A Textual Analysis of President Akufo-Addo's 12th Covid–19 Address

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Abstract

The study examined the social and political circumstances in Ghana which evolved because of the pandemic created by COVID-19, and the extent to which President Akufo-Addo was able to effectively use the medium of speech to manage this global health emergency. This study focused on the stylistic choices of the speech and investigated how different sentence structures, repetitions, political jargon, and other linguistic characteristics were deployed. Textual analysis involves the appreciation of a text while explaining its ideological and cultural dimensions (Fursich, 2009). This study was underpinned by the Narrative Paradigm Theory and Sociolinguistics. Under Narrative Paradigm Theory, narratives have a plot and characters that are involved in an interaction and can therefore be seen as a narrative in form and function. Sociolinguistics shows how language can be presented in specific contexts of social life, and how it reflects and then includes meaning and structure in those contexts (Schiffrin, 1997). Also, textual analysis as a qualitative research methodology was used for this study, and as an interpretive approach, it concentrated on the embedded cultural and ideological positions on the material. The findings from this study showed that the speech that was in a narrative mood incorporated all the achievements and challenges identified during the pandemic. It also provided cases of semantic analysis of words and meaning, relations among words that included metaphors, semantics, argumentative, narrative, and cognitive frames.

INTRODUCTION

This textual analysis study examined the Presidential speeches of President Nana Akufo-Addo during the COVID–19 period. The study was, first of all, contextualised within the sociolinguistics point of view in the areas of social, religious, and political values, words, and symbols, including a collective focus and the deliberate use of imagery. The sociological dimensions focus on social interaction and an appreciation of the forms and meanings of those situations which allow us to better identify and appreciate the contextual presuppositions which figure in receivers' inferences of the senders' meaning. The issue of language, culture, and society as "situated" offer the perspective on the interaction between self and the other and the context. The underpinning principle here is the position of language as key, especially "indexical", to a social world (Schiffrin, 1997).

Fairclough (2001), still within this socio-linguistic context provides some further insights into the linkage between language and society and the positioning of language in the social context and goes on to state that, linguistic phenomena are social since any time individuals interact in any way, their actions are socially determined and these have social consequences. Text, in his estimation, is more of a product than a process and is a result of text production. Halliday and Hassan (1978, p. 140-141) explained that text applies to any passage, spoken or written, of whatever length, prose or verse, dialogue or monologue which can form a unified whole ranging from a proverb to a full play. The authors believe that a text is a unit of language and not a grammatical unit like a clause or a sentence and rather a type of super-sentence that is related but is a semantic unit, not of form but of meaning.

A textual analysis of a speech delineates rhetoric and the fact that there is an "enduring importance" (Foss, 1996, p. 7) to the speeches even after the rhetor is gone and the event or occasion past. The generic critic can analyze parallel situations across periods and locations and examine their similarities. A textual analysis informs the way the speeches are chosen and the way they are reviewed, and once the textual analysis is complete and the message has been deconstructed, the research needs to be considered by its social, political, and cultural implications (Zhou & Sloan, 2011, p. 307). According to Zhou and Sloan, "Content is seen as one mechanism that helps people understand our social world." Some types of analysis that can be applied generally from texts emanate from linguistics and they incorporate phonological and phonetic analysis of sound patterns and talk, grammatical analysis of phrases, and simple and complex sentences (Fairclough 2003, van Dijk 1998). There are also cases of the semantic analysis of words and meaning relations among words which incorporate metaphors, semantic fields, and also cognitive frames. Other genres within the larger context of an organization include argumentative and narrative genres and specific ones like interviews, news reports, debates, and finally a content analysis of issues in various texts (van Dijk 1997).

The study examined the social world which was created by the pandemic created by COVID-19 and the extent to which President Akufo-Addo was able to effectively use the medium of speech to manage this global health emergency. The World Health Organisation (WHO) announced to the world on 31st December 2019, the new virus described as COVID-19 was supposed to have been caused by the new Coronavirus named SARS-CoV-2 after findings were published from many cases of 'viral pneumonia' in the People's Republic of China. The common symptoms of this disease are fever, dry cough, and fatigue. Less common symptoms are the loss of taste or smell, sore throat, headache, nasal congestion, nausea or vomiting, instances of severe COVID-19 display

of symptoms like loss of appetite, high temperature (above 38 °c), shortness of breath, etc. The Coronavirus has an incubation period of 4-6 days and is fatal, especially for those with a weakened immune system, older citizens, and the very young. It can also lead to pneumonia and bronchitis. They can spread from human contact with animals and also from human to human. In the case of human-to-human transmissions, this often occurs when a person comes into contact with the infected person's secretions and the exposure factors are; cough, sneezing, or handshake. It can also be transmitted by touching anything an infected person has touched and the subsequent touching of the eyes, nose, or mouth.

By 23rd January 2023 over 170,000 cases had been recorded and about 170,000 had recovered or been discharged while about 1,500 were dead and ten persons were active. Meanwhile, by the same period, the positivity rate by surveillance was over 2,500,000, the total number of positives was over 170,000, and the positivity rate was 6.8%. All these data covered three groups captured through routine surveillance and enhanced contact tracing of international travelers (Kotoka International Airport). This, among many other reasons, is why this textual analysis of the COVID-19 address by President Nana Akufo-Addo's speech serves a larger purpose of understanding and interpreting the political and social circumstances during the period of the pandemic.

Significance of the Research
This textual analysis study will strive to fill in the gaps which are emerging because as a scholarly effort, it examines one aspect of linguistic research on COVID-19 where there has been an emphasis on rhetorical analysis (Alo, 2012; Abuya, 2012; Babatunde & Odepitan, 2009; Cart, 2014; Bitzer, 1968; Cole & Harper, 2017; Ghasemi, 2020; Larrazabal & Korta 2002 and Mensah, 2014) and critical discourse analysis (Ankrahi, Frimpong & Opoku, 2018; Mahdiyan, Muhammad & Hosseini-Maasoum, 2013; Appiah, 2015; Al-Badri & Al-Janabi, 2022; Addy & Ofori, 2020; Ningtyas, 2019; Awawdeh, 2021, Fairclough, 1995; Hosseini-Maasoum, Mahdiyan, Rahbar 2013; Wodak, 2001) and speech analysis (Dadjoi, 2022; Kauffeld & Goodwin, 2022; Demuyakor, 2021; Daan, & Marx, 2021) in Ghana and Africa. This study would contribute to research generally in textual analysis in Ghana and Africa.

Objective
This study focuses on the stylistic choices of the speech and investigates how different sentence structures, repetitions, political jargon, and other linguistic characteristics have been deployed. It also examines how the speech incorporates Discourse properties by appearing as a text. The research study focuses on one major research objective, which is to determine the linguistic features in President Nana Akufo-Addo's COVID–19 speech.

LITERATURE REVIEW
Textual Analysis
Textual analysis entails the process of appreciating a text and does not aim at discovering any 'hidden' understanding of the objectives of the source or their biases while explaining the ideological and cultural underpinnings (Fursich, 2009). This type of analysis goes beyond examining the structure of the text and has the intention of gaining some meanings or messages out of this text. Barthes (1972) states that such an analysis produces a 'mobile structuration' of the text, of staying in the signifying volume of the work, in its 'significance'. The textual analysis explains how the text explodes and disperses and is

experienced when production takes place (McKee, 2003). Barthes (1972) explains that a work is what the author produces while the text is what the reader receives and such a product becomes a text only when it is clear to the readers and such readers participate fully in this process. Textual analysis emerged from Hermes, the mythological God in Greek mythology who in the phase of sending the message of God to the citizenry was compelled to interpret the messages and then translate and explain the meaning in an intelligible manner (Hindle, 2007. 601). This form of analysis also entails appreciating language and symbols in a text to garner information on how others make sense of the text. Textual analysis is undertaken for interpretation when it comes to a text so that meaning can be made out of this text (McKee, 2003). This form of analysis differs based on the variations which affect our sense-making like cultural differences, value judgement differences, differences in matters related to the abstract/concrete, differences in relations between various phenomena, differences in reasoning and thinking, and the way we perceive things all together assisting in our understanding of various cultures (McKee, 2003). Aneri Arya (2020) believes that the post-structuralist path to meaning-making rejects the position that texts have one correct interpretation since individual signs mean something different to each person. Specifically, on the issue of meaning, Belsey (2014) believes that meaning can be found in the relationship between individuals embedded in images or sounds with their materiality. The author further suggests that, meaning intervenes in society explaining how an appreciation of values and expecting us to obey instructions and in some cases inviting us to arms. The reader ought to familiarise themselves with the larger social and cultural context of the signs they intend analysing to avoid personal bias.

Sociolinguistics
Sociolinguistics from the perspective of the Sociologist Erving Goffman shows how language can be presented in specific contexts of social life, how it reflects and then includes meaning and structure in those contexts (Schiffrin, 1997). An examination of interactional sociolinguistics can be undertaken through the contribution of anthropology, sociology, language, and "culture, society as 'situated' (Schiffrin, 1997)". In a further explanation of the phenomenon of interactional sociolinguistics, this author explains how Gumperz (1982a: vii) produces interpretive sociolinguistics methods to show how to analyse real-time processes in interpersonal communication (Schiffrin, 1997).

Gumperz, (1982), a major contributor to the anthropological dimensions of the analysis of discourse explains that the meaning, the structure, and the use of language are culturally and socially related. In the study that he conducted in India on regional and social language differences, there was a focus on linguistic structure and how the structures evolved into an aspect of the verbal repertoires of social groupings which interact. These differences were examined from the angle of Hindi-Punjabi code-switching and linguistic convergence. Apart from Gumperz's (1982) concentration on social and cultural issues, the author also examined individual expression in the area of code-switching like the two types: one language variety to another language and the second metaphorical code-switching. He is noted for concluding that "what we perceive and retain in our mind is a function of our culturally determined predisposition to perceive and assimilate" (p 12). He further noted that sometimes social and cultural differences lead to communication challenges. Studies of races in the United States and ethnic groups (Indians and British) in Britain clearly show the differences in the marginal language features which can create

animosity and the formulation of racial and ethnic stereotypes. These marginal features of the language are often a signaling mechanism that can range from intonation to speech rhythm or lexical, phonetic, and syntactic options. They are indicators of quality of expression and do not necessarily affect the fundamental meaning. Gumperz (1982) sees these signaling mechanisms as "contextualization cues", referring to the aspects of the language and behavior which are related to what is said to the knowledge of the context which can then lead to inequalities in power and status.

Goffman (1967) provided a sociological dimension to the evolution of interactional sociolinguistics with an emphasis on social interaction. The scholar explained the forms and meanings of social contexts which permit the better identification and appreciation of these contextualisations which figure in the receiver's inferences of a source's meaning. He had built on the works of earlier sociologists and applied them to then explain face-to-face social interaction. He believed that the self is an interactive construction and a way of understanding the self as a public construction through the "face", which is the favourable social price an individual claims for him or her by the position other persons assume he/she has adopted during a specific interaction. The maintenance of self and face is produced in the context of social interaction.

Narrative Paradigm Theory
Narratives or stories which have a plot and characters who engage in an interaction are intrinsic to every communication tradition. Human reasoning can therefore be seen as narrative in form and function. They are "symbolic interpretations of aspects of the world occurring in time and shaped by history, culture and character" (Fisher, 1985, p.xiii). Narratives are generally key approaches that offer an individual the opportunity to provide meaning to their experiences and assist us to shape our experiences (Polkinghome, 1988). Fisher (1985) states that human experiences have always been underpinned by narratives since time immemorial and their impacts have stayed with us, as stories, myths, and sagas. The narrative is a mechanism for articulating the self, an experiment, and a type of social action constructed among persons (Smith and Weed, 2007). Essentially, it is a vehicle for understanding human experiences, behaviours, actions, and objects which are interpreted. Here interpretation means that our reality is a social construction.

The Narrative Paradigm Theory (NPT) primarily provides a pathway to interpreting and assessing human communication which leads to a critique and determination of whether discourse offers a reliable, trustworthy, and appealing guide to thought and action (Fisher, 1985). The theoretical position here is that, in any narrative, there is more being transmitted than is seen by the listener or viewer. There are five assumptions, which are: all persons are storytellers; a story's importance is hinged on good reasons; such reasons are determined by the person's background, experiences, culture, and character; rationality is constructed by the person's judgments of a narrative's reliability and truthfulness; finally, humans experience the world through stories and must choose among them (Fisher, 1984; West & Turner, 2000).

Another position of Fisher (1985) is that effective stories offer a justification for decisions and actions since appreciating life is experienced through narrative rationality. Narrative rationality is hinged on coherence and fidelity (West & Turner, 2000). While coherence deals with the believability of the narrative, that is whether it appears rational and coherent to the receiver, fidelity explains the truthfulness of the story and the ability of the story when it relates to the viewer's beliefs and values and it is shown when this

story provides correct assertions about reality (Eaves & Savoie, 2005). The NPT states that, where a story has both principles, it will be believed and accepted by its listeners (West & Turner, 2000).

Various empirical studies support the use of textual analysis as a way to provide valuable critical and cultural information. For example, in her study, Andrews (2011) uses a textual analysis of nine significant speeches given by Obama to determine how he addresses the issue of his race to the American public. The analysis seeks to find patterns of how often and in what manner Obama spoke about race as well as the race-related rhetoric he used to help him secure the presidency. By conducting a thorough investigation of these speeches, Andrews (2011) found that when addressing race, Obama used valence messages, conciliatory messages, and imagery to relate his intended message to a modern audience (Andrews, 2011, p. 12).

In a qualitative study titled "Discourse in Matrix of Power: The Textual Analysis of the First Presidential Speech by Donald. J. Trump at the White House in the Context of Norman Fairclough's Modal of Three Levels of Discourse" which was also descriptive, Munawar (2018) examined President Donald Trump's speech at the White House in January 2018. The research objectives were: to determine the linguistic features of the speech by considering it a text; to decode the speech in the context of his power ideology; lastly to frame it in Norman Fairclough's modal of three levels of discourse (Description, Interpretation, and Explanation). The study emphasises the stylistic choices of the speech while also examining how varied sentence structures, repetitions, political jargon, and other linguistic attributes have been used. Since the speeches have been constructed from the angle of power and positioning of Trump, the speeches show his power position and his ideology. Norman Fairclough's modal of three levels of discourse was used as a theoretical framework and the research investigates how this assists in speech analysis.

In a textual analysis study, which compared six speeches of Franklin Roosevelt and Ronald Reagan during times of crisis, the researcher investigated the speeches of both presidents to determine their deployment of predefined and common rhetorical devices during crisis periods. It must be noted that earlier research had shown clear patterns in presidential rhetoric like the frequent use of civil religious words and symbols, collective focus, and imagery in these speeches the findings show that each president frequently used the uplifting of democracy and civil religion in their addresses. It was realised that each president was influenced by their political affiliations when talking about the use of the constitution and the executive power to manage the crisis.

In a textual analysis study of the choices of mood used by a past Vice-Chancellor of Kwame Nkrumah University of Science and Technology, Ghana, at a matriculation ceremony, Opoku et. al. (2022) used the qualitative approach to analyse the speech through the content analysis method. The significance of this study could be discerned in the fact that there are only a few studies on the modality in speeches of educational leaders in the country. Through this method, the authors identified the different mood structures, the conditions which called for a designated mood, and how such choices were manually interpreted. The results from this study reveal that the mood choices in this speech were declarative and imperative with the declarative mood being dominant. The interrogative mood on the other hand was non-existent. The researchers, therefore, called for the inclusion of the interrogative mood in such speeches since the interrogative mood especially, in instances of rhetorical questions have the potential of maintaining the interpersonal linkage between the speaker and the listener.

In a study that examined the impact of natural disasters in societies and the political challenges which emerge for both the leaders and their citizens, Leah Windsor (2013) concluded that the leaders who can respond positively should be rewarded with a long stay in office. Leaders who are in autocratic societies employ language effectively when there is such a disaster to extend their political leadership. The author analysed the speeches of Mao Tse-Tung, Fidel Castro, and President Hosni Mubarak and then concluded that the language of the leader shows the preferences and tactics for managing the political, economic, and social problems created by such disasters. A leader under such circumstances deploys more inclusive language, assigns blame in a circumspect manner, and employs 'in-group/out-group frames' to deal with the effects of such a calamity (Windsor, 2013, p.1).

The study which was quantitative used computer-coded textual analysis to determine the linguistic characteristics of the speeches, like the deployment of emotional vocabulary or pronouns like 'they' or 'I' to show distance in psychological terms in how they relate to their audiences. In the 'Results' section, it was observed that 'Blame, Deflection and Insulation' is noted as a theme with linguistic features like the use of 'they' and negatively charged words, while 'Sense-Making as a theme offers linguistic features like the 'use of language with strong narrativity' and 'high cohesion'. The 'Unity effect', where 'we' is employed for unifying the citizenry encouraging and 'empathetic' use variables like 'we' and 'affect' (Windsor, 2013, p. 27). In terms of the linguistic measures, although 'Affect' and 'We' take the first and second places respectively, 'Negative Emotion' and 'They' follow closely as variables.

METHOD

Research is undertaken to get a better and more comprehensive appreciation of a topic and this is done through the deployment of various approaches which can be classified under the broad area of research methodology. A textual analysis approach was employed in analysing the sampled speech. This approach provides a pathway for a good understanding of an issue in its historical, social, and cultural context for interpretation (Arya, 2020). Textual analysis, thus, examines the cultural and ideological underpinnings of a text (Fursich, 2009). A text is a multifaceted set of discursive strategies which can be found in a particular cultural milieu (Barthes, 1972).

The textual analysis offers an opportunity to examine a meta-linguistic insight into text through both quantitative and qualitative means. Such an analysis of speech delineates rhetoric and its importance, revealing similarities in rhetorical patterns across similar contexts. It informs the way speeches are selected, and how they are reviewed, and once the textual analysis is undertaken and the text has been deconstructed the research needs to be understood by its social, political, and cultural implications since content is one of the mechanisms for understanding our social world. (Zhou & Sloan, 2011).

At the quantitative level, computational linguistic tools have been deployed to analyse data in such speeches and texts. The use of text analysis has been employed as an analytical method, spanning various disciplines (Klebanov, Diermeier and Beigman, 2008; Monroe and Schradt, 2008). Computer-coded textual analysis has also been used across disciplines (Monroe and Schrodt, 2008). In a study on political

speeches under three leaders, two linguistic applications were used namely, Coh-Metrix and Linguistic Inquiry and Word Count (LIWC) (Windsor, 2013).

While textual analysis can be deployed as a quantitative research method by assigning terms and patterns of numerical values through coding, this study used descriptive qualitative data. This study used the qualitative research design approach. Specifically, the descriptive analysis was used in analysing the purposively-sampled data (i.e., Update No.12 of the COVID-19 addresses of President Akufo-Addo) of the study. The descriptive analysis took the form of content analysis, where various themes were looked at and the occurrence of designated terminologies from the addresses was determined.

The researchers undertook five structured "reads" and took detailed notes while examining the content (Zhou & Sloan, 2011). In the process, the researchers took note of the key attributes, patterns, and themes which dealt with the research problem. Some of the major literary devices employed in this study were the use of metaphors and metonymies, essentially linguistic symbols offering real labels to abstract ideas due to the known similarity between concepts and objects. Metonymy is used when a concept is replaced by a single word or feature which is associated with it. Both metaphors and metonymies have conceptual foundations. Analogies were also used, in situations where contemporary events are compared with historical activities, and here the ideas and concepts are expected to be explained in an analogy by explaining them with known phenomena (Beard, 2000).

Another descriptive-qualitative study that examined the ideological discursive strategies used by Dr. Kwame Nkrumah, the first President of the Republic of Ghana, offered these: the fluidity of pronouns; evidentiality; strong modals of obligations; manifest intertextuality; historical allusion; rhetorical question; metaphor; religious metaphor; solidarity; and disease (Aikins et. al., 2022). These discursive strategies also assisted in providing a pathway for examining the text.

The rhetorical elements analysed were those which had been identified in earlier research (Munawar, 2018; Cart, 2014; Andrews, 2011). Rhetoric devices and rhetorical elements were also identified and analysed. For the devices, the following were examined: civil religion, collective focus, consummatory discourse, conversational speech, democratic rhetoric, imagery, justificatory discourse, and similarity to followers. In the case of the rhetorical elements, these were also scrutinised and they encompassed: anecdote, characterization, ethos, logos, metaphor, mood, pathos, personification, repetition, simile, and word choice (Cart, 2014).

ANALYSIS AND DISCUSSION

The narrative mode which is founded on lexical density is the first framework from which to analyse the linguistic aspect of President Akufo-Addo's speech. The speech incorporates all the challenges and achievements which have been chalked during the period of the pandemic. The president's speech is in a narrative mode and generally in the past tense since this tense is the favoured one in narration. Also, the report of the majority of his past achievements has been delivered in narrative mode by him. The second important linguistic element discerned in the president's speech is the emphatic use of the possessive pronoun 'we' which was used repeatedly to address the audience. The repetition of the pronoun 'we' can be spotted in these sentences which have become a salient feature of his speech throughout.

We are all agreed that this novel disease has thrust the whole world into unknown and unchartered territory, and we are having to learn as we go along.

Repetition of particular words, phrases, and sentences can also be discerned in President Akufo-Addo's speeches. 'Fellow Ghanaians' and 'Akufo-Addo graduates' were used three times. The next linguistic feature noted is the use of political jargon or even propaganda as an aspect of political discourse.

We introduced Free SHS because history, and the experiences of developed nations, have shown that the most efficient way to empower the population, and, thereby, guarantee the future of the nation, is by investing in education and skills training of the youth. This is because it is the people of Ghana, Ghanaians like you and I, and especially the youth of today, who are going to build Ghana.

These SHS 3 students, also referred to by some as the 'Akufo-Addo graduates', are the first group of beneficiaries of the Government's Free Senior High School policy to sit the WASSCE exams. 1.2 million children, the highest such enrolment in our nation's history, because of this policy, are currently in senior high schools. Let us pause for a moment to consider what would have happened to the four hundred thousand (400,000) more students, who would have entered Senior High School between 2017 and 2019, without this policy in place.

Here President Akufo-Addo uses persuasive language to emphasize certain words and concepts. Political claptrap as a feature of political jargon can also be discerned in the speech. And as noted under repetition as an instrument of rhetoric, phrases like 'Fellow Ghanaians' and 'Akufo-Addo graduates' were widely used.

The textuality of the speech is reflected in the linguistic and discourse features. The narrative mode is one of how this speech can be examined. The narrative mood offers an opportunity to analyse the various aspects of the speech, from a linguistic and stylistic perspective, ranging from an explanation of the various efforts undertaken by the government, the achievements, the challenges expressing gratitude and sorrow for deaths during the period of the country to various actors and stakeholders.

Two different tenses (past and future) were used for the narrative modes.

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All one thousand, one hundred and sixty-seven (1,167) Senior High Schools in the country have been fumigated and disinfected. Each student, teaching and non-teaching staff, invigilator, and school administrator, numbering some eight

hundred thousand (800,000), will be provided with three (3) pieces of reusable face masks, i.e., two (2) being provided tomorrow, and the third within a fortnight.

Gratitude is reflected in the speech a few times:

I thank, in particular, the Vice Chancellors and other heads of our tertiary institutions for the support and cooperation offered Government toward its success. Indeed, decisions, like those being taken by the leadership of Sunyani Technical University, in the Bono Region, to sanction students, lecturers, and non-teaching staff, who flout the COVID-19 protocols, reinforce the collective determination of the majority of Ghanaians to defeat the virus.

I thank the Ghana National Association of Teachers (GNAT) for their admirable, civic gesture of making available their facility in Ejisu in the Ashanti Region; and the Catholic Bishops Conference for agreeing to the use of their facilities across the country as isolation centres in the fight against COVID-19. These are timely offers, which will ensure that our overall healthcare systems are not unduly burdened and overrun. Such institutions deserve the sincere appreciation of the entire nation, as does the gesture of the Minister for Environment, Science, Technology and Innovation, Prof. Kwabena Frimpong Boateng, who has offered his 70-bed hospital in Toase, in the Ashanti Region, as a COVID-19 treatment centre.

Meanwhile, sorrow is also expressed in the speech while showing the indebtedness of the nation to the health workers.

We continue to be indebted to our health workers, and express sorrow over the deaths of Dr. Harry Owusu Boateng, a paediatrician at the SDA Hospital in Kwadaso, Kumasi, and Sophia Addo, a nurse with the Ghana Manganese Company Hospital in Tarkwa, who both died in the line of duty. May their souls rest in peace. I also urge the media to continue the positive work of public education they have been engaged in, especially, now, as restrictions are being systematically eased.

The President often deploys auxiliaries (have) and modals (will, can, and must) in his speech. For instance, the use of the modal 'must' depicts the line of action he expects the citizens to follow:

It bears repeating that they must all adhere strictly to enhanced personal hygiene and social distancing protocols, regularly wash their hands with soap under running water, refrain from shaking hands, and wear masks to protect themselves and others. These rules apply to all of us.
Each one of us must be part of the fight to stop the spread of the virus.

The auxiliary 'have' and the modal 'will' are also used effectively to express intent and plan of action:

Through the National Food and Buffer Stock Company, enough food supplies have been distributed to all schools. The government is also making available three hundred and fifty (350) buses and eight hundred and forty (840) pickup vehicles to senior high schools that did not receive vehicles in 2016. For the first time in our nation's history, Government will absorb the WASSCE examination fees of the three hundred and thirteen thousand, eight hundred and thirty-seven (313,837) SHS 3 students who will sit for the exam. GH¢75.4 million will be spent on this.

Due to the technical nature of this health condition, there is also the use of medical terms and items to communicate the message which is essentially the fight against the Coronavirus.

All one thousand, one hundred and sixty-seven (1,167) Senior High Schools in the country have been fumigated and disinfected. Each student, teaching and non-teaching staff, invigilator, and school administrator, numbering some eight hundred thousand (800,000), will be provided with three (3) pieces of reusable face masks, i.e., two (2) being provided tomorrow, and the third within a fortnight. Nonetheless, I encourage parents to provide their wards and children with at least one (1) face covering on their way to school. A total of eighteen thousand (18,000) Veronica Buckets, eight hundred thousand (800,000) pieces of two hundred millilitre sanitizers, thirty-six thousand (36,000) rolls of tissue paper, thirty-six thousand (36,000) gallons of liquid soap, and seven thousand, two hundred (7,200) thermometer guns have been distributed.

According to WHO, asymptomatic patients, i.e., those who have tested positive for the virus, but are not exhibiting any symptoms after fourteen (14) days, "are not likely to be infectious, and, therefore, are unlikely to be able to transmit the virus to another person". After three (3) weeks of analysing and studying this update and recommendation, and situating it in the Ghanaian context, in line with the admonition by WHO to the Member States, this new patient discharge/recovery policy has now been adopted by Ghana, as have some countries in the European Union, Singapore, India, Malaysia, Hong Kong, and in Dubai.

Due to the long peak period of the pandemic, several addresses had to be delivered and this called for the use of flashbacks to provide the background and the issues to reflect on.

On Thursday, I held consultations with members of both the Conference of Heads of Assisted Secondary Schools (CHASS) and the Association of Principals of Technical Institutes (APTI), to agree on the modalities for the return of the students. Despite the short notice for the meeting, I was happy to see the impressive turnout of their executives from all parts of the country, and I am grateful for the wholehearted cooperation they pledged to Government.

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Some elements of literature like the aesthetic element were employed where the addresses have a form that gives pleasure orally, visually, and aurally. The pleasure in the addresses is how the President organizes the addresses in terms of language, characters, events, setting, imagery, and sounds.

Fellow Ghanaians, the experts told us right at the beginning of this pandemic that, whether the virus spreads or not, is dependent on our behaviour. Someone put it graphically that the virus has not got feet, and cannot move by itself, and that we, humans, spread it.

President Akufo-Addo can seamlessly move from warnings to pleas in this address. This is a case of a warning to the citizens:

Before I conclude, let me remind all Ghanaians, once again, that the wearing of masks is mandatory. Leaving our homes without a face mask, a face covering, or a face shield is an offence. The Police will conduct random checks in the enforcement of this directive. If you are arrested by the police for defying this directive, your sanction could be severe.

There are also cases of the President pleading with the citizens:

So, please, let us, at all times, wear our masks. I appeal to every one of you to take this as a personal challenge and help rid Ghana of the virus.
Let us remain focused, and adhere to the enhanced hygiene, social distancing, and mask-wearing protocols, that have, and must, become part and parcel of our daily lives for the foreseeable future. We can do it if we work at it.

There were cases of alliteration in the speech with the two examples below depicting the 't' sound and the 'w' sound respectively.
It has been three and a half months since we began our fight to defeat the Coronavirus pandemic in the country. It has, so far, been a coordinated and enhanced response, with tracing, testing, isolating, treating, and the maintenance of the relevant social distancing and hygiene protocols being the weapons we continue to employ to help contain the spread of the virus.

In such an atmosphere, if we do not take care, the virus will continue to spread, which will lead to intolerable pressure on our health facilities and caregivers. Each one of us must be part of the fight to stop the spread of the virus.

Another area that is of much significance in text analysis is the issue of 'Cohesion' which deals with elements like 'connectives', 'argumentation' and 'parallelism' (Simpson, 2010:45). As a literary resource, it explains how all these elements combine to create cohesion in an address. One case in point is the use of anaphora.

Even though, we now have a better understanding of the dynamism of the virus in our country; even though the majority of people who contract the virus do not show any symptoms at all; and even though Ghanaians are not dying in the hundreds and thousands that were originally anticipated, we cannot afford to be complacent, and let our guard down.

The use of 'civil religion' as a rhetorical instrument is reflected a lot in presidential addresses and Ronald Reagan is well known for his employment of 'civil religious symbols and themes' (Cart, 2014 p25). President Akufo-Addo is also associated with the use of Biblical allusions/civil religion.

May God bless us all, and our homeland Ghana, and make her great and strong.
The affective element in the address also arouses our emotions because of the way the issues have been articulated whether in terms of meeting the aspirations of the country when it comes to education or the cases of stigmatization.

Without an educated populace, it will be difficult to transition from the status of a developing to a developed nation. Summing it up, that most noble Ghanaian, James Kwegyir Aggrey, said, a hundred years ago, and I quote, "I want all my people, my country women and men to be educated ..., and thus render Africa indispensable in intellectual, spiritual and commercial products of the world."

As of Saturday, 20th June, the total number of positives, cumulatively, stands at fourteen thousand, and one hundred and fifty-four (14,154), out of the two hundred and seventy thousand, three hundred (270,300) tests conducted. Under the revised policy, five thousand, nine hundred and twenty-five (5,925) persons have recovered and been discharged. This brings the total number of recoveries to ten thousand, four hundred and seventy-three (10,473). The number of active cases is, thus, three thousand, five hundred and ninety-six (3,596). In our hospitals and isolation centres, we currently have twenty-four (24) persons severely ill, six (6) persons critically ill, with four (4) persons on ventilators. Eighty-five (85) persons have, regrettably, died.

CONCLUSION

Texts normally evolve from linguistics and include in some cases, an analysis of the sound patterns in speech and a grammatical examination of simple and complex sentences and also phrases (Fairclough 2003, van Dijk 1998). They also showcase examples of the semantic analysis of words and meaning relations among words which include metaphors, semantics, argumentative, narrative, and also cognitive frames. This research investigated the social context in Ghana which was created by the pandemic and the extent to which President Akufo-Addo was able to use speech to manage this health emergency.

Textual analysis of this address offers descriptive data and is useful for explaining the context and the text in terms of its description and interpretation of the speech. In terms of linguistics, we can identify imagery, and repetition in the communication of the

COVID–19 management message. The three appeals of Aristotle can also be discerned in the address: first of all, ethos, as it relates to the credibility and authority of the rhetor and the instances of pathos which deal with the emotional dimensions as reflected in aspirations like the protection of the citizenry and the appreciation of the efforts of individuals, institutions, development partners and professionals from the medical, security and the media, are highlighted. Finally, logos, which is founded on logic, the last Aristotelian appeal is also employed through the use of science to state the position of the government to back the positions of the government.

Windsor's (2013) study on the effect of disasters on governance and in global terms for the various national populations, showed that, although the instrument of both the 'unity effect' and 'sense-making' as themes are deployed, other pronouns like 'they' or 'I' which express distance in psychological terms, 'Blame, Deflection and Insulation' in association with negatively charged words all show how speeches are delivered in countries which are not 'Deliberative Democracies'.

The opening and closing of the speech also reflect the rhetorical style of the President, including the use of signposts, the conversational style (use of 'we' and 'I'), and not attempt to exclude any section of the citizenry, across age, political party, ethnic groups, professionals, students/workers, and other demographic groupings.

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