatic function and in the conversation utterance is implied an intention or other pragmatic function which is called conversational implicatures.

Similarly, Gazdar (1979) also classifies implicature forms into conversational implicature, generalized conversational implicatures and particularized conversational implicatures. Generalized conversational implicature according to Gazdar (1979), is an implicature whose presence in the conversation does not require a specific context. Furthermore, particularized conversational implicature is

an implicature whose occurrence requires a special context. Usually, conversations that occur between a speaker and listener are included by a special context that is affected by the same background knowledge among participants. Yule (2000) also suggested another type of implicature, which is the scalar implicature. In a conversation, sometimes certain information is communicated by choosing a word that expresses a value of scale, such as *all, most, many, some, few, always, often, sometimes* (Yule, 2000:41). When producing an utterance, the speaker selects a word from the scales above which are considered as the most informative and honest scale (quantity and quality).

Lastly, speech act is an action performed by the use of an utterance to communicate (Yule, 2000). Crystal (2003) corroborates this when he says that in speech act analysis, someone studies the effect utterances have on the listener. First, someone recognizes the bare fact that a communicative act takes place. Secondly, he looks at the meaning or purpose behind the bare act. Thirdly, he looks at the particular effect the speaker's utterance has on the listener. Austin, J. L. (1961a) as corroborated by Leech (1983:175) describes three layers of speech acts. They are *Locutionary, Illocutionary, and Perlocutionary*. A locutionary act, he defines as the act of saying something that is meaningful and can be understood. It is concerned with an act or utterance that carries meaning. An illocutionary act is the function of saying or the act identified by both explicit and implicit performance. Perlocutionary act is defined as the act performed by a hearer as a result of an utterance. It has to do with the effect of the utterance on the hearer.

On implicature, Shardimgaliev (2019) in an article titled "Implicatures in Judicial Opinions" investigated a frequently discussed question in recent jurisprudential debates which concerns the extent to which conversational implicatures can be conveyed reliably in legal language. To him, an implicature is a piece of information that a speaker communicates indirectly, that is without making the conveyed information explicit. Making reference to the classical analysis of implicatures, he stated that their successful communication depends on a shared expectation of interlocutors to be cooperative in conversation.

The above focused basically on implicatures in a particular kind of legal discourse, namely judicial opinions, and discussed the extent to which discourse analysts should be sceptical about implicatures in this type of legal discourse. He argued that the evidence that sceptics provide is not only scarce but inconclusive and present a wealth of implicatures from judicial opinions that are not unreliable. The research concluded that an evidence-based approach casts the sceptical view into doubt and suggests that communicative cooperation is presumed in judicial opinions, as well.

Furthermore, Mohammad (nd) in a work titled "How to Treat Implicatures in the

Translation of Political Speech: A Relevance-theory Perspective” viewed discourse types that contain implicatures as their typical feature, such as the political speech, demand more cognitive effort from the audience than other types of discourses. He averred that the problem gets greater in translation as target readers come from different cognitive backgrounds and might require extra effort to perceive the meanings. The article investigated through an audience-based survey, how the translator could reduce this effort and make the translation more relevant to the target audience. The data consisted of a selection of Barack Obama's political speeches with their corresponding Persian translations. As regards the translations, a non-explicated version was adopted from the website of the US Department of State and another explicated version was provided by him. The findings of the research reveals that explication of implicatures reduces the target readers' cognitive effort to a certain degree, hence enhancing relevance. Generally, the crucial role of cognition in pragmatic translation was highlighted in the article, and it is shown that translation is truly a triad cognitive interaction between the communicator, the translator and the recipient.

In addition to the foregoing, Al-Majali (2015) explored the salient linguistic features of the political speeches of the ousted Arab presidents during the Arab Spring Revolution. The sample of the study was made up of seven political speeches delivered by the ousted Arab presidents during the period from December 2010 to December 2012. Three speeches were delivered by the Tunisian president, Zain Al-Abdeen Bin Ali; three speeches by the Egyptian president, Hosni Mubarak; and one speech by the Libyan president, Muammer Al-Gaddafi. The selected speeches were taken from the Internet. To achieve the goal of the study, Al-Majali drew insights from Halliday and Hasan's (1976) framework of cohesion. The results of the study revealed that the political speeches which were delivered during the Arab Spring Revolution have their distinctive features which are different from those features of the usual speeches of these presidents during the normal circumstances. Most of the lexical features such as repetition, synonymy, and hyponymy are widely used in the speeches of the ousted presidents to achieve different political ideologies and strategies such as the ideology of threatening the civilian protesters.

More so, Adama (2020) maintains that politicians are generally known to make utterances embedded with underlying meanings. Considering the fact that politicians often mean more than they say, Adama looked at implicatures in the 2015 presidential election campaign speech of Goodluck Jonathan to determine its pragmatic significance. She observed that previous studies on political discourse have not sufficiently accounted for the implicatures embedded in the speeches of Nigerian politicians. Using Grice's (1975) Theory of Conversational Implicature, Adama analysed various utterances made in the speech to reveal the maxims flouted by examining the role of context in deriving the implicatures and their pragmatic

import. The analysis and its elucidation revealed that there are more implicatures relating to corruption, security, development and electioneering, and the maxim of manner was more frequently flouted to derive these implicatures. Consequently, she unveiled the linguistic strategies that Goodluck Jonathan manipulated in order to secure the votes of the masses. The study concluded that Goodluck Jonathan employs “linguistic manoeuvrings” of indirectness in order not to be perceived as incompetent in tackling issues of concern in the country.

Khairat (2016) points out that implicature in political discourse is one of the interesting problems to be studied in linguistics. To him, many politicians use sentences which imply something different from the literal meaning for certain political purposes which mass media are of intervention between political doer and people, such as a talk show or dialogue of politics on television. The work article described and explained forms and kinds of implicature used in political discourse using implicature theory from Grice (1975) and Gazdar (1979). The method used in collecting the data was observational method and technique of Non Participant Observation (NPO) followed by recording and note-taking technique. The study also applied referential and pragmatic identity method in analysing the data gathered.

3.2 Language and Politics

Language and politics have become inseparable to an extent that language remains an indispensable tool in politics. An inquiry of the language of politics helps us to gain insight into how language is used by those who wish to gain power, those who wish to exercise power and those who wish to keep power. This appears to be in consonance with the claim that language is a vital process of setting the personality and the programme of the candidates to the public with the primary aim of gaining their support and mobilising them to participate in the process of securing and controlling power (Opeibi, 2003). No doubt that politics has become a linguistic issue while language has become a political issue. Language is the universal capacity of humans in all societies to communicate, while by politics he means 'the art of governance' Thus this inquiry views language as an instrument to interact or transact in various situations and/or in different organizations being conventionally recognised as political environment. It is generally accepted that the strategy that one group of people take to make the other group of people do what it intends to be done is known as a linguistic strategy. It involves manipulative application of the language. Therefore, linguistic manipulation is the conscious use of language in a devious way to control others (Fairclough, 1989).

The support that citizens have for the politicians will be determined by what they say and how they say it for success to be achieved whether in candidacy or programmes of politics. No wonder Opeibi (2003), refers to the relationship that exists between

language and politics as symbiotic. The studies of the language of politics have been carried out within the framework of political rhetoric, linguistic stylistics, discourse analysis and critical discourse analysis.

Political campaigns, speeches, parliamentary debates and political interviews, written texts, broadcasts are meant to inform, persuade, and instruct voters about issues that are of considerable importance. From these submissions, it is obvious, that speech making is one of the political activities of politicians which are made possible through the channel opened up by language. Opeibi (2003) observes that political discourse crops up when political actors in and out of government communicate about political matters for political purposes. Opeibi (2003) emphasise that the success of a political discourse will be determined by how effective politicians utilize the channel opened up by language. Language can be used to convince, persuade, entertain, promise, enlighten or inform the people. No matter what is achieved in politics, language serves as the link to people's hearts.

In English speaking world, the connection between language and politics was first brought to general attention by George Orwell in 1946 considered the way in which language may be used to manipulate thought and suggests that non-political speech and writing are largely the defence of the indefensible and that propaganda can be combated by rational analysis and argument which entails rephrasing propagandist statements in a different form. It is also noted that, in political statements, syntactic selections affect interpretation but that it must be seen in relation to other contextual factors and the impact of lexical choices made. In this regard, it is not simply manipulation in the case of political language but the goal of such manipulation by politicians is seen as wanting to hide the negative within the particular formulations such that the people may not see the truth or the horror before them.

3.3 Political Discourse

The study of political institutions and everyday life and decision-making in organizations has become a major new focus of CDA. Political discourse, as a sub-category of discourse in general, can be on two criteria: functional and thematic. Political discourse is a result of politics and it is historically and culturally determined. It fulfils different functions due to different political activities.

Woods (2006) mentions the following speech acts and some of its functions which are to protest, legitimize, intimidate, persuade the people or lead them to a particular view of political reality and to act in a way that is consistent with this view by voting for a particular party. Political discourse then, is not neutral as a medium of communication. It is compared with the discourse of advertising which is designed to lead its audience in the direction of particular thoughts, beliefs, and ultimately actions. According to Woods (2006:50), political discourse leans heavily on devices

frequently used in advertising discourse at the levels of sound, words and syntax which are key elements in arranging political messages for maximum desired effect. These elements (and others) are interwoven and layered to manipulate the meanings of political messages. During campaigns, linguistic techniques such as persuasion, rational argument, irrational strategies, threats, entreaties, bribes, manipulation, and so on that can help to achieve the politicians' aims are used (Odeunmi *et al*, 2005:396).

3.4 Media Discourse

Media discourse refers to the use of language in media texts or news stories. Media discourse, involves the news writer or journalist and the reader as the main actors in this practice. Fairclough (1989) sees the mass media as an interrelated set of orders of discourse in that the orders of discourse of television, radio, and the press are distinct in important ways which relate to differences of technology while also having significant similarities. The press uses a visual channel, its language is written, and it draws upon technologies of photographic reproduction, graphic design, and printing. The radio uses an oral channel and spoken language and relies on technologies of sound recording and broadcasting, while television combines technologies of sound and image recording and broadcasting.

According to Fairclough (1989) the differences in channel and technology have significant wider implications in terms of the meaning potential of the different media. He states further that the print is in an important sense less personal than radio and television. The radio begins to allow individuality and personality to be foregrounded through transmitting individual qualities of voice while the television takes the process further by making people visually available, not in the frozen modality of newspaper photographs, but in movement and action.

Tolson (1991:13) identifies three key concepts for media studies - interactivity, performativity and liveliness. According to him, these concepts provide a fruitful starting point for the analysis of media talk, that a text should convey meaning and the medium remains the processing mechanism. All elements within the processing unit should assist the message to achieve the main objective of media discourse which is efficient and effective information dissemination.

Fairclough (1989:2) articulated a three-dimensional framework for studying discourse "where the aim is to map three separate forms of analysis into 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 socio-cultural practice. Our expressions often reveal a lot about the human and political nature in us. Politics wields its language in a very distinct manner that cannot be ignored. Scholars have been commenting on

the fact that the language of politics is centred on rhetoric and propaganda meant to persuade and bargain.

4. Analysis of Implicatures in the Political Interactive Programmes

S/N	UTTERANCE	IMPLICATURE	ISSUE
1	Atiku: Why me because I am bringing quite a lot on the table. I would like to claim that amongst us aspirers, I am the most experienced. Secondly I am also bringing my business experience which I have acquired for almost two decades after leaving the public service. And of course, thirdly, I believe that I am the candidate for the future because, I try to bridge the current generation with the future generation	The speaker is more experienced than the opposition candidates and will be useful to the development of the nation if elected. He is a business man while other candidates are not. He is in tune with the youths and current happenings and thinks about future than other candidates.	Election
2	OBI: Kadari, let me go back a bit to why I support him or why I should be there to support him. Then we had record in security, we have record in unemployment, we have a record in out of school children of 13.5 million. You need somebody with the spirit. If you look at the experience of Alhaji Atiku, you will know that we need someone like this.	The current ruling party has no record in security, unemployment and out of school children. The opposition candidate has no spirit of moving the nation forward. Alhaji Atiku is more qualified than the opposition candidate.	Election and economy

3	Atiku: My wife has not been charged. The company was fined for about a number of sins committed. She's been travelling to America regularly.	The allegation levelled against his wife might be true. The allegation which is true is linked with company not his wife. Her regular travels to America is proof that she is not guilty of the allegation.	Corruption
4	Obi: We have had the issue of competition about growing economy and busy chasing what does not exist. Those who have bad records have moved on to APC from PDP.	There were bad people in PDP. That was why the party, PDP did not focus on growing the nation's economy.	Economy
5	Atiku: You know, one other serious corruption is election rigging.	Attention is shifted from this form of corruption to only money laundry.	Corruption
6	Obi: ... But Atiku already has a programme. That experience he has had on a small scale he will transfer it to a larger scale...	The opposition candidate has no programme and has never had experience in small scale business.	Economy
7	Obi: There is something we call discounted position. What you see today, 10 years of PDP which is far better. In 2015, APC promised to do a lot, but nothing has been done.	Yes, PDP failed the nation, but APC failure is more.	Politics
8	Atiku: If Obasanjo has not found me guilty then no one can say that the allegations are true.	Obasanjo laid a false allegation against the speaker.	Corruption

9	Obi: The person who complained about beggars in the state, my wife is from Akwa Ibom. So how can I deport beggars to their place? If they have issues or disability I love them and care for them.	The speaker deported beggar but not to Akwa Ibom State.	Politics
10	Obi: I will be willing to investigate the high rank officers of the Army and if I find you guilty, I will deal with you.	The high rank officers of the Army are corrupt.	Corruption
11	Khadaria: How can your tax payment be so low?	The speaker alleged that the addressee defrauded the government.	Tax
12	Atiku: All my companies are paying tax. The tax I am paying is what I am. When you reduce cooperate tax to bring in investors to come and invest.	He did not defraud the government. The speaker's companies paid tax but only enjoyed a policy enjoyed by other companies.	Tax
13	Obi: In any policy you implement, you are bound to find mistakes but in the overall if you look at it, it is a huge success.	The speaker accepted the failure of the policy.	Governance
14	Atiku: Education, all revenue is allocated to state and local government. Eventually, all these monies were mishandled by the state and local government and the legislature did not have power to penalize. So if I come into power, I will make sure I return it to the	He failed in the area of education during his tenure as VP	Administration

15	Atiku: If the elections are judged to be free, fair and credible why not. I have lost elections before.	The speaker alleged that the election will not be free and fair.	Election
16	Buhari: I don't think there is anybody that has been pointed out as corrupt...	The speaker alleged that there are no corrupt people in Nigeria.	Corruption
17	Osinbajo: ... I am not at all concerned about it...	The speaker was falsely accused.	Corruption
18	Buhari: It goes into one single account so it can be accounted for.	Money paid into different accounts cannot be accounted for.	Single Treasury Account
19	Buhari: I have not gone to Kano yet. I only went to Kogi today that somebody brought from somewhere I don't know how far technology has gone now.	The speaker must go to Kano to know if the governor is guilty or not.	Corruption

The nineteen implicatures contained in the above table are grouped into eight (8) on the basis of issues they focus on. The groups are: corruption, single treasury account, election, administration, governance, tax, politics and economy. The implicatures are discussed using the contextual influence in deriving their pragmatic import.

The first issue raised in the political interactive programmes is election. Under this, there are about three implicatures used in discussing the issue. The implicatures can be found in examples 1, 2, and 15 in the table above. The first utterance implies that the speaker is more experienced than the opposition candidate and will be useful in the development of the nation if elected. The utterance also implies that the speaker is a businessman but the opposition candidate is not. So, the opposition candidate will fail if elected. The utterance further implies that the speaker is in tune with the youths and current happenings and thinks about the future than the opposition candidate. He believes that he is the best candidate for the presidential position.

The utterance in example 2 implies that the ruling party has no record in security, employment, and curbing the menace of out of school children. Hence, the speech implies that the ruling party should not be considered for re-election. The utterance also implies that the opposition candidate cannot move the country forward, if elected, the country will suffer retrogression. Another implication of this utterance

is that Alhaji Atiku is more qualified than the opposition candidate. For that reason, the speaker urged that he should be elected president of Nigeria and not the opposition candidate. The last utterance on election matter in example 15 as seen in the above table also implies that the election will not be free and fair, so, he said he would not accept the results of the election.

The next issue discussed in the political interactive programmes is corruption. On corruption, there are about 7 utterances. The utterance in example 3 implies that the allegation against Atiku's wife might be true but she has not been charged to court. It further implies that the allegation is true but linked to the speaker's company and not his wife. Hence, the speaker is corrupt. Another implicature of the utterance is, that she has been travelling to America regularly, she is not guilty of the allegation.

Utterance 5 on corruption matter implies that any corrupt practice outside money laundry is not corruption in Nigeria. Utterance 8 implies that Obasanjo made a false allegation against the speaker (Atiku), since he did not prove him guilty. This also shows that Obasanjo has some constitutional rights to decide who is guilty or not. Utterance 9 implies that the high rank officers of the Nigerian Army are corrupt and should be investigated. Utterance 16 implies that there are no corrupt people in Nigeria until they are pointed out. Utterance 17 implies that a false allegation was laid against the speaker and in 19, the speaker must go to Kano to know if the governor is guilty or not.

Moreover, in the political interactive programmes, economical issues were raised. They are contained in the above table in utterances 2, 4 and 6. The utterances in question have implied meanings. In utterance 2, for instance, the implied meaning on economy is, the country needs Alhaji Atiku as her president to grow her economy. In other words, without Atiku, the nation's economy remains in shambles. In utterance 4, the implicature is, there were bad people in PDP but have moved to APC. So, the party at present is devoid of bad people and should be voted in. the utterance also implies that PDP as a political party did not focus on growing the nation's economy during its sixteen (16) years in power. The utterance in 6 implies that the opposition candidate has no programme and has never had experience in small scale business which explains his supposed failure. He is, therefore, not qualified to be re-elected as president.

In addition to the aforementioned issues, politics is also raised in the political interactive programmes. Utterances on politics are contained in examples 7 and 9. The utterance in 7 implies that yes, PDP failed the nation during her 16 years in power, but the failure of APC within 4 years in power is more. Hence, the party should not be entrusted with the nation's economy for another four years. In utterance 9, the implication is, the speaker deported beggars from Anambra, but not

to Akwa Ibom State as alleged.

Apart from politics, the issue of tax was equally raised in the political interactive programmes under investigation. The examples can be found in utterances 11 and 12. Utterance 11 implies that the addressee defrauded the government. In utterance 12 which is the response to the question asked in utterance 11, the speaker implies that he did not defraud the government but only enjoyed a policy enjoyed by other companies during the period under review.

The issue of governance was also raised in the political interactive programmes. This is contained in utterance 13 as seen in the above table. The utterance implies that the speaker accepted the failure of the privatization policy during the government where Atiku served as Vice President. Other issues raised are administration and single treasury account. For administration, the example can be found in utterance 14 which implies that the speaker failed in the area of education during his tenure as Vice President. On single treasury account, the utterance is found in example 18 which implies that money paid into different accounts cannot be accounted for. Hence, the need for a single treasury account.

Generally, the responses by both candidates were basically to sell their candidacy to the electorate. In their bids to defending a policies or justifying certain moves made, conveyed different meaning(s) other than their intended meaning(s). These meanings credited or discredited them by revealing much more than what were said. Therefore, implicature plays important role in political discourse as it helps or serves as inkling into what is said or hedged giving the electorate a better chance to choose and wisely elect the candidates of their choices. Hence, the need for issue based campaign to further accentuate how vibrant the policies of a would-be president are.

This study, investigates implicatures used in the programmes under study. The study reveals that the participants in the political interactive programmes under study employed politeness strategies. They expressed politeness through different strategies such as bald on records, positive politeness strategy, and negative politeness strategy and off record strategy.

The study further reveals that the moderator used bald on record as a politeness strategy in the political interactive programmes under study.

This is done in conformity with Grice's conversational maxims. The study reveals that the political interactive programmes in view used scanty bald on record. The instances of bald on record noted in the data were all from the programme moderator to the presidential candidates. None was recorded from either of the political parties' candidates. The moderator so used the bald on record in disagreeing with the

responses given by the candidates and reposed the questions to illicit the desired or appropriate responses given by the candidates. The study shows that the reason for the scanty use of bald on record could be that the political interactive programmes did not involve the candidates interacting at the same time. The interaction was basically between a particular political party's candidates as moderated by the NTA presenter and the audience. Bald on record as a politeness strategy is often in a political debate or interaction involving contestants in a given political interaction.

Moreover, the study shows that the candidates deliberately avoided use of language and expressions such as warning, giving suggestions, use of imperative form and task-oriented as sub-strategies of bald on record as an indirect way to garner support from the audience. The presenter did not use much of these strategies, either because of the calibre of the candidates. Hence, the moderator was wittingly conscious of her choice of words and use of language.

Under the positive politeness strategy, the study reveals that different sub-strategies under this were used. Noticing and attending to hearer's interest, used by the moderator as a sub-strategy of positive politeness strategy. Another sub-strategy of positive politeness identified under this is exaggerating interest and approval with hearer. This sub-strategy was achieved by the use of exaggerated intonation and stress, stressing the achievement, experiences and relevance of Atiku to the nation. Obi also used intensifying interest to hearer to press relevance of Atiku for the presidential office. Other sub-strategies used under positive politeness strategy are giving and asking for reason(s). In this instance, Atiku engaged the moderator and the audience in his practical reasoning and assumed reflexivity that the audience wanted his suggestion on electoral reformation. Optimism is also a sub-strategy employed. Atiku expressed his optimistic view in assuming that his investigating the high rank officers of the Army and if found guilty, he would deal with such will push the audience in voting them and that it is in the interest of the audience and would interest them. The positive politeness strategy was employed by the moderator and both candidates.

Also shown in the study is the use of negative politeness strategy. The first sub-strategy of negative politeness strategy identified in the data is being indirect. Here, the speaker is faced with clash between the need to go on record and the need to give hearer redress. This affords the speaker the opportunity to hedge certain information from the hearer. This strategy is mostly employed by the moderator of the programme and few instances from the candidates. The instances of being indirect are found in excerpts 12 to 16 as analysed.

Another negative politeness sub-strategy used is being pessimistic. The moderator as well as the audience showed pessimism toward both Atiku and his running mate,

and Buhari and his running mate by expressing doubt in their ability to rule the nation and accused them of certain corrupt practices. This is shown in excerpts 17 to 23. The next sub-strategy of negative politeness employed in the political interactive programmes in view is questioning using hedges. Under this, the speaker uses such to mitigate the effect of a given utterance on the hearer. It is used as a caution note expressed about how an utterance is to be taken. This is demonstrated in excerpts 24 to 32.

In addition, the study reveals that off-record strategy as one of the politeness strategies was used in the political interactive programmes. The candidates employed indirect language involving more than one interpretation. The sub-strategies such as contradiction, presupposition and over statement were all used to achieve some effects in their use of language during the political interaction.

Lastly, the study reveals that the political interactive programmes are full of implicatures. This is a reflection of some prominent Nigerian politicians who use indirectness when discussing certain matters. Indirectness aids them in shying away from sensitive issues like development, corruption, election, economy, governance, and others under which the implicatures found in the data are classified. However, the study shows that not all the instances of implicature found in the study are deliberate. Some occurred in the bid to shying away from certain responsibilities. The instances of implicature in the study were consciously and unconsciously used.

5. Conclusion

The study has analysed political interactive programmes presented on National Television Authority moderated by Khadaria between Peoples Democratic Party and All Progressive Congress (APC) during the 2019 presidential election. Based on findings of this study, the researcher concludes that politeness is enhanced in the use of politeness strategies such as bald on record, positive politeness strategy, negative politeness strategy and off-record strategy as propounded in Brown and Levinson's theory of politeness. In using the strategies, the participants as well as the moderator used some of the sub-strategies under each of the strategies to achieve politeness and communicative essence. Of all the strategies used, the study concludes that bald on record was scantily used compared to the other three strategies. The study identified nineteen examples of implicatures used in the political interactive programmes. The implicatures were grouped based on the issues discussed in the programmes. A total of eight (8) issues were raised and discussed under which the implicatures were identified and discussed. The study concluded that the implicatures identified are a reflection of some prominent Nigerian politicians who use indirectness when discussing certain matters. The implicatures were both consciously and unconsciously used.

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