

Chapter One

Introduction

1.1 Background to the Study

Kidnapping has become a critical challenge in Nigeria, often targeting people for ransom, or setting scores of disagreement among people. It is currently among the vices that are disrupting the peace of the country as its grip extends to everyone¹; it does not only threaten physical safety but also disrupts socio-economic stability and undermines national development¹. News outlets, especially the newspaper, play a significant role in shaping the public opinion and influencing national conversation on threatening issue. Newspapers use editorials to share their opinions on important topics. They are not just reporting facts; they try to convince readers to agree with their point of view by using persuasive language and arguments. Understanding the rhetorical strategies employed in editorials on kidnapping is essential, as it sheds light on how newspapers construct meanings around the crisis, project ideological positions, and influence readers' attitudes and policy debates.

Editorials express the ideological outlook of a news organization, try to make sense of current events for their reading public, and advise the authorities. Editorials are also a form of public discourse, which reproduce existent opinions, values, ideologies, and power structures². To study media is to study society. However, media are not just passive agents; they also have an active role, and shape perspectives, making them independent sources of opinion.

Editorials are forums for the articulation of multiple ideas, promoting public debate on important issues². Editorials can be defined as the space in which newspapers voice their opinions about the most pressing issues facing the country. Their role is to persuade readers

and the government, in particular, to not only understand a particular viewpoint, but to also make that view a reality.

Additionally, editorials are written by an unnamed team of editors. In spite of having multiple writers, the paper usually holds consistent views about particular topics. Therefore, the reader can expect the newspaper's stance on a variety of subjects such as terrorism, religion, or the government. Editorials are very rich in language, context and rhetoric. These make it a useful source of data for linguists. The following section presents some of the studies that have been carried out in editorials from different perspectives.

Editorials are public, mass communicated types of opinion discourse by definition. Editorials are not only found in newspapers, they are also found in magazines, periodicals, journals, among others. Editorials are probably the widest circulated opinion discourses of society, whether or not, all readers of the newspaper read them daily³. It is important to also note the fact that editorial opinion is generally institutional, and not personal. Even when written by a single editor, editorials count as the opinion of the newspapers⁴. This means that they will generally be shared among several editors, or between editors and management, or between editors and other social groups they belong to. Therefore, whatever specific opinions, about specific events being formulated, they will tend to be derived from social representations, rather than from the personal experiences or opinions of an editor⁵.

The socio-cognitive foundation of editorials also shows in their structures: First person pronouns and stories about personal experiences will be quite rare in them. On the contrary, editorials are impersonal, focus on public (news) events, and support general (social, economic, cultural or political) opinions, usually shared by other elites⁶. Also other elements of style will mark this institutional, public, more or less formal properties of the context, e.g., in the selection of lexical items, syntactic structures and modes of argumentation⁷.

An Editorial, by way of definition, is a corporate voice or position of a media organization on any given issue of public interest⁸. The editorial is also known as the leader. The two synonymous terms are the “opinion of the newspaper simply written for the understanding of readers, leading them to take decisions on the issues being discussed. Throwing more light on the issue of editorial or leader, it is described as the explanatory texts, the opinions of the newspaper on any topic. Furthermore, it is also defined as a comment or an argument in support of a particular policy, an action, or an idea whether expressed or latent. It can be an argument exhibiting the logical reasoning of the newspaper using the thoughts of the proprietor to persuade the readers (audience) to kick against an idea, policy or action based on facts available⁹.

Editorials are unsigned opinion pieces that represent the institutional stance of a media organization on significant public issues. They serve a dual role by guiding readers' interpretations of key topics while shaping the public image and credibility of the news outlet. Written by experienced professionals familiar with the organization's historical positions, editorials emphasize selected perspectives and actors, ensuring coherence over time. Their production follows journalistic values similar to newsworthiness, influenced by editorial priorities, political pressures, and professional standards¹⁰. From the definitions so far examined, it is clear that an editorial is based on expression or corporate opinion. It interprets issues from a deeper perspective and entertains the average reader with its substance and depth of analysis. A good editorial must be plain and unambiguous, always be exact, be rich in human interest, be catchy and attention-arresting, be original in tone and substance, be well-researched, and be based on concrete facts, not speculations. This is closely connected to media discourse, which refers to the way information is communicated and structured across various media platforms, including traditional and digital formats. In the online environment, media discourse is characterized by efficiency (rapid information updates), concentration

(multiple news items presented on a single platform), and a versatile perspective (access to diverse viewpoints on any topic). It exists within the broader concept of virtual discourse, which encompasses all texts within digital communication spaces. This includes electronic and digital discourses that extend beyond the internet to incorporate offline media formats, shaping public perception and discourse generation¹¹.

Media discourse plays a crucial role in shaping public attitudes and social behaviour, particularly regarding migration. While it reflects existing societal narratives, it also reinforces and reproduces dominant discourses, often influenced by political biases. Right-leaning media tend to portray migrants negatively, framing migration as a problem rather than an opportunity, which can shape public perception and even influence voting behaviour. The media's role in the mediatization of political matters further normalizes simplistic and often radical perspectives, reducing diversity in discourse and policy options. A more balanced media discourse, incorporating nuance, multiple perspectives, and empathetic portrayals—could foster a well-informed public and contribute to policies that emphasize the benefits of migration rather than reinforcing stereotypes¹².

It is argued that the traditional speaker-listener model is insufficient for all forms of talk¹³. Media discourse may seem to fit this model, such as a newscaster (speaker) and an audience (listener). More straightforward examples include mediated interactions like radio call-ins or TV chat shows where speaker and listener roles alternate, such as a caller or guest with an issue who sometimes speaks and sometimes listens, as does the presenter. However, even a brief analysis reveals the inadequacy of the traditional dyadic model for media discourse. Media discourse is an institutionalized form of talk. While it shares similarities with casual conversation, it occurs under very different conditions. Casual conversation is not typically broadcast to the public, recorded, archived, or facilitated by a presenter to manage the

conversation and topics. Media discourse, particularly in editorials, serves as a strategic platform where rhetorical techniques are deliberately employed to influence public opinion, frame ideological perspectives, and establish the authority of the publication. In this regard, the language employed by journalists becomes more than a mere tool for communication; it operates as a powerful force that shapes perception, influences opinions, and molds public discourse. Language in journalism extends beyond the simple conveyance of facts, as it carries tone and emotion that can subtly or overtly shape the reader's understanding and interpretation of events. A well-placed adjective or an emotive description can evoke empathy, concern, or urgency. Understanding how tone and emotion are woven into news language is essential for readers to critically analyze the intended impact of the information.

Despite efforts towards objectivity, bias can seep into journalistic language. Recognizing and understanding bias whether explicit or implicit is vital for media consumers. Language choices, quotes selected, and the framing of issues can all reflect underlying perspectives. A critical eye helps readers examine news content, discerning between fact and interpretation¹⁴. In the fast-paced world of disseminating information, language takes the center stage. The urgency to disseminate information quickly can sometimes lead to imprecise language, incomplete details, or speculative elements. Media literacy becomes paramount in discerning the nuances of breaking news language and differentiating between verified facts and initial reports.

The way language is used can reveal biases and framing techniques. Editorials might frame kidnap cases in a certain light, highlighting specific aspects while downplaying others. By studying the language, you can identify these biases and understand how they shape public perception. The choice of words and tone can significantly influence public opinion. Editorials aim to persuade readers to adopt a particular viewpoint, and the language used is a

key tool in achieving this. The process of editorial writing reflects this persuasive purpose, beginning with editors gathering to discuss current events and issues that are both relevant and newsworthy. During these meetings, they brainstorm topics that would resonate with their audience and determine the stance the editorial board will take. Once a topic is selected, the editors and writers proceed to conduct thorough research in order to support their position with credible evidence and well-grounded arguments. This involves gathering data, statistics, expert opinions, and other relevant information to ensure the editorial is well-informed and accurate¹⁴.

An assigned writer or a team of writers drafts the editorial. which includes, Introduction (Presenting the issue and the editorial stance). Then the Body which has to do with detailed arguments supporting the stance, with evidence and examples, followed by the counterarguments (addressing and refuting opposing views), and the conclusion(Summarizing the main points and reinforcing the editorial stance).

The draft is then reviewed by other editors. They check for clarity, coherence, and logical flow. They also ensure that the editorial aligns with the newspaper's values and editorial stance. Revisions are made based on feedback. The final draft is reviewed by the editor-in-chief or senior editorial staff for final approval. They may make additional changes or request further revisions. Once approved, the editorial is published in the newspaper. It may appear in print, online, or both. The editorial is usually placed in a prominent section to ensure it reaches a wide audience. Its effectiveness, however, lies not only in its visibility but also in the rhetorical strategies employed in its construction. Rhetoric, understood as the faculty of discovering in any particular case all of the available means of persuasion, provides the foundation for this process. A rhetorical strategy therefore evaluates how well a spoken or written work accomplishes its purpose by examining the techniques the creator uses to

persuade. Any act of communication that is intended to alter someone's perspective can be rhetorically analyzed, including speeches, advertisements, news articles, opinion pieces, social media posts, works of art, songs and music videos, films, informational pamphlets, and academic texts¹⁵.

Language helps to evoke emotions, which is a powerful rhetorical strategy. In the context of kidnap cases, the use of emotive language can generate empathy, anger, or urgency, compelling readers to take the issue seriously and possibly take action. A rhetorical strategy is a technique that increases the persuasiveness of a piece of writing. A rhetorical device, in this sense, is employed to make the audience more receptive through emotional appeal while also providing rational arguments for a particular course of action. The effectiveness of rhetorical devices can be observed through their categorization into three broad groups: those involving emphasis, association, clarification, and focus; those involving physical organization, transition, and disposition or arrangement; and those involving decoration and variety.

Aristotle's definition of rhetoric provides a starting point for understanding how rhetoric has been defined: the art of discovering all the available means of persuasion. For the ancient Greeks, rhetoric was the use of logos or logical argument, ethos or speaker credibility, and pathos or emotional argument to construct a persuasive argument. Rhetoric essentially was the art of discourse, of systematically and artfully thinking through the five canons of rhetoric: invention, organization, style, delivery, and memory¹⁶.

Kidnapping is a severe security challenge characterized by the abduction of individuals for ransom, political leverage, or other criminal motives. It reflects the state's fragility and failure to uphold the Social Contract by ensuring citizens' safety. Once perceived as a crime targeting the wealthy, kidnapping has spread across all social classes, posing existential threats to national stability, human lives, and economic security. While prevalent in countries with weak

security institutions, kidnapping is a global issue affecting nations across Africa, Asia, and beyond, making it a pressing concern for governments and societies worldwide¹⁷.

Today, kidnapping is among the vices that are currently plaguing Nigeria's peace and stability. It has become even a sort of political terrorism aimed at clamping down on dissenting groups¹⁷. Criminologists see it as terrorism or a political crime which emphasizes violence as a mechanism to promote change. Today, the concept has assumed different forms which range from revolutionary, state-sponsored, political to nationalistic terrorism. Though each may not be neatly demarcated from the other, some regard it as a criminal act whereas others see it as a violent political activity the purpose which is to achieve a set goal - systemic change¹⁸.

Kidnapping is difficult to define with precision because it varies from state to state and jurisdiction to jurisdiction. It is a forceful seizure. Taking away and unlawful detention of a person against his/her will¹⁸. Accordingly, it is a common law offense and the key part is that it is an unwanted act on the part of the victim. It is a restriction of someone else's liberty which violates the provision of freedom of movement as enshrined in the constitution of the Federal Republic of Nigeria, where every other law takes its cue from¹⁹. For this reason, it is seen as a serious offence.

Nigeria remains one of the most affected nations, where crime is driven by financial incentives and weak enforcement of existing laws. The widespread nature of abductions impacts all regions, creating fear and instability while diverting critical resources from national development. Scholars emphasize that the persistence of kidnapping in Nigeria undermines social structures and economic progress, necessitating urgent policy interventions such as improved security strategies, technological advancements, and better law enforcement to curb this menace¹⁹.

Kidnapping poses more significant existential threats to national security with weightier consequences of losing human lives and financial ruins. Until recently. Scholars did not pay much attention to divulging its effects while explaining the security challenges of African countries. Though there have undoubtedly been countless incidents reported in the media, more recently, kidnapping has become a lucrative political economy venture involving several actors¹⁹.

Previously, studies have shown that kidnapping activities feature commonly in war-torn countries²⁰. Countries with weak security institutions, mainly in Africa and Asia, experience kidnapping, which is a sign that they cannot keep to the terms of the social contract between the states and their citizens. This does not translate into making kidnapping a purely African affair since other countries outside Africa equally have their share of it.

Kidnapping remains a major threat to Nigeria's security, stability, and development, exacerbated by weak policing, violent conflicts, corruption, poverty, and economic hardship²⁰. Criminal networks exploit under-policed areas to abduct vulnerable individuals, deepening insecurity across the country. Despite this crisis, the Nigerian government has employed negotiation and protection strategies, often relying on ransom payments as a means to suppress kidnapping. However, this approach raises concerns about encouraging further abductions, as ransom payments may serve as an incentive for criminal groups. The dilemma of whether to negotiate with kidnappers or take a firm stance against ransom payments continues to challenge policymakers, highlighting the need for more sustainable and proactive security measures to curb the menace of kidnapping in Nigeria²¹.

Kidnapping has now become a generic word both in public and private discussion going by its prevalence in the country. Literarily, the word, which has become notorious, putrid and nauseating in the ears of virtually everyone is derived from "kid" meaning; child and "nab"

which means; to snatch²². It is pointed out that kidnapping now appears to be an emerging concern in Nigeria though it is not a new phenomenon²². It is as old as the word itself. But the motive may vary from country to country. Since 1673, the unfriendly word has been used to refer to the practice of stealing of children for use as servants or labourers in the American colonies²³. So it has come to mean any illegal capture or detention of a person or people against their will, regardless of age. The kidnappers, who can be very erratic, have been found to engage in the criminality for several complex motives ranging from unemployment, idleness, vengeance, rituals, monetary gains and political reasons.

The history of kidnapping dates back centuries and has evolved from ancient warfare practices to modern-day criminal enterprises. In biblical times, the story of Joseph being abducted and sold by his brothers exemplifies early instances of kidnapping. In 17th-century England, children were frequently kidnapped and sold into slavery, often as a display of power and dominance²⁴. The crime gained further prominence during the Roman Empire, leading Emperor Constantine (AD 315) to impose the death penalty as a deterrent. In Africa, kidnapping became widespread during colonization when European powers, including the Portuguese, French, and English, forcibly abducted millions of Africans for the transatlantic slave trade. In Nigeria, the history of kidnapping is closely tied to the Niger Delta, where it was initially linked to the transatlantic slave trade and later resurfaced as a form of resistance against economic exploitation by multinational corporations. Today, the legacy of kidnapping persists, fuelled by insecurity, weak governance, and economic hardship²⁵.

The first act of kidnapping in Nigeria started in 2006 when the militants of the Niger Delta protested the inequality in the region²⁵. According to the militants, Nigeria is built at the expense of the region which serves as the cash cow for the whole country. The action which

started from the kidnapping of government expatriates has moved to men of God and their children, Nigerian politicians and their children, and religious leaders²⁶.

It is pointed out that a total of 512 kidnapping was reported in 2014, up from 353 for all of 2008. Virtually, all of the kidnappings in 2014 occurred in the south-east and Niger Delta regions, which harbour the Africa's biggest oil and gas industry. Most of the hostages are released unharmed after payment of ransom. South-Eastern Nigeria (Abia State) in particular had most incidents with 110 people taken hostage; all of them have been released while police have arrested 70 suspects in connection with the kidnapping. Gangs have taken advantage of the breakdown in law and order to target any high profile expatriate or Nigerian that could provide them with a large ransom²⁷.

Kidnapping was not a prevalent crime in Nigeria before 2014 because it was mostly committed against foreigners and oil workers in the southern part of the country²⁸. As it progressed to northern Nigeria, the actors involved grew, and many authors could not identify and separate between the different actors involved. With this, internal rivalries between gangs and factions have created a multi-layered environment in which kidnappings are carried out in various ways, most notably the violence that underlies it²⁹. Therefore, kidnapping appears in three styles in Nigeria: violent, nonviolent, and gendered kidnapping.

Violent kidnapping is often associated with violence perpetrated by various criminal gangs, with victims suffering physical violence, torture, and death to force families to make available the ransom demanded. Victims are occasionally injured and sometimes get killed during the process²⁹. while, nonviolent kidnapping is that which involves no physical harm or death of victims. This type mostly happened in the Niger Delta region, where oil expatriates were essentially the victims²⁹. There are, however, some cases that involve politicians and government agents. Victims in this category are sometimes released within a few hours, days,

or weeks of abduction. Gendered kidnapping refers to the abduction of individuals based on their gender, often involving distinct motivations and consequences. In Nigeria, this phenomenon has been exemplified by the Chibok and Dapchi abductions, where Boko Haram specifically targeted girls for exploitation, including forced marriages and sexual slavery³⁰. Unlike the Niger Delta militants, who primarily kidnapped expatriates for ransom, Boko Haram's tactics blur the lines between terrorism and organized crime. Additionally, women are not only victims but also agents of kidnapping, sometimes coerced into becoming suicide bombers or assisting male terrorists. Gendered kidnapping thrives in fragile states where militant groups exploit governance gaps, using abduction as a tool for recruitment, coercion, and ideological propagation³⁰. This phenomenon is deeply tied to the broader problem of insecurities in Nigeria.

Nigeria has been grappling with escalating insecurity, manifesting in insurgency, terrorism, banditry, ethnic violence, and mass abductions, posing significant threats to human, economic, and political stability³¹. This crisis is part of a broader wave of insecurity affecting West Africa, with countries like Mali, Chad, and Niger experiencing similar turmoil³¹. In Nigeria, it is noted that “the past fifteen years have seen the emergence of more complex security challenges fuelled by factors such as social inequality, bad governance, corruption, and weak institutions. In response, various security measures, including community policing and joint security task forces, have been deployed, though challenges persist. Addressing insecurity requires a holistic approach that strengthens governance, fosters development, and enhances cooperation between security forces and local communities³².”

The South-West of Nigeria is plagued by a surge in cybercrime, armed robbery, kidnapping, domestic crime, extrajudicial killings, herder-farmer conflicts, ritual killings, and banditry. The South-East is a haven for ritual killings, commercial crime, secessionist agitation,

kidnapping, herder-farmer clashes, attacks by unknown gunmen, and banditry. The South-South remains threatened by militancy, kidnapping, and environmental agitation³³. The North-East has been prone to a humanitarian crisis lasting over a decade and caused by the Boko Haram insurgency and the Islamic State in West Africa Province. Meanwhile, the North-West is enmeshed in illegal mining, ethno - religious killings, and banditry³³. These conditions create fertile ground for terrorism, which is a sort of violence that uses a one-sided violent approach against civilians. It also engages uneven violent confrontation against a stronger adversary, which could be a state or a group of states³⁴. Terrorism can be defined as the deliberate use of violence, fear, and intimidation—often by non-state actors—to achieve political, ideological, or religious objectives. It targets civilians and non-combatants, creating psychological and social trauma beyond the immediate victims. The 9/11 attacks exemplify modern terrorism, marked by unprecedented destruction, mass casualties, and long-term psychological distress. Unlike conventional warfare, terrorism operates outside traditional state conflicts, leveraging fear to influence political decisions, destabilize societies, and provoke responses that further its agenda³⁵.

1.2 Statement of the Problem

Editorials have been examined by various scholars from multiple perspectives, reflecting the diverse approaches to discourse analysis in media studies. Some studies have focused on the discourse strategies employed in the representation of ‘self’ and ‘other’ by editorials in two Nigerian newspapers concerning the country’s security challenges, drawing insights from Van Dijk’s socio-cognitive model of Critical Discourse Analysis³⁶. Others have explored thematic choices in Nigerian media editorials on terrorism, analyzing how newspapers either revealed or obscured security incidents across different regions through their selection of themes³⁷. In similar vein, Another study examined the generic integrity of newspaper editorials through the

lens of Systemic Functional Linguistics, focusing on distinctive rhetorical features and proposing a prototypical pattern for editorial development³⁸. Despite these contributions, a significant gap exists in the literature concerning the rhetorical strategies employed in editorials addressing the issue of kidnapping, in selected editorials in *The Nigerian Tribune*, *Daily Trust*, and *The Punch*. This study seeks to fill that gap through a critical examination of the rhetorical strategies used in editorials on kidnapping, investigating how media discourse constructs and communicates this pressing social concern.

1.3 Aim and Objectives of the Study

The aim of this study is to investigate the rhetorical strategies used in editorials on kidnapping in “The Nigerians Tribune, Daily Trust and The Punch”. The specific objectives are to:

- a) identify and categorise the rhetorical strategies used in the selected editorials on kidnapping written by The Nigerians Tribune, Daily Trust and The Punch;
- b) analyse the rhetorical strategies as used in the editorials; and
- c) compare the use of rhetorical strategies in editorials on kidnapping, across the selected Nigerian Newspapers.

1.4 Research Questions

The following are the research questions for this study:

- 1) Which rhetorical strategies are deployed in the selected editorials on kidnapping published by *The Nigerian Tribune*, *Daily Trust*, and *The Punch* and in what categories do they belong?
- 2) How do the identified rhetorical strategies function within the context of editorials on kidnapping in Nigerian newspapers?

3) How do the rhetorical strategies used in editorials on kidnapping compare across different Nigerian newspapers?

1.5 Significance of the Study

Editorials are powerful tools in shaping public opinion and influencing societal attitudes. They express the newspaper's opinion on current events, policies, or social issues. They aim to persuade readers, provoke thoughts, and stimulate public debates. By examining the rhetorical strategies used in these editorials, the study reveals how media outlets frame the issue of kidnappings, which can affect public perception and policy-making. This study also helps readers develop critical media literacy skills by identifying and understanding the rhetorical techniques used in editorials. This awareness can empower readers to critically evaluate the messages presented by the media and recognize any biases or persuasive tactics. The study adds to the existing body of knowledge in the fields of communication, journalism, and rhetoric. It provides insights into the specific strategies employed by Nigerian newspapers when discussing a critical social issue, thereby enriching the academic discourse on media studies and rhetoric.

1.6 Scope of the Study

The study covers four editorials on kidnapping written by three different Nigerian newspapers: *The Nigerian Tribune*, *Daily Trust*, and *The Punch* between November 2022 and February 2024. Two from *The Punch* and one from the other newspapers respectively. The study focuses mainly on the aspect of rhetorical strategies. The editorials are selected from the newspapers based on the number of editorials on kidnap cases written between the chosen periods (November 2022 - February 2024). Two editorials were published by “The Punch”, while the other newspapers published just one within the selected period of time.

1.7 Limitations of the Study

This research does not pretend to be a complete study of editorials or media discourse. Indeed, it has merely touched on the fringes of media discourse. This limitation could arise from the inherent variability in editorial styles, perspectives, and priorities across different newspapers, regions, or editorial boards within the country. As a result, the study's findings may not fully capture the diversity of rhetorical strategies employed in editorials on kidnapping nationwide, limiting the extent to which the conclusions can be extrapolated to the entire media landscape in Nigeria. However...

1.8 Operational Definition of Terms

Editorials: a newspaper article expressing the editor's opinion on an issues

Kidnapping: the action of abducting someone and holding them captive.

Media discourse: the way information is communicated and structured across various media platforms, including traditional and digital formats.

Rhetorical strategies: techniques used in communication, both spoken and written, to convey meaning, persuade, and evoke emotions in an audience.

Endnotes

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Chapter Two

Literature Review

Introduction

This chapter provides a comprehensive review of the relevant literature to this study. The chapter is structured into four main sections: conceptual review, theoretical review, empirical review, and conceptual framework. The conceptual review section explores the key concepts and terminologies that underpin the study, including an in-depth examination of editorial, rhetorical strategies, kidnapping and media discourse. This section aims to establish a clear understanding of the fundamental ideas that form the basis of the research. The theoretical review explores various theories that inform the study of rhetorical strategies in media texts. It includes a discussion of socio-cognitive theory, sociocultural theory, and other relevant theoretical perspectives that provide a framework for analyzing the use of rhetoric in editorials. The empirical review examines previous studies and research findings related to the use of rhetorical strategies in media discourse, particularly in the context of Nigerian newspapers. This section also emphasizes the methodologies, findings, and conclusions of existing research, identifying gaps and areas for further investigation. The theoretical framework outlines the specific theories and models that will guide the analysis of rhetorical strategies in the selected editorials. This framework serves as the foundation for the research methodology and analysis, ensuring a systematic and coherent approach to the study. Thus, this chapter sets the stage for the subsequent analysis and discussion of rhetorical strategies in editorials on kidnapping in selected Nigerian newspapers, providing a solid foundation for the research.

2.1 Conceptual Framework

2.1.1 Editorials

Editorials convey the ideological perspective of a news organization, interpret current events for their audience, and offer guidance to authorities. They serve as a form of public discourse, reflecting existing opinions, values, ideologies, and power structures¹. Editorials act as platforms for the expression of multiple ideas, encouraging public debate on significant issues¹. They can be described as spaces where newspapers share their views on the most critical issues facing the nation. Their purpose is to persuade readers and, particularly, the government to not only understand a specific viewpoint but also to adopt it. Editorials are written by an anonymous team of editors. Despite having multiple contributors, newspapers typically maintain consistent views on various topics. Consequently, readers can anticipate the newspaper's stance on issues like terrorism, religion, or government. Editorials are rich in language, context, and rhetoric, making them valuable sources of data for linguists. The following section will present some studies conducted on editorials from different perspectives.

Editorials represent the official voice of a newspaper². Journalists and editors generally aim to report events in a balanced, fair, and factual manner. However, editorial writers often incorporate their own views and their organization's culture into their pieces. Editorials can express opinions freely, as long as they align with the institution's guidelines. Over time, these editorials can shape readers' perspectives on various issues. Opinion page allows editors to openly express their thoughts. Editorials are known for being rich in stance, reflecting the newspaper's ideology to both journalism circles and the public. It refers to the writer's textual voice or community recognized personality².

The rhetorical analysis of editorials has been conducted by focusing on the schematic structures of the editorials. These studies have been conducted in line with genre analysis. The schematic structure of a genre is the typical form of that type of writing. It is referred as the prototype and as the generic integrity of newspaper editorials. For newspaper editorials as a genre, studies have established their schematic structure^{3,4}. These studies have established the fact that newspaper editorials have three main schematic structures. The first is the introduction of a newspaper editorial which generally provides a summary of a topic. The second structure provides a detailed evaluation of the topic and the last structure provides a recommendation³.

Editorials are structured into the lead (L), the follow (F) and the valuate (V). These three are referred to as the triad. This refers to this move as the lead, which introduces the topic to be evaluated⁴. Newspaper editorials are put into four parts as describing the situation, identifying and describing the problem, proposing a solution to the problem and evaluating the proposed solution. The first and the second moves (describing the situation, and identifying and describing the problem) could be merged to form the first structure. This indicates that generally, newspaper editorials have three schematic structures. With the stratification of editorials into three, the first part performs the function of presenting an issue. It is referred to as describing the situation⁵. It is establishing a common ground⁶. It is referred to as summarizing the event. In the first structure of an editorial, there is an issue, an event or a topic that is presented and there is an indication that in the presentation of the topic, it is described briefly by way of summarizing to give the reader a fair idea about the topic. This is done to let the reader know the topic that the editorial writer would discuss. The second part of the editorial, referred to as the Follow, provides a description of the event or topic introduced in the first part of the editorial. This section of the editorial forms the body where the event is discussed in detail. This part of the editorial has several sub-moves in dealing with

the event under discussion. The third and the last major section or structure closes the topic under discussion as the closure, it is realized in various styles as giving recommendations or advice or warning⁷. It may also propose a solution to the issues discussed or offer a suggestion.

Studies on the analysis of newspaper editorials have confirmed that universally, editorials have similar conventional structure but tend to differ in various ways across cultures^{7,8}. Some of the ways editorials vary include differences in the social functions that they seem to perform, differences in their use across cultures, and differences in the rhetorical strategies used. The ways editorials introduce a topic also vary across cultures⁸. For example, it has been reported that German editorials put their argument point first more often than English editorials⁸.

Studies on intercultural rhetoric have explored differences in rhetorical structures across cultures, attributing variations to socio-cultural and socio-political values. Research comparing editorials from different countries has highlighted distinct rhetorical strategies, revealing disparities in schematic structure and persuasive style. Some studies have examined how editorials from various newspapers reflect rhetorical preferences influenced by their social contexts. It has also been emphasized that recognizing preferred textual patterns is not only beneficial for teaching writing but also crucial for understanding how societal values are reflected in newspaper editorials⁹.

2.1.2 Rhetorical Strategies

Rhetoric is fundamentally the art of persuasion, aimed at finding effective means to influence an audience in any given situation. It is closely linked to persuasion itself and serves as a counterpart to dialectic, differing in that it lacks a distinct subject matter of its own while playing a crucial role across various disciplines. Despite not being substantive in itself,

rhetoric carries significant content and contributes to multiple fields. As a result, scholars have explored rhetorical strategies through various theories and perspectives to better understand its role in communication and argumentation¹⁰.

Aristotle's rhetorical tactics involve the deliberate use of three persuasive techniques ethos, pathos, and logos which are skillfully organized and articulated within a speech or written composition. Ethos emphasizes the speaker's credibility and good character, Ethos in rhetoric is defined as "the role of the writer (speaker) in the argument and how credible his/her argument is" ("Rhetorical Triangle"). This definition can be further explicated as referring to how knowledgeable or wise the speaker is about their argument as well as how reputable the individual is morally in the eyes of their audience. Aristotle called this "persuasion through character," as ethos primarily explores the characteristics of the speaker. Etiquette is also a factor in developing an effective ethos. This includes proper use of tone, word choice, and respect for the views of the audience. Pathos focuses on evoking the right emotions in the audience To utilize pathos in one's rhetoric means to appeal to the audience's values and beliefs such that they are more likely to be emotionally swayed to favor the speaker's argument. The goal when using pathos in rhetoric is to bring the audience into an emotional state in which they are more likely to hear out the speaker's ideas and thus be more likely to consider the validity of said ideas. A speaker should understand the values and beliefs of their audience so as to avoid unintended offense or wrongful assumptions and to have adequate knowledge of their audience in order to present their argument in a manner listeners will find agreeable and worth supporting. Aristotle noted that human beings do, in fact, impart judgement differently depending on their emotional state. Consequently, it is in the speaker's interest to design their speech so as to spark the appropriate emotional response from their listeners. And logos relies on logically reasoned arguments to persuade. Rather than being merely a translation of "logic," logos refers to the content of an argument and its organization.

Forming meaningful connections between facts, supporting claims through factual evidence and statistics, and even the use of historical or literal analogies to create logical connections between ideas are all elements of logos (St. Louis). Where its two counterparts, ethos and pathos, relate to the human qualities of the speaker and audience, logos refers primarily to the characteristics of the argument itself in both its formal structure and presentation.

Numerous studies have applied these three models of persuasion as rhetorical strategies to analyze various discourses and speeches¹¹. For instance, the application of rhetorical strategies by supporters of social procurement in Sweden and revealed the use of various rhetorical strategies, including ethos, logos, pathos, and arguments, to persuade and appeal to potential supporters' emotions. The study provided an overview of various types of rhetorical arguments for those aiming to engage in social procurement¹². A recent study used Aristotle's pathos, ethos, and logos approach to investigate whether CEOs employed rhetorical strategies and the impact of these strategies on CSP¹³. Another study described rhetorical strategies as mechanisms that organize language to shape people's understanding of technologies and managerial practices¹⁴.

Rhetorical strategies play a crucial role in helping organizational actors negotiate and transform policies. One framework for analyzing these strategies is Fairclough's typology, which categorizes rhetorical approaches into five types: openness, which involves accepting differences; polemic, which emphasises conflicts through meaning, norms, and power; resolution, which focuses on resolving differences; bracketing, which sets aside differences to emphasize commonalities; and normalization, which fosters consensus by overcoming differences and aligning with shared norms¹⁵. Another model used to explain rhetorical strategies is the Create a Research Space (CARS) model, which consists of three key moves: establishing a territory by outlining existing knowledge, establishing a niche by identifying

knowledge gaps, and occupying the niche by demonstrating the relevance of a study. A "move" in this context refers to a discourse or rhetorical unit that serves a coherent communicative function in written or spoken discourse. Additionally, various studies have examined rhetorical strategies through phonological, lexical, and grammatical lenses, while others have explored how euphemisms and dysphemisms function as strategic rhetorical tools in political media discourse¹⁶.

In conclusion, these prior studies expanded the scope and boundaries of rhetorical strategies, with the current study considering that rhetorical strategies encompass all linguistic rhetorical devices to achieve communicative goals. Many previous studies analysed discourse using Aristotle's rhetorical strategies (i.e., pathos, ethos, and logos) but did not specifically address which rhetorical devices achieve these strategies. Aristotle taught that a speaker's ability to persuade an audience is based on how well the speaker appeals to that audience in three different areas: logos, ethos, and pathos. Together, these appeals form what later rhetoricians have called the rhetorical triangle.

Rhetorical devices and strategies encompass various techniques used to effectively communicate and persuade an audience. These tools include devices like metaphors, similes, analogies, and hyperbole, which add depth and imagery to the message. Additionally, strategies such as ethos, pathos, and logos help establish credibility, evoke emotions, and appeal to logic, respectively. Rhetorical devices and strategies enable speakers and writers to craft compelling arguments, engage audience, and influence their perspectives effectively.

2.1.3 Kidnapping

The term Kidnapping consists of two words, kid and napping. Kid means a child or a minor while napping means to take away. Thus, kidnapping means to take away a child. In India, the term kidnapping is used only for minors, but in English law it is used to refer to kidnapping of both adults and minors¹⁷. Kidnapping is done for various reasons such as for ransom, or as a way to allow someone or themselves to escape or for terrorising people or forcing a person or third party to accept their demands, usually for money or for letting a prisoner escape. Sometimes kidnappings are done for changing or dominating political decisions. Kidnapping has become a menace and one of the security challenges in Nigeria. It is an illicit practice in which human beings are forcefully abducted to an unknown destination for the purpose of payment of ransom by relatives. The scourge of kidnapping in Nigeria has escalated into a grave social and security crisis, affecting various regions across the nation. This alarming trend has not only instilled widespread fear among the populace but also disrupted the socio-economic stability of the country¹⁸. Kidnapping incidents, often carried out for ransom, have devastating effects on victims and their families, leading to severe psychological trauma and financial burdens.

In 2014, Chibok Schoolgirls kidnap case is one of the most infamous cases which involved the abduction of 276 schoolgirls from their school in Chibok, Borno State, by the terrorist group known as Boko Haram. This incident drew global attention and led to the #Bring Back Our Girls campaign. While some girls have been rescued or escaped, many remain in captive.

Dapchi Schoolgirls kidnap case is also another high-profile kidnapping case which occurred when Boko Haram militants abducted 110 schoolgirls from the Government Girls' Science and Technical College in Dapchi, Yobe State. Most of the girls were released after negotiations, but one, Leah Sharibu, was held back for refusing to renounce her Christian faith.

In February 2021, 279 Schoolgirls in Jangebe were kidnapped from the Government Girls Science Secondary School in Jangebe, Zamfara State. They were released after negotiations with the kidnappers²⁰.

Several factors contribute to the rise in kidnapping cases in Nigeria. High unemployment rates and pervasive poverty has create an environment where criminal activities have become a means of survival for some individuals. Additionally, the proliferation of small arms and light weapon exacerbate the situation, making it easier for criminal groups to carry out their nefarious activities. The lack of effective law enforcement and judicial systems further compounds the problem, as perpetrators often go unpunished, emboldening others to engage in similar crimes²¹.

The impact of kidnapping extends beyond the immediate victims and their families. It undermines public confidence in the government's ability to provide security and maintain law and order. Businesses suffer as the threat of kidnapping discourages investment and hampers economic growth. Educational institutions are also affected, with students and staff becoming targets, leading to disruptions in academic activities and a decline in educational standards. Historically, kidnapping gained traction in Lagos metropolis as a reaction to unemployment, poverty, corruption, inflation, moral decay, hopelessness, and frustration among the youth. Kidnappers typically select their victims based on their perceived ability to pay a ransom²². This phenomenon began in the Niger Delta region as a form of protest by militants against environmental degradation caused by the oil industry, which soon evolved into a lucrative enterprise, with expatriate oil workers being kidnapped for hefty ransoms²². Since then, kidnapping has become a daily occurrence and has spread throughout the South-South states of Edo, Bayelsa, Rivers, Cross River, Akwa Ibom, and the South-East states of Abia, Imo, and Anambra. The South-West region of the nation has also been affected²².

Nowadays, kidnapping is widespread across Nigeria and has become a national issue deeply embedded in the fabric of the country. It's a problem that needs to be addressed on a national level. The incidence of kidnapping is increasing daily in Nigeria, casting a dark shadow over the country's already tarnished image. The survival and security of life are crucial for every living being²³. The Constitution of the Federal Republic of Nigeria (1999) explicitly states that "the security and welfare of the people shall be the primary purpose of the government." As a result, the government allocates a significant portion of the nation's funds to protect lives and property from all forms of internal and external threats. Unfortunately, achieving this primary purpose has been challenging²³.

2.1.4 Language Used in Editorials

Editorials are a unique type of writing designed to convey opinions and convince readers on different subjects. The language in editorials is meticulously chosen to accomplish these objectives. Editorials employ a persuasive tone. The primary objective is to convince the reader to adopt a particular viewpoint or take a specific action. This means the language is often assertive and confident, presenting arguments in a compelling and convincing manner. The writers use strong, definitive statements to make their case and guide the reader towards their perspective. There is a mix of formal and informal language in editorials²⁴. While maintaining a level of formality appropriate for publication, editorials often incorporate elements of informal language to make the content more relatable and engaging. This helps in connecting with a broader audience, ensuring that the message resonates with readers from different backgrounds.

Clarity and conciseness are also crucial in editorial writing. The language used is straightforward, avoiding obscure and overly complex sentences. This ensures that the

message is easily understood, allowing readers to grasp the main points without unnecessary confusion. The goal is to communicate ideas effectively and efficiently.

Emotive language plays a significant role in editorials. Writers often use words and phrases designed to evoke an emotional response from the reader. By provoking feelings such as anger, empathy, or urgency, the writer can make their argument more compelling. This emotional engagement can be a powerful tool in swaying opinions and encouraging action²⁵. Evidence-based arguments are essential to the credibility of an editorial. To strengthen their arguments, writers incorporate facts, statistics, and quotes from credible sources. The language used to present this evidence is precise and authoritative, lending weight to the writer's claims and enhancing the overall persuasiveness of the piece.

Rhetorical devices are frequently employed in editorials. Techniques such as rhetorical questions, analogies, and repetition are used to emphasize points and make the argument more memorable. These devices help to engage the reader and reinforce the writer's message. While the main purpose of an editorial is to present a particular stance, it often acknowledges opposing viewpoints. This balanced approach demonstrates a well-rounded understanding of the issue and can make the argument more credible. By addressing counterarguments, the writer shows that they have considered multiple perspectives, which can strengthen their overall position.

2.1.5 Media Discourse

Media discourse refers to the way information is presented and discussed in various form of media. It encompasses all forms of communication produced by media organizations, including television broadcasts, radio shows, newspapers, magazines, and digital platforms.

Media discourse is a critical area of study because it affects how people perceive and understand the world around them²⁶.

One of the key aspects of media discourse is its role in framing issues. Framing refers to the way the media present and structure information, which can significantly influence how audiences interpret and respond to that information. For instance, the same event can be framed in multiple ways: as a tragedy, a scandal, a political maneuver, or a social issue. The choice of words, images, and the context provided can shape the audience's perception and emotional response. This framing can affect public opinion and even policy-making.

Another important element of media discourse is agenda-setting. Media organizations have the power to decide which issues are important and worthy of public attention. By choosing to highlight certain topics while ignoring others, the media can influence the public agenda. For example, extensive coverage of climate change can raise public awareness and prompt discussions about environmental policies²⁷. Conversely, the lack of coverage on certain issues can lead to public ignorance or apathy towards those issues.

Media discourse also involves the use of specific language and rhetorical strategies to persuade and inform audiences. Journalistic standards such as objectivity, fairness, and accuracy are supposed to guide media discourse, but biases can still creep in. The language used in headlines, the selection of quotes, and the emphasis on particular aspects of a story can all reflect underlying biases. These biases can be political, cultural, or ideological, and they can shape the way audiences understand and engage with the news.

The digital age has transformed media discourse by introducing new platforms and technologies for communication. Social media, blogs, and online news sites have democratized information dissemination, allowing more voices to be heard. However, this has

also led to challenges such as the spread of misinformation, echo chambers, and the decline of traditional journalistic standards. The speed at which information is shared online can lead to the rapid spread of false or misleading information, making it difficult for audiences to discern credible sources²⁸.

Media discourse also plays a crucial role in shaping cultural and social norms. Through the representation of different groups, issues, and lifestyles, media can influence societal attitudes and behaviours. For example, the portrayal of gender roles, racial stereotypes, and body image in media can reinforce or challenge existing social norms. Positive representation can promote inclusivity and diversity, while negative or stereotypical portrayals can perpetuate discrimination and prejudice.

Media discourse is an interesting perspective to explore, especially when objectivity becomes the main topic. "Are media objective in their news reports?" The majority of papers in both media and discourse studies still ask this same question up to now. Since the objectivity of reporting reality in the media is heavily influenced by the power and ideology of the elite or the media itself, this question will always arise²⁵.

2.2 Theoretical Review

This section explores different theories that underpin the study of rhetorical strategies in media texts. It includes discussions on socio-cognitive theory, sociocultural theory, discourse historical theory, ideologies, the ethnographic discourse approach, and discourse analysis.

2.2.1 Fair Clough Sociocultural Theory

Sociocultural theories are a fundamental part of the theoretical frameworks that support Critical Discourse Analysis (CDA). They emphasize how discourse shapes society, culture,

and identity. These theories suggest that discourse do not just reflect social reality but actively constructs and reconstructs the social world, including its norms, values, identities, and power relations. By incorporating sociocultural theories, CDA aims to reveal the complex ways in which language influences and is influenced by social structures and cultural practices.

It is emphasized that, despite its label, Sociocultural Theory (SCT) is not merely a theory of the social or cultural aspects of human existence but rather a theory of mind that acknowledges the crucial role of social relationships and culturally constructed artifacts in shaping uniquely human thought processes. Through SCT, Vygotsky focused on the dynamic interplay between an individual's psychological development and the socially and culturally produced contexts and artifacts that influence and transform cognitive and mental functions²⁹.

Sociocultural theory focuses on the interplay between language, power, and society. It posits that language is not just a means of communication but a social practice that shapes and is shaped by social structures and cultural norms. This theory emphasizes how discourse reflects and reinforces power relations and ideologies within a society.

Integrating sociocultural theories into CDA involves several methodological implications:

Interdisciplinary Approach: Analyzing the role of discourse in society, culture, and identity requires drawing insights from various fields, including sociology, anthropology, cultural studies, and linguistics.

Contextual Analysis: Since context is central to sociocultural theories, CDA must consider the broader social, historical, and cultural contexts in which discourse occurs. This involves a multi-layered analysis that extends beyond the text to include societal and cultural narratives.

Critical Reflexivity: Researchers should maintain critical reflexivity about their own positions and biases, acknowledging that the process of analysis is situated within specific socio-cultural contexts.

Sociocultural theories within Critical Discourse Analysis provide a nuanced lens to explore the dynamic interplay between discourse, society, culture, and identity. By examining how discourse constructs and is constructed by social and cultural realities, CDA deepens our understanding of the power of language in shaping our world and ourselves. This approach not only emphasizes discourse's role in reproducing social norms and power relations but also its potential for social transformation and empowerment.

There is sociocultural rationale for the implementation of an explicit-inductive approach to grammar teaching in L2 teacher education. In an explicit-inductive approach, students are guided to induce and articulate grammatical rules for themselves³⁰. A tripartite analysis of: teacher educator as pedagogue, student language teacher as teacher-learner and pedagogy as process within an explicit-inductive approach is presented, to form a sociocultural model for the teaching of explicit knowledge in L2 teacher education. It is argued that an explicit-inductive approach which is grounded in praxis has the potential to develop student language teachers' (SLTs') content knowledge, i.e., their declarative knowledge of grammar, as well as their pedagogical knowledge of how to teach grammar³⁰. According to Fairclough, there are some underlying assumptions behind certain selections of discourse. These assumptions are never value-free and innocent; rather they are ideologically driven and motivated. Therefore, discursive practices may have ideological effects since they can produce and reproduce unequal power relations between social classes, gender groups and ethnic and cultural majorities and minorities through the ways they represent things and position people. From this point of view, it is asserted that the power in modern society is increasingly exercised

through ideology, emphasizing the intricate relationship between discourse, power, and ideology. In this context, he introduces the concept of hegemony, which explains how power relations evolve and adapt over time. He describes hegemony as a framework for understanding change, particularly in discursive practices, while also recognizing its role in broader social transformations. This perspective emphasizes how discourse both shapes and is shaped by wider ideological and structural shifts, reinforcing the dynamic nature of power in society³¹.

2.2.2 Van Dijk's Socio-Cognitive Theory

Building on Fairclough's critical approach, Van Dijk's socio-cognitive perspective also views discourse as a form of social practice. However, rather than focusing on discursive practice, he emphasizes social cognition as the key intermediary between text and society. He argues that critical discourse analysis must take into account the various forms of shared social cognitions that exist within social groups, organizations, and institutions. These social cognitions encompass socially shared representations of societal structures, group dynamics, and relationships, along with mental processes such as interpretation, reasoning, argumentation, inference, and learning. Additionally, Van Dijk differentiates between two levels of discourse analysis: the micro level, which involves language use, discourse, verbal interaction, and communication, and the macro level, which examines broader issues of power, dominance, and inequality among social groups³².

Van Dijk's Socio-Cognitive Theory is a comprehensive framework that integrates insights from social psychology, cognitive psychology, and discourse analysis to understand how individuals process and produce discourse within specific social contexts. Socio-Cognitive Theory is the concept of mental models, which are cognitive representations of events, situations, or experiences that individuals use to interpret and navigate the world around them.

These mental models are influenced by both personal experiences and social interactions. They help individuals make sense of new information, predict outcomes, and guide their behavior in various contexts. It is emphasized that discourse is both a cognitive and social phenomenon. On the cognitive side, he explores how individuals comprehend, store, and retrieve information from texts and conversations. This involves understanding how people use their knowledge and mental models to interpret meanings, infer intentions, and make connections between different pieces of information. On the social sides, it examines how discourse is shaped by social structures, power relations, and cultural norms. He argues that discourse both reflects and reinforces these social elements, making it a powerful tool for social influence and control.

One of the key aspects of Van Dijk's theory is the notion of context models. These are specific types of mental models that individuals use to understand and produce discourse in particular situations. Context models include information about the participants, their roles, the setting, and the purpose of the interaction. They help individuals tailor their language and communication strategies to fit the specific social context, ensuring that their discourse is appropriate and effective.

Social cognition refers to the ways in which individuals perceive, interpret, and respond to social information. This includes processes such as stereotyping, attribution, and perspective-taking. Van Dijk argues that these cognitive processes are deeply intertwined with discourse practices, influencing how people construct and understand texts and conversations.

With the help of sociocognitive theory, the work on Competencies in Higher Education and the Labor Market: A Sociocognitive Analysis of the Problem of Integration³³ was conducted. The purpose of the study is to test the hypothesis of this mismatch drawing on the example of the applied sociology sector. Materials and Methods. The case study method was applied to

the material of the archive of correspondence on personnel issues of a company from the field of applied sociology, which worked in 2012–2019 (46 papers). The hypothesis that employers and educational system use a different language for describing competencies was tested. Content analysis method was applied to the largest Russian job portals. The hypothesis of non-use of educational standards for describing competencies in the labor market was tested. Results shows that both hypotheses were confirmed. Based on the results of the correspondence archive analysis, it was proved that employers use a language different from that of the education system when describing requirements to employees (including their competencies). The results of content analysis revealed the phenomenon of almost complete isolation of the labor market from the formal standards of higher education (educational standards for describing the competencies of sociologists were not used in a single vacancy or a resumé out of more than 32 thousand found on the portals). it was concluded that , to overcome the lack of demand for graduates in the labor market, it is necessary to overcome the existing language gap between the education system and employers. Therefore, the system of validation of competencies should be changed. The source of their description should not be the education system itself, the texts and ideas that are born in it, but the requirements of employers, verbalized by them in the description of vacancies. Descriptions of competencies that do not meet the widely accepted requirements of employers should be automatically excluded from professional education standards as invalid. The results contribute to searching critical problems in the educational system and adapting it to the current needs of the labor market³⁴.

Based on Van Dijk's theory of Sociocognitive Discourse Studies and Chouliaraki's theory on the mediation of suffering, the research explores how sociocognitive discourse structures are employed to attract readers' attention and sell the story no matter what even when the news is to orientate a Western spectator towards the suffering of 'Others' who belong to the same

category of the economically and politically strong world. The corpus compiled for the research consists of news representations of the Australian bushfire 2019/2020 in the Canadian daily paper The Globe and Mail. By identifying sociocognitive discourse structures that clearly reflect a mediated representation of distant suffering, the research demonstrate that news agencies will try to overcome the “out-of-sight-out-of-mind” phenomenon even in cases when economic and political power relations are equal. In other words, news agencies will resort to whatever resource possible, even violate the core principles of journalism just to sell their story³⁵.

2.2.3 Wodak’s Discourse-Historical Theory

Wodak’s discourse-historical approach views discourse as a form of social practice, emphasizing the interdisciplinary and eclectic nature of Critical Discourse Analysis. She argues that societal problems are too complex to be examined from a single perspective and that a comprehensive understanding requires the integration of various theories and methods. Rather than adhering to a singular framework, she emphasises the diversity within CDA, acknowledging that studies originate from different theoretical backgrounds and employ a range of data sources and methodologies. This approach underscores the need for a multifaceted analysis to effectively investigate and explain social issues³⁶.

A key principle of CDA is "that all discourses are historical and can only be understood in relation to their context. This implies that discourse is linked both synchronically and diachronically with other communicative events occurring simultaneously or that have occurred previously. For Wodak, the concept of context is essential for CDA, as it explicitly includes socio-psychological, political, and ideological components, thus advocating for an interdisciplinary approach.

Wodak's Discourse-Historical Approach (DHA) is a comprehensive framework within Critical Discourse Analysis (CDA) that views discourse as a form of social practice. This theory, emphasizes the importance of historical context in understanding and analyzing discourses. The approach is interdisciplinary and eclectic, integrating diverse theories and methods to address the complexity of social problems.

One of the central tenets of Wodak's DHA is that discourses are inherently historical. This means that any discourse can only be fully understood when considered within its historical context. Discourses are connected synchronically and diachronically with other communicative events, either happening at the same time or having occurred previously. This historical dimension is crucial because it situates the discourse within a broader socio-political and ideological framework, allowing for a deeper and more nuanced understanding.

The interdisciplinary nature of CDA, arguing that societal issues are too complex to be studied from a single perspective is highlighted to effectively investigate and explain these issues, it is essential to integrate various theoretical backgrounds and methodologies. This interdisciplinary approach allows researchers to draw on a wide range of data and analytical tools, making the analysis more robust and comprehensive³⁷.

The notion of context is fundamental to Wodak's DHA. Context in this framework includes not only the immediate situational context but also broader socio-psychological, political, and ideological components. By incorporating these elements, DHA postulates an interdisciplinary procedure that goes beyond traditional linguistic analysis. This approach acknowledges that discourses are shaped by and, in turn, shape the social and political environment in which they occur.

Wodak's DHA also emphasizes the importance of power relations in discourse. It examines how power is enacted, reproduced, and challenged through language. This involves analyzing the ways in which language is used to construct social identities, relationships, and systems of knowledge and belief. By doing so, DHA seeks to uncover the underlying power dynamics and ideologies that influence discourse.

A paper proposes a novel mode of Discourse-Historical Approach that features integrative triangulation of quantitative and qualitative analyses. The integrative triangulation is achieved by following a rule-bound and systematic discourse analytic procedure with rules derived from a diachronic discourse model that is constructed by explicating premises in the Discourse-Historical Approach, and by using data-driven inductive inference with three supra-lexical quantifiable components-propositions, sign topics, and discursive strategies. The case study with American identity construction as the macro-topic and the U.S. presidential inaugural addresses as the discourse corpus shows that the integrative mode produces explicit and sufficient evidence that not only complements, validates, and expands existent findings, but also reveals novel insights on the macro-topic, proving that integrative triangulation of quantitative and qualitative analyses promotes credibility, explicitness, transparency, and replicability in the Discourse-Historical Approach³⁴.

The reading circle is analyzed in order to understand how the peculiarities of a certain historical discourse manifest themselves through the prism of the writer's perception. The author separates the concepts of historical "discourse" and historical "context", and based on the terminology and works of Michel Foucault, and shows how Kafka's diaries and letters represent not particular historical events, but the general background, atmosphere, and a certain discourse of that time. At the same time, Kafka's figure was not chosen by chance. His prose is immanent and practically does not reflect historical events. At the same time, despite

the significance of the period from the beginning of the century until the writer's death in 1924, his diaries and letters contain little information of the era. The article deals with both Kafka's contemporaries and writers of the past, no longer related to the discourse of the beginning of the 20th century. On the one hand, I.V. Goethe and V. Dilthey. On the other hand, such contemporaries as Maximilian Garden, Maurice Rosenfeld and David Edelstadt, who wrote in Yiddish, and as well as Rudolf Steiner, who was popular at that time. The author offers a new look at the phenomenon of discursivity, and shows how the historical discourse of the beginning of the 20th century is "viewed" through Kafka's selection of these authors, without assessments of historical events³⁸.

2.2.4 Ethnographic Discourse Approach

Ethnography involves participant observation, detailed descriptions, and sincere reflexivity to study the practices that shape power and knowledge in cultures and societies. In discourse studies, ethnography is often underestimated and misunderstood, typically seen just as a data collection method. The ethnographic discourse approach is a comprehensive method that combines the principles of ethnography with discourse analysis to study the intricate ways in which language and social practices intersect. This approach is particularly valuable for understanding how power, knowledge, and cultural norms are produced, reproduced, and contested within specific social contexts. Ethnography, at its core, involves immersive fieldwork where researchers engage in participant observation, conduct detailed interviews, and gather extensive field notes to gain a deep, (insider) understanding of the social world they are studying. This method is characterized by "thick" descriptions, which provide rich, contextualized accounts of social interactions and practices. Ethnographers strive to capture the complexity of everyday life, including the subtle nuances of social relations, contradictions, and the sequential unfolding of events. When applied to discourse studies,

ethnography offers a unique lens through which to examine how language is used in real-world settings. This approach goes beyond merely collecting data; it involves a critical appraisal of how discursive practices are embedded within broader social, institutional, and material contexts. Ethnographic discourse studies aim to uncover the ways in which language both reflects and shapes social realities, focusing on the dynamic interplay between discourse and social action.

A key aspect of this approach is reflexivity, where researchers continuously reflect on their own positionality and the impact of their presence in the field. This reflexive practice ensures that the analysis remains grounded in the lived experiences of the participants, providing a more nuanced and authentic account of the social phenomena under investigation.

In ethnographic discourse studies, participant observation and ethnographic interviews are crucial tools. These methods allow researchers to witness firsthand the complexity and organization of everyday or institutional work practices. By embedding themselves in the social context, researchers can observe the interactions, contradictions, and surprises that characterize these practices. This immersive approach enables a deeper understanding of how social interactions and relations are negotiated and maintained.

Governance and ethics in policy settings: Affordances of an ethnographic discourse studies approach was analysed. The fusion of discourse studies and ethnography provides a useful space for researching aspects of this study that is unexplored through the use of one of these approaches³⁹.

Discourse studies of policy, especially critical discourse studies, tend to read policy as text rather than as lived practice. The production of policy by its subjects does not appear in such analyses, which is usually the focus of ethnographies of policy. The ethnography of policy

focuses on the lived realities of communities and individuals subject to policy but does not look too closely at the discourse of the policy instruments that impinge on communities⁴⁰. Using a study on the effects of the World Bank's lending projects on Sri Lankan universities as an exemplar⁴¹, the study presents two affordances of the ethnographic discourse studies approach. One is the possibility of uncovering polycentric structures of power and authority and parallel systems of governance at work in the university setting, which may not emerge from a purely textual analysis of the lending instruments or reform policies used currently. The second is the reflexivity brought to discourse studies by an ethnographic orientation, which allows the exploration of ethical complexities in which a researcher is entangled in when studying a policy setting in which they are embedded. In the study of knowledge building and production these affordances provide productive complications.

A recent study⁴² also analyzed Ethnographies of academic writing, he examines the adoption of ethnographic theory and methods to the changing landscape of writing research. The seven chapters discuss what it means to do ethnography in writing research, what has been done in the field in terms of ethnographically-oriented research, and "the special analytical opportunities that ethnography provides". The book contributes to debates on how writing research can move forward with regard to the social turn in language study and the increasing technological and collaborative turn in writing. It does this through an overview of theory and practice that moves the field "toward" an ethnography of academic writing / discourse communities-or "forestall the tinge", as the Editors put it. With regard to the book's focus, the chapters switch intermittently between academic writing in general and academic discourse communities. This is especially true in its coverage of the literature, wherein the chapters present examples of work being done in ethnographically-oriented (or ethnographically-assumed) research. This switching focus seems to reflect the inherent tension between text (academic writing) and context (discourse communities in which texts/practices are acquired,

[re]negotiated, and used). Yet this focus also (implicitly) situates a lot of the book within Academic Literacies research, which is perhaps not so surprising given many of the contributors' interests⁴².

2.2.5 Discourse Analysis

Discourse analysis, focuses on the articulation and formation of discourse. It examines how language constructs social realities, paying particular attention to ideological struggles, representations, and the effects of subjectivation, empowerment, inclusion, and exclusion.

The term 'discourse analysis' was first used by the sentence linguist, Zellig Harris' article entitled 'Discourse Analysis'. According to the author, discourse analysis is a method for the analysis of connected speech or writing, for continuing descriptive linguistics beyond the limit of a simple sentence at a time⁴³.

Discourse analysis draws not just from disciplines such as linguistics, anthropology, sociology and philosophy, from which models and methods for analyzing discourse first developed, but also the fact that such models and methods have been employed and extended in engaging problems that emanate from other academic domains as communication, social psychology, and artificial intelligence⁴⁴. Discourse analysis is a method used to study the ways in which language is used in texts and contexts. It involves examining how language functions in communication, how it conveys meaning, and how it reflects and shapes social realities. This approach is rooted in the belief that language is not just a medium for conveying information but is also a social practice that constructs and is constructed by the social world.

At its core, discourse analysis is concerned with understanding the relationship between language and power. It investigates how language is used to maintain and challenge power dynamics, social norms, and ideologies. By analyzing discourse, researchers can uncover the

underlying assumptions, beliefs, and values that are embedded in language and how these influence social interactions and structures.

Discourse analysis uses the language presented in a corpus or body of data to draw meaning. This body of data could include a set of interviews or focus group discussion transcripts. While some forms of discourse analysis center in on the specifics of language (such as sounds or grammar), other forms focus on how this language is used to achieve its aims.

In this study, discourse analysis will be adopted as the framework because, discourse analysis allows for a multi-layered examination of texts. In the context of editorials on kidnapping, it is important to consider not just the content, but also the form, structure, and style of the language used. This includes analyzing the use of metaphors, analogies, and other rhetorical devices that may shape readers' perceptions and emotions. Discourse analysis can reveal how these linguistic choices contribute to constructing a particular narrative or framing the issue of kidnapping in a specific way. This is particularly relevant in the Nigerian context, where media portrayals can significantly impact public discourse and policy-making. Discourse analysis is well-suited for examining the socio-political context in which these editorials are produced. It acknowledges that language is not used in a vacuum but is influenced by the broader social, cultural, and political environment. By adopting this framework, we will explore how the editorial content reflects and responds to the socio-political climate in Nigeria, including factors such as government policies, public sentiment, and media ownership. This holistic approach provides a deeper understanding of the rhetorical strategies employed and their potential impact on readers.

2.3 Empirical Review

A study examined the rhetoric embedded in poetically motivated music renditions in Nigeria after the 2015 elections⁴⁵. The study was based on pragmatic acts theory and analyzed two popular songs from social media. The study focused on the use of pragmatic acts such as direct and indirect speech acts, conversational acts, and psychological acts conveyed through the rhythm and Lyrics of the songs. It highlighted the political consciousness and conflicting perceptions of Nigerian citizens regarding governance. This study is related to this study as both studies share a focus on the Nigerian context and the role of rhetoric in shaping public discourse, they differ in their media focus, thematic concerns, and theoretical frameworks. This research examines rhetorical strategies in editorials on kidnapping in selected Nigerian newspapers, using discourse analysis as its theoretical framework.

Another study examined the charismatic leadership rhetoric employed by Hillary Clinton and Donald Trump during the 2016 presidential election⁴⁶. The study used DICTION 7.0., a content analysis software designed for political discourse, to analyze the campaign speeches of both candidates. The findings highlighted Trumps use of hyperbolic crisis rhetoric, the formation of a shared social identity and appeals to collective memory and national nostalgia in contrast. Clinton's rhetoric was constrained by gender expectations and her party affiliation. The study raised questions about the role of charismatic rhetoric in shaping candidate appeal and electability. However, the above reviewed study is related to this paper as they both explore the realm of rhetoric, exploring its power to shape discourse and influence audiences. They diverge in their specific focus, methodologies, and the contexts within which they analyze rhetoric. While both studies recognize the significance of rhetoric in shaping public opinion and influencing decision-making, they approach this exploration from different angles. This paper, focused on editorials, utilizes a framework discourse analysis to examine pathos,

logo, ethos and other rhetorical strategies present in the selected editorials. While the above reviewed study, focused on speeches, employ theories of charismatic leadership and political communication to analyze the rhetorical techniques used to engage and persuade audiences. Furthermore, the geographic contexts of these studies differ, with one focusing on Nigeria and the other on the United States.

Specifically, one study was aimed at describing: how the (1) rhetorical and (2) pragmatic strategies are used in the jokes, and (3) how the pragmatic and rhetorical strategies complement to create humour⁴⁷. The study employed a qualitative research method. Some jokes were purposively selected from Reader's Digest and two online sources: <http://jokes.cc.com/>, and <http://www.ajokeaday.com/>. Document studies were the means of data collection. The collected data were then analyzed using a qualitative content analysis. The results showed that there was a relationship between the two pragmatic theories, i.e., Speech Act Theory and Cooperative Principles, and Berger's rhetorical techniques. The results offered an alternative reading and richer understanding of how written jokes employed pragmatic and rhetorical strategies to advance their rhetorical objectives and humor functions. However this study diverge from the above reviewed paper as it focuses on serious issues like kidnapping and looks at how it's presented in Nigerian Newspapers editorial.

President Jokowi's was described in a rhetorical strategy during the 2019 campaign on Instagram and its consistency with the rhetorical strategy as president. Rhetoric is not just a speech strategy, not a speech that tends to lie to manipulate or control people, and not talk much without action. Because of political competition, it can be concluded that the use of words and sentences (syntax) as rhetorical strategies also competes in building a positive image. The syntactic analysis was conducted to describe the categories of use of words and sentences as a rhetorical strategy to build a positive image. The method used was a content

analysis of 508 Instagram posts during the campaign period. Social media is a new innovation in spreading messages of rhetoric in the form of words and sentences more quickly and easily accessing them. The interview method was also conducted on President Jokowi's communication team to find out how these rhetorical strategies were carried out in order to prove the consistency between rhetorical strategies during campaigns and rhetorical strategies as a President. The results of this study confirm that not all rhetorical strategies are used, but, only the use of positive rhetoric to build a positive image. The syntactic analysis shows that Jokowi-Amin does not use negative words and sentences. Not all rhetorical strategies for building imagery are displayed on Instagram, namely @jokowi.amin does not use intimidation and self-depreciation strategies. The interviews also display that the rhetoric strategies during campaigns are consistent with the president's strategies. The area of convergence between this study and our research lies in the examination of rhetorical strategies employed in different contexts. Both studies utilize qualitative analysis to investigate how language is used to achieve specific communicative goals. However, the research diverges in terms of the specific context, the type of rhetoric analyzed, and the objectives of the study. This research focuses on the rhetorical strategies employed by President Jokowi on Instagram during the 2019 campaign, aiming to understand the consistency between his campaign rhetoric and his presidential rhetoric. The study examines the use of positive rhetoric and analyzes the syntactic features of his Instagram posts to identify strategies for building a positive image.

Our research, on the other hand, examines the rhetorical strategies employed in editorials on kidnapping in selected Nigerian newspapers. This study focuses on the persuasive nature of editorials and aims to understand how rhetoric is used to influence public opinion on a sensitive social issue.

A study examines the rhetorical strategies of two Indian Microfinance organizations as they transformed from non-profit to commercial format⁴⁸. They shifted forms at a time (year 2010), when commercialization had been criticized severely. The purpose of this paper is to understand “How does a Microfinance organization justify its action of transformation to retain legitimacy?” Design/methodology/approach the paper adopts a qualitative case study method to understand the phenomena. Interview, archival documents, and field observations are the major source of data for the study. Data analysis is carried out through coding method. The paper suggests that these organizations have used two types of rhetorical strategies – cosmological and teleological. These strategies operate in a performative role and link deviant practices with routines. It focuses on institutional maintenance rather than change. Research limitations/implications the paper acknowledges two important limitations. First, the rhetorical focus may be influenced by the history of organization. So depending on organization selected, the focus may vary. Second, the paper is constricted by the low-documentation practices prevailing in many civil society organizations. Originality/value the paper contributes to the literature on hybrid organization by unpacking the process of sense making in a hybrid form. The paper also reinforces the argument that language operates in a performative role. The paper provides a new context (India) to understand the process of rhetorical strategies. The above reviewed study and this research both explore rhetorical strategies, they differ in their context, focus, and contribution to the field of linguistics. Our research on Nigerian editorials about kidnapping offers valuable insights into how rhetoric functions in media discourse to address social issues, contributing to a deeper understanding of the role of language in shaping public opinion and narratives in specific socio-political contexts.

A study examines rhetorical strategies by governor candidates in the jakarta electoral debate 2017⁴⁹. The study deals with rhetorical strategies used by governor candidates in the Jakarta

Electoral Debate 2017. The study aims to describe rhetorical strategies which are used by governor candidates in the Jakarta Electoral Debate 2017, analyze the realizations of rhetorical strategies, reason the use of rhetorical strategies. This study was conducted by using descriptive qualitative research. The source of data was the Jakarta Electoral Debate 2017. The data were collected by using documentary technique. Instrument for collecting the data was the documentary sheet. The results of the study show that the three rhetorical strategies, i.e. Logos, Ethos, Pathos, are found in the debates. The three realizations of rhetorical strategies are also found in the debates. Reasons for using rhetorical strategies are to acclaim, to attack, and to defend. Keywords: Rhetorical Strategies, Governor Candidates, Jakarta Electoral Debate. The study on Nigerian editorials about kidnapping contributes to the field of linguistics by exploring how rhetoric is used in a specific socio-political context to influence public opinion and shape narratives. It fills a gap in the understanding of how linguistic strategies are employed in media discourse to address pressing social issues, particularly in a developing nation like Nigeria

A recent study examined *The Appealing Qur'an: On the Rhetorical Strategy of Vocatives and Interpellation in the Qur'an*⁵⁰. Muslim subjectivity is created and shaped by means of certain linguistic-rhetorical traits and techniques prevalent in the Qur'an. This hypothesis implies that rhetorical choices and strategies were crucial for the emergence and gestalt of the Qur'anic discourse. In terms of genre and speech register, Qur'anic discourse presents itself as an extrovert soliloquy: self-sufficient and introvert on one hand and extrovert and audience-orientated on the other. The article focuses on the latter, that is, the pragmatic and functionalistic nature of Qur'anic rhetoric. Furthermore, it argues for the analytical application of Roman Jakobson's notion of language functions, especially one particular language function. This is the so-called conative or appellative language function, which he regarded as a particularly salient Qur'anic one. Central here are linguistic-rhetorical features such as direct

speech, imperatives, and vocatives. Moreover, he maintain that the Qur'an's appellative language must be coupled with the critical notion of interpellation, as provided by the French Marxist philosopher Louis Althusser (1918–1990). By means of regular interpellative addresses, such as the *yā-ayyuhā* vocatives, the Qur'an creates and shape an efficacious Muslim subjectivity: the subject, whether an individual person or a collective group, instantly and intuitively feels recognized and apprehended as a privileged addressee. As a result of this very recognition and apprehension, the subject in the same instant recognizes itself as subordinate to a powerful divine voice. Seized by the Qur'anic address, a basic Muslim subjectivity with a certain vision of the ultimate conditions of existence is constituted. In other words, the appellative rhetoric is crucial to the appeal of the Qur'an: the appellative Qur'an is an appealing Qur'an. This study and our research study explore how language is used strategically to achieve specific goals. The Qur'an study examines how rhetorical devices, particularly vocatives and interpellation, contribute to shaping a Muslim subjectivity, while our research focuses on how editorials employ rhetoric to shape public opinion on kidnapping.

Furthermore, a study examined the rhetorical strategies used in increasingly specific topic generalizations within introductions from top peer-reviewed journals⁵¹. The author specifically identified the substeps in Move 1-Step 1, demonstrating how writers highlight the importance of their research area. Using a qualitative approach, the study identified eight substeps that outline common discourse patterns and analyzed the linguistic choices that enhance the persuasiveness of claims. Citation, attitude markers, boosters, and hedges were found to be the most effective devices for balancing assertion and concession. The quantitative analysis of the texts determined the frequency of these substeps, including their total occurrences and percentages per introduction. Analyzing the substep level has helped to scrutinize the subtle communicative functions of the rhetorical strategies within the textual structure.

In a study conducted a using textual analysis to examine the rhetorical tactics employed by politicians in the 2020 Edo gubernatorial election⁵². The study was grounded in McCornacks theory of deceptive discourse and utilized focused. Qualitative content analysis. A total of 243 remarks from television, internet resources and social media were analyzed over a seven-week period leading up to the election. The researchers categorized the remarks into three groups based on their emotional appeal infrastructure grown was a prominent theme in the political rhetoric, and the campaign employed emotive appeals such as mudslinging, ethnic appeals and references to development difficulties. The study recommended the involvement of campaign advisors to tailor messages according to specific issues and emphasized the need for meticulous vetting or political advertisements to avoid animosity. This study focuses on political rhetoric in the context of an election, while our research topic explores the rhetorical strategies employed in editorials on kidnapping. Both studies fall under the broader field of discourse analysis, but they explore different aspects of language use. Our research topic aims to fill the gap in understanding how kidnapping is framed and discussed in Nigerian newspapers. This is a crucial area of study as the media plays a significant role in shaping public opinion and influencing societal responses to critical issues.

Another study examined the rhetorical strategies used in the editorials of the Daily Graphic of Ghana and the New York Times of the United States³. The study is based on the theory of intercultural rhetoric which proposes that texts vary across cultures. Using the concept of genre analysis, the study was carried out within the classification of newspaper editorials into three schematic structures: namely, the introduction, the body and the conclusion. The results show that the editorials of the Daily Graphic mostly employ the rhetorical strategies of expressing worry about political actions and social issues and proposes a solution to the issues. The New York Times editorials on the other hand question political and social issues, criticize the actions taken and express a necessity for the issues to be addressed. The rhetorical

strategies mostly used by the Daily Graphic are attributed to the traditional norms of communication in the Ghanaian society which does not permit criticism of authority while those mostly used by the New York times are attributed to the exercise of freedom of the press in the American society. The paper concludes that rhetorical strategies mostly used by the Daily Graphic have implications for instruction in journalism and media practice in Ghana. However, the study reviewed above and this research studies share a common ground, they investigate the use of rhetoric in editorial writing, highlighting how cultural context shapes language and communication. Our research fills a unique gap by focusing specifically on the Nigerian context and the issue of kidnapping. By examining the rhetorical strategies used in editorials on kidnapping.

A study analyzed the rhetorical/persuasive strategies employed by King Abdullah II in his speech before the members of the US Congress on March 7, 2007⁵³. This speech retrieved from the Jordanian Royal Court website and analyzed through a process of deconstruction to identify the rhetorical discursive features and frequency of occurrence of each feature. The main question of the study is: What are the rhetorical strategies that King Abdullah II employed in this speech before the US Congress? The study applies the Critical Discourse Analysis (CDA) in analyzing the speech. The critical deconstruction of the speech shows that the King employed a variety of rhetorical strategies like, the strategy of arousing the national identity of his audience, the inclusive strategy, the argument strategy, the questioning strategy, the strategy of giving promises and commitments, the testimony strategy, the strategy of citing historical speeches, the fear strategy, the strategy of religious citation, the emotion strategy, the strategy of using metaphor, the repetition strategy and the Lexical strategy. However, other rhetorical strategies were not employed by the King in his speech like, the swearing strategy, the strategy of using proverbs, the strategy of using historical examples and events, the strategy of positive self-presentation, the strategy of negative self-presentation of the other,

the inversion strategy, the strategy of logical fallacies, and the strategy of summarization. This study on King Abdullah II's speech before the US Congress is relevant to our research "Rhetorical strategies in editorials on kidnapping in selected Nigerian newspapers" because both explore the use of persuasive language in different contexts. The study of King Abdullah II's speech provides insights into the various rhetorical strategies used in a political context to influence a specific audience. It emphasises the effectiveness of different strategies like arousing national identity, using inclusive language, and employing fear tactics. This knowledge can be applied to the analysis of editorials on kidnapping in Nigerian newspapers. This research aims to fill the gap in the field of linguistics by providing a detailed analysis of rhetorical strategies employed in Nigerian newspaper editorials on kidnapping. It will contribute to a better understanding of how language is used to influence public discourse and shape perceptions on important social issues.

Another study sheds light on the narrative strategies and techniques involving reported speech in Machiavelli's diplomatic records and historical writings⁵⁴. The focus is on the diplomatic correspondence of his 1502 mission to Cesare Borgia and on his Discourses on Livy. Analysis of the rhetorical devices that Machiavelli uses to report his own words and those of others shows that his letters and the Discourses exploited the intrinsically reconstructive nature of reported speech and its paradoxical communicative function: to maximize the perception of veracity through unrestrained manipulation. Two case studies will shed light on the relationship between fact and fiction and between information and its manipulation in early modern Italy. In particular, these relationships are captured by analyzing the interplay between, on the one hand, the communicative dynamics of diplomatic writings and, on the other, research into old historical texts and the writing of contemporary history. Machiavelli's writings demonstrate clearly that direct discourse could be used as a tool to reinforce the verisimilitude and credibility of a narrative. At the same time, his careful selection and

manipulation of reported words exploited the persuasive force of the words of others to further his own line of argument. A study explores the rhetorical strategies applied in two political debate books published in 1979 and 2021, respectively, advocating for the rights of the indigenous Sámi people⁵⁵. Writing in the early stages of the Sámi struggle for recognition, Nils-Aslak Valkeapää used the rhetorical trope of irony to provoke the majority population and give the Sámi population an opportunity to laugh at the prejudices they are faced with. In the 1970s, the struggle for the survival of Sami culture overshadowed all other issues, and in Valkeapää's book there is no discussion of women-specific challenges or gender issues. Ella Marie Hætta Isaksen, however, writes in an era affected by the #MeToo movement and has herself been a victim of sexualized violence. In her book, she uses her own experiences of growing up as a Sámi girl in Norway as rhetorical examples in discussions about prejudices against the Sámi, but also in a critique of gender roles in Sámi culture. This study, focusing on Ghanaian and American editorials, is relevant to our research topic because it demonstrates how cultural norms influence rhetorical strategies in newspaper editorials. It emphasises the impact of societal values on the ways journalists frame issues and present arguments. While By focusing on Nigerian newspapers, our research will provide insights into the unique cultural and societal norms that influence rhetorical strategies in the Nigerian context.

A recent study examine CEO rhetorical strategies and firms' internationalization: A communication perspective⁵⁶. The study explained that, based on the upper echelons theory, previous literature has suggested that CEO's personal characteristics influence firms' internationalization. However, most research investigates the static traits such as age, education, overseas background, etc. Since CEO's communication skills exert influence on the firm as well, communication may also be of significance in the process of firm internationalization. The study proposed that three CEO rhetoric strategies affect firm internationalization by persuading employees to recognize the international purpose and

contribute to it jointly. Using the data of CEO rhetorical strategies and the level of internationalization of 118 Chinese listed firms, we tested the influence of CEO rhetoric strategy on firms' internationalization. The results show that two CEO rhetoric strategies-Ethos and Pathos-affect firm internationalization positively. The findings reveal that proper strategy of CEO communication is important for the execution of firms' internationalization. This study is relevant to our research topic because it emphasises the power of rhetoric in shaping organizational behavior and achieving specific goals and shares a common thread with this study. The gap our research aims to fill in the field of linguistics is related to understanding how rhetorical strategies are used in editorials to shape public opinion and influence social change in the context of kidnapping in Nigeria.

Similarly, another study examined The Rhetorical Strategy of President Barack Obama⁵⁷. A repeating feature of President Barak Obama's public address is his use of balanced phrasings, dualistic images, and binary structures. Obama enacts these rhetorical strategies to "nest dualism," to reframe arguments over race and identity, politics and the rule of law particularly in light of a phenomenon called sound-bite sabotage. Sound-bite sabotage is a set of rhetorical strategies designed by cultural elites to mislead and confuse, to diminish understanding (and valuation) of thoughtful analysis and democratic deliberation. Obama's rhetoric does not simply oppose sound-bite sabotage with more of the same, but provides an alternative. His rhetoric focuses on concrete ways of reframing conflicts that reveal the distorting effects of entrenched power while remaining instrumentally valuable as a foundation for realistic problem solving. While not interested in erasing or ignoring the tensions in cultural binaries, Obama is also not interested in reifying or calcifying those tensions, in treating them as inevitable or preordained roadblocks to cooperation and compromise. Like John Dewey before him, Obama chooses to engage binary oppositions as richly as he is able, to highlight the shared values, mutual interests, and interdependencies that are often overlooked. This

study is relevant to our research because it explores how a public figure uses language to address complex social issues and navigate cultural divides.

Moreover, the rhetorical strategies used by counselors during counseling sessions was explored⁵⁸. The idea was to discover what rhetorical strategies are employed by counselors to elicit relevant information from their counselees and how effective the use of these rhetorical strategies are in communication between counsellors and their counselees. Using Aristotle's theory of rhetoric and a qualitative approach, the researchers studied selected counsellors and counselees at the University of Cape Coast. The data were gathered through interviews and observation. The data were analyzed thematically, and the results showed that assurance of confidentiality is a strong rhetorical strategy used during counseling. Other rhetorical strategies such as giving counselees unconditional positive comments and empathy are very essential for a successful counselling process. Regarding the benefits of rhetorical strategies, the results indicated that counsellors' use of rhetorical strategies helps counselees to disclose sensitive information. Also, rhetorical strategies help counsellors determine if counselees are benefitting from the counselling interaction. These strategies include observation, learning situation, follow-up and evaluation during counseling process. Based on the findings, the researcher recommended that counsellors at the Counselling Centre of the University of Cape Coast should attach more relevance to the rhetorical strategies they use in communicating with their counselees. This study about is related to our research on editorials about kidnapping in Nigerian newspapers because both examine how language is used strategically to achieve a specific goal. The study on counseling focuses on how counselors use rhetoric to elicit information and build trust with their clients while our research on editorials explores how writers use rhetoric to inform the public, influence public opinion, and potentially advocate for action regarding kidnapping in Nigeria.

Also, a study identified the rhetorical strategies used in humorous discourse and investigate the factors that impact on the rhetorical strategies chosen by the hosts or comedians to produce humor⁵⁹. The study selected 24 monologue samples from a popular program called Rock & Roast and conducted a discourse analysis on them. Kenneth Burke's rhetorical theory is adopted to uncover the factors that influence rhetorical choice in the humorous discourse of Chinese talk shows. The findings reveal that the realization of rhetorical strategies in the humorous discourse of talk shows is rich, including rhetorical devices, foreign language (English), and internet buzzwords, among other things. The main factors influencing the rhetorical strategies chosen in the humorous discourse in Chinese talk shows are the 'ratio' of 'agent and agency,' which are talk show comedians and the Chinese language. This study contributes to helping the audience gain a better understanding of rhetorical humour in Chinese talk shows and provides a new perspective for humorous discourse analysis. This study is related to our research on editorials about kidnapping in Nigerian newspapers because both examine how language is used strategically to achieve a specific goal. The study on talk shows focuses on how comedians use rhetoric to create humor, employing various devices to engage their audience while our research on editorials will explore how writers use rhetoric to inform the public, influence public opinion, and potentially advocate for action regarding kidnapping in Nigeria.

A study on how IT students construct and develop persuasive arguments by analyzing their use of rhetorical strategies in a sample of persuasive presentations delivered in the course "English for IT"⁶⁰. Both corpus analysis and manual analysis were used to identify different types of rhetorical strategies students employed to influence their audiences' attitudes. The results show that IT students not only created a logical appeal which might be more natural for them but also employed a wide range of rhetorical strategies and devices to establish disciplinary credibility and create a more personal connection with their audience, thus

maintaining an appropriate balance of logos, ethos and pathos. The study further recommends systematic and careful rhetorical analysis of ESP (English for specific purposes) student's spoken language across disciplines and the consequent adaption of learning materials and teaching methods to improve ESP students' rhetoric skills. This study is relevant to our research topic, because both explore the use of rhetoric in persuasive communication. However, our research aims to understand the specific rhetorical strategies employed in a particular context: Nigerian newspaper editorials discussing the issue of kidnapping. This distinction emphasises the gap it intends to fill.

A study investigates the pragma-rhetorical structure of argumentative discourse in British Parliament⁶¹. To achieve this aim, model of strategic maneuvering is utilized. Among the important conclusions the study comes up with are: Both figures, i.e. the Prime Minister and Jeremy Corbyn in British parliament utilize certain pragma-rhetorical strategies either to defend or support their standpoints. Besides, Overstatement extends over the other figures of speech and argumentative appeals in British parliamentary discourse and makes the debates highly rhetorical as a result. Finally, Pathos prevailed other argumentative appeals. This proves that arguers in British parliament resort to feelings and stimulation of the audience's emotions in making their arguments. This study focuses on the use of pragma-rhetorical strategies in British Parliament, particularly how figures like the Prime Minister and Jeremy Corbyn utilize them to defend or support their positions. This research relates to our research, "Rhetorical strategies in editorials on kidnapping in selected Nigerian newspapers," because both studies explore the use of rhetorical devices in persuasive discourse. However, our research explores a different context which is Nigerian newspapers and a specific issue, kidnapping. The gap our research intends to fill is understanding how rhetorical strategies are employed in editorials discussing a particular social problem in a specific cultural context. This research will contribute to the field of linguistics by examining the specific rhetorical

strategies used in Nigerian editorials on kidnapping and analyzing how these strategies differ from those employed in other contexts, such as British Parliament.

A study explores the correlation between Systemic Functional Linguistics (SFL) and Critical Discourse Analysis (CDA) as tools for analyzing the evolution of rhetoric in the communicative strategies adopted in a company's Reports on social and environmental responsibility⁶². In more specific terms, Transitivity and Ergativity concepts from Systemic Functional Linguistics (SFL), through the lenses of CDA, are employed as a theoretical means for the analysis of a longitudinal study in the communicative strategies employed by Saras SpA pre- and during the Covid-19 pandemic crisis. Saras is an Italian joint-stock company operating in oil refining and power generation. The qualitative and quantitative linguistic analysis carried out using Sketch Engine software, aims to identify and explain how rhetoric is built and presented through language use in Saras SpA Sustainability Reports. Specific focus is given to communication strategies towards local and global communities and stakeholders in the years immediately before and during the Covid-19 pandemic. The rationale behind the study lies in the fact that 2020 and 2021 have been among the most difficult years since the end of World War II. Lives were abruptly turned upside down by the pandemic, which had grave negative effects on people's health and on the economy.

The result has been a threefold crisis involving health, the economy and social tension, with the refining sector being one of the hardest hit, since the oil refining industry was one of the most affected industries due to the general reduction in mobility and oil consumption brought about by the virus-fighting measures. Emphasis is placed on the construction of rhetorical strategies pre- and during the pandemic crisis using the representational process of Transitivity and Ergativity, thus revealing the close relationship between the use language in terms of grammatical configuration encoded and semantic roles of syntactic transformation on

the one hand, and rhetorical assumptions on the other. The results show that linguistic decisions regarding Transitivity and Ergativity choices play a crucial role in how effective writing achieves its rhetorical aims in terms of extending and maintaining dominant and implicit ideologies and underlying persuasive actions, and that some rhetorical motivation is perpetuated, if not actually overtly or subtly strengthened in social-environmental Reports issued in the midst of the Covid-19 pandemic crisis.

A study challenges this approach by analyzing the strategies of how queer visibility is conveyed in contemporary American television dramas⁶³. The analysis focuses on scenes with implicit and explicit queer references from the shows *Station 19* and *Mr. Robot*. Through a visual rhetorical analysis of visual and verbal performance of queerness, this study found four major strategies of queer visibility, which will be discussed in my presentation. Firstly, there is a strategy of heterosexual characterization, meaning queerness is permitted if it has heterosexual attributes, one of the queer persons being masculine and the other feminine. Secondly is the Greek strategy, a historical strategy inspired by ancient Greek times when the significant age gap between two men in a queer relationship was acceptable. Thirdly is the semi-explicit strategy, where the expression of queerness in a relationship is mixed between overtones and undertones of queerness. Finally, there is the implicit strategy where queerness between two characters only exists in the undertones, gestures, and words. These findings highlight the repertoire of queer visibility strategies possibly present in other American television shows.

A paper explores how historical context influences the content and selection of rhetorical legitimization strategies⁶⁴. Using case study method, the paper focused on how insurance companies and labor tried to defend their legitimacy in the context of enactment of Medicare in the USA. The study is empirically grounded in archival research, involving an analysis of

over 9,000 pages of congressional hearings on Medicare covering the period 1958–1965. The authors show that rhetorical legitimization strategies depend significantly on the specific historical circumstances in which those strategies are used. The historical context lent credibility to certain arguments and organizations are forced to decide either to challenge widely held assumptions or take advantage of them. The authors show that organizations face strong incentives to pursue the latter option. Here, both the insurance companies and labor unions tried to show that their positions were consistent with classical liberal ideology, because of high respect of classical liberal principles among different stakeholders (policymakers, voters, etc.). It is uncertain how much the results of the study could be generalized. More information about the organizations whose use of rhetorics the authors studied could have strengthened the research conclusions. The practical relevancy of the revised paper is that the authors should not expect hegemony challenging rhetorics from organizations, which try to influence legislators (and perhaps the larger public).

Perhaps (based on the findings), this kind of rhetorics is not even very effective. Social implications the paper helps to understand better how organizations try to advance their interests and gain acceptance among the stakeholders. Originality/value in this paper, the authors show how historical context in practice influence rhetorical arguments organizations select in public debates when their goal is to influence the decision-making of their audience. In particular, the authors show how dominant ideology (or ideologies) limit the options organizations face when they are choosing their strategies and arguments. In terms of the selection of rhetorical justification strategies, the most pressing question is not the “real” broad based support of certain ideologies. Insurance company and labor union representatives clearly believed that they must emphasize liberal values (or liberal ideology) if they wanted to gain legitimacy for their positions. In existing literature, it is often assumed that historical context influence the selection of rhetorical strategies but how this in fact happens is not

usually specified. The paper shows how interpretations of historical contexts (including the ideological context) in practice influence the rhetorical strategies organizations choose⁶⁴. This study focuses on how historical context shapes the use of rhetorical strategies in the context of political debates. While it shares a focus on rhetoric with our research, it differs in its subject matter and scope. It examines editorials on kidnapping, a specific social issue, while the study focuses on the enactment of a major policy change, our research topic aims to fill a gap in the field of linguistics by examining how rhetorical strategies are used in editorials to shape public opinion on a pressing social issue in a specific cultural context. It can contribute to understanding how language is used to frame and influence public discourse on kidnapping in Nigeria, considering the unique historical, social, and cultural context of the country.

A study was carried out to examine Edo State residents' perception of the rhetorical strategies used by select party flag bearers on social media during the 2023 Nigerian presidential election campaigns⁶⁵. The researchers employed the rhetoric theory, utilising a survey research design and questionnaire as the data collection instrument. The findings revealed that party flag bearers extensively employed rhetorical messages on social media, highlighting the significance of digital platforms in political communication. Multiple social media platforms, including Twitter, Facebook and Instagram, were predominantly used by the flag bearers to implement their rhetorical strategies. These strategies encompassed derogatory/personal attacks, issue-based content, emotional appeals, voter mobilization, grassroots engagement and transparency/accountability. Based on the results, it was recommended that political parties recognize the importance of rhetorical strategies on social media and provide training for their flag bearers in effective communication techniques. Additionally, parties should encourage the usage of diverse social media platforms to reach a wider audience and tailor messages to specific demographics. This study focuses on the use of rhetorical strategies in political campaigns on social media. While it shares a focus on rhetoric with our research

topic, it differs in its subject matter and scope. Our research topic examines editorials on kidnapping, a specific social issue, while the study focuses on political campaigns. Our research topic aims to fill a gap in the field of linguistics by examining how rhetorical strategies are used in editorials to shape public opinion on a pressing social issue. It will contribute to understanding how language is used to frame and influence public discourse on kidnapping in Nigeria.

An investigation was based on the eclectic consideration of Aristotle's rhetoric genres, Van Dijk's ideological structures and speech act theory. The descriptive qualitative study examined six campaign jingles broadcast on Rave 91.7 FM, including those of the All Progressive Congress (APC), the People's Democratic Party (PDP), and the Accord Party⁶⁶. The jingles were evaluated through pragmatic and critical discourse analysis lenses. The study revealed how rhetorical techniques such as negative other-representation of political opponents, foregrounding achievements through evidentiality, reliance on political ethos, allusion and appeal to citizens' plights, and appeal to voters' logic and reason were used in the examined jingles. It highlighted that the rhetorical categories were quoted in epideictic, deliberative and forensic persuasive frames, and were indexed by illocutionary acts of warning, advising, pleading, promising, assuring, disclaiming, rejecting, boasting, and praising. Overall, lexicalisation, comparison, actor description, inference, and disclaimer were employed to elevate the status of the in-group while diminishing the status of contending political parties, as the parties involved locked horns over the control of the state. This study focuses on political campaign jingles and how they employ rhetorical strategies to persuade voters. While it shares a focus on rhetoric with our research, it differs in its subject matter and scope. Our research topic examines editorials on kidnapping, a specific social issue, while the study focuses on political campaigns. Our research topic aims to fill a gap in the field of linguistics by examining how rhetorical strategies are used in editorials to shape public opinion on a

pressing social issue. It can contribute to understanding how language is used to frame and influence public discourse on kidnapping in Nigeria.

A study examines rhetorical strategies and appraisal markers in the engagement of the Yoruba Nation (YN) secessionist agitation in Nairaland⁶⁷. Adopting the appraisal framework and Fairclough's notions of intertextuality and interdiscursivity as a theoretical anchorage, analysis unveils historical and biblical allusion, proverbs and adages, rhetorical questions, code alternation and pidgin as prominent rhetorical practices and intertextual and interdiscursive resources that index cognitive positioning and ideological evaluations of the agitation and related social actors. While the anti-YN participants express negativity and ideological dissociation from the secessionist course, the pro-YN participants express positivity, solidarity and ideological alignment with the separatist agitation. As the secessionist movement generates concerns about ethnic synergy and national integration, participants take advantage of a heterogeneous virtual space to influence other online participants' ideological positions on whether to sustain patriotic spirit to strive continually towards Nigeria's nationhood or to join the vociferous call for the nation's geo-ethnic dismemberment and ultimately secession. While this study focuses on secessionism, our research will build upon its insights by examining a different societal issue and discourse type. This allows for a broader understanding of how rhetorical strategies are used to shape public opinion and contribute to the field of linguistics by providing insights into language, power, and ideology in media discourse.

Also, dealing with a topical problem - the study of cultural and national identity of Zhyrau poetry⁶⁸. The object of review is the techniques of creating the world picture. Attention is paid to the concepts of the rhetorical ideal and the rhetorical identity. The structure of the rhetorical ideal is analyzed in its relation to the author's and national concept sphere. The national world

picture is being studied from the position of cognitive methods of the poet's influence on the addressee. The systematization of rhetorical arguments, strategies and techniques, rhetorical argumentative models is shown in the songs of Zhyrau - Shalkiyiz, Zhiyembet, Aktamberdy, Umbetey, Kaztugan, and Bukhar. Rhetorical word forms and statements have been analyzed and their use in communication has been carried out. The scientific ideas of cultural memory have been developed to present a wide range of interpretations of the world in Zhyrau's poetry. The undertaken approach contributes to the understanding of the forms and ways of constructing cultural and national identity. By analysing the world picture in Zhyrau's poetry, it has been shown that the rhetorical ideal is built on the value ideas of the people about family, friendship and unity. The images of nature and the surrounding world explain the wide presence of antithesis, parallelism, and such units of rhetorical style as comparison, hyperbole, and epithets in the system of tropes. The presented experience contributes to the understanding of rhetorical identity and to the description of medieval Kazakh poetry in the aspect of identity. This study on Zhyrau poetry and its world picture is relevant to our research on Nigerian editorials about kidnapping because both explore how rhetoric is used to shape cultural understanding and influence audiences. Our research on Nigerian editorials about kidnapping will some linguistic gap as it focuses on a different type of discourse. The Zhyrau poetry study examines a specific genre of oral tradition, while our research will focus on journalistic editorials, a different genre with its own conventions and purposes. This allows for a comparison of how rhetorical strategies are employed across different types of communication.

A research explored the rhetorical persuasive strategies in the climate change-related disclosures of the annual reports of Bangladeshi banking companies⁶⁹. To fulfil this objective, content and rhetorical analyses are conducted on the climate change-related disclosures in the annual reports of Bangladeshi banks. The analysis is interpreted with the help of Aristotle's

rhetorical appeals (ethos, logos and pathos). Evidence suggests that Bangladeshi banks disclose climate change-related issues in annual reports. These issues include demonstrating a genuine concern for climate change and exhibiting commitment to green finance and investment, paper and energy conservation, tree plantation, biodiversity and climate change risk funds. They also underscore challenges linked to carbon emissions, air pollution, and natural disasters. These disclosures are persuasive, and rhetorical strategies such as ethos, logos, and pathos are evident. However, the disclosures lacked consistency and comparability because of the absence of reporting regulations and a prescribed framework. The study informs managers and policymakers about climate change disclosures in Bangladesh, particularly within the banking industry. The research suggests the need for improved reporting consistency and comparability, potentially achieved through standardized climate change reporting guidelines and mandatory requirements. Originality the paper uniqueness lies in its application of Aristotle's rhetorical triangle to enhance people understanding of how banking companies in a developing economy strategically employ climate change-related disclosures to influence readers. Rhetorical analysis is limitedly used by accounting scholars in analysing corporate climate-change disclosures.

2.4 Summary of Gaps in Literature

A lot of scholars have carried out various research on Nigeria media and adopted rhetorical strategies or other forms of rhetoric as an approach to their study, there are studies on rhetoric embedded in poetically motivated music, rhetorical strategies in governorship and presidential candidates speech and lots more, but there is no focused analysis on rhetorical strategies used in editorials about kidnapping. This is crucial because kidnapping is a pressing issue in Nigeria, and understanding how the media frames it can shed light on the social and cultural dynamics surrounding this problem. This study will add to the existing body of knowledge in

the field of journalism and rhetoric. It will explore the impact of rhetorical strategies on public discourse and understanding of kidnapping.

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Chapter Three

Research Methodology

As discussed in chapter one and two that editorials focus on matters of grave concern to humanity, such as kidnapping, insecurity, all kinds of discriminatory and oppressive behavior, societal conflict, political unrest and economic problems, this chapter looks at the research design, population of the study, sample and sampling techniques, procedure for data analysis.

3.1 Research Design

The study adopts a descriptive research design and also employ qualitative method of analysis. The study is qualitative in the sense that it focused on analyzing rhetorical strategies employed in the editorials. This involves examining how people (editors and concerned citizens) feel, what they think and why they make certain choices as certain events unfold. Rhetorical strategies identified will be interpreted according to the context in which they are used in the editorials. They will also be examined and related to the central messages expressed in the editorials.

3.2 Population of the Study

The population of the study includes the editorials on kidnapping published in Nigeria by Nigerian newspapers on kidnapping, between November 2022 to February 2024. Two were selected from *The punch*, one from *The Nigerian Tribune* and the fourth one from *Daily Trust*. There are hundreds of editorials on threatening issues in Nigeria. Nigerian newspapers publish editorials each time the need to arise.

3.3 Sampling Methods

Out of the numerous editorials written in Nigeria by Nigerian newspapers, four different editorials on kidnapping written between the periods of November 2022 to February 2024, two from *The Punch*, then one from *The Nigerian Tribune* and one from *Daily Trust*, were purposively selected for the study. The editorials were selected from the newspapers based on the number of editorials on kidnapping written between the chosen periods (November 2022 - February 2024). Two editorials were published by “The Punch”, while the other newspapers published just one within the selected period of time. The editorials were selected because they are recent and they have not really been subjected to linguistic analysis. More so, when the editorials were compared to other editorials, it was realized that they have more rhetorical strategies in them and some rhetorical strategies were used by all the four editorials. Purposive sampling was found appropriate for a qualitative research of this kind, because, apart from saving a lot of time and resources, it made it possible to undertake a safe and systematic selection of samples from a wide range of data.

3.4 Method of Data Collection

The data for the study were collected and downloaded online from four editorials on kidnapping written by three different Nigerian newspapers (*The Nigerian Tribune*, *Daily Trust*, and *The punch*) between November 2022 and February 2024. Two from *The punch*, then one from other newspapers each.

3.5 Limitations of the Study

This research does not pretend to be a complete study of editorials or media discourse. Indeed, it has merely touched on the fringes of media discourse. This limitation could arise from the inherent variability in editorial styles, perspectives, and priorities across different newspapers,

regions, or editorial boards within the country. As a result, the study's findings may not fully capture the diversity of rhetorical strategies employed in editorials on kidnapping nationwide, limiting the extent to which the conclusions can be extrapolated to the entire media landscape in Nigeria.

3.5 Description of Research Instrument

This study does not constitute a human subject. The research subject for this study are Nigerians newspapers editorials focused on kidnapping. The editorials were generated online from the newspaper website.

3.6 Method of Data Analysis

The selected editorials were critically read, each excerpt are numbered for easy identification and referencing. The rhetorical strategies in the editorials are identified and categorized based on their types (logos, pathos, ethos...) The excerpts are interpreted according to how they are used in the text, Four editorials are selected for analysis in this study. The editorials are labelled T1 (Text 1), T2 (Text 2), T3 (Text 3), T4 (Text 4), respectively. In the course of this study, the texts are captioned as T1 ... T4...

Chapter Four

Result and Discussion of Findings

This chapter presents the analysis and discussion of the data for this study. First, the rhetorical strategies in the selected newspaper editorials are identified and categorized. Next, rhetorical strategies are analyzed as used in the editorials. In the last section of the chapter, the use of rhetorical strategies in the editorials are compare across the selected editorial, and the predominant rhetorical strategies are determined.

4.1 Demographic Data Analysis

4.1.1 Identification and Categorization of Rhetorical Strategies in the Selected Editorials.

Table 4.1 shows the frequency of occurrence of each rhetorical strategies employed in the selected newspaper editorials, the editorial texts, labelled T1, T2, T3, and T4, were systematically examined, and the rhetorical devices identified were grouped into seven major categories: Pathos, Ethos, Logos, Imagery, Anaphora, Alliteration, and Hyperbole. This categorization helps to reveal the predominant persuasive techniques utilized by the editorial writers and provides a statistical basis for the subsequent qualitative analysis.

Table 4.1: Quantitative Analysis of the Rhetorical Strategies in the Selected Editorials.

S/N	Rhetorical Strategies	Text 1	Text 2	Text 3	Text 4	Total	100%
1	Pathos	7	10	6	6	29	13.30%
2	Ethos	5	12	14	7	38	17.43%
3	Logos	11	9	9	8	37	16.97%
4	Imagery	8	14	7	14	43	19.72%
5	Anaphora	5	7	4	5	21	9.63%
6	Alliteration	5	6	7	8	26	11.93%
7	Hyperbole	5	7	5	7	24	11.01%
	Total	46	65	52	55	218	100%

Source: Author's analysis of selected editorials

Table 4.1 shows the frequency of occurrence of each rhetorical strategies employed in the selected newspaper editorials, the editorial texts, labelled T1, T2, T3, and T4, were systematically examined, and the rhetorical devices identified were grouped into seven major categories: Pathos, Ethos, Logos, Imagery, Anaphora, Alliteration, and Hyperbole. This categorization helps to reveal the predominant persuasive techniques utilized by the editorial writers and provides a statistical basis for the subsequent qualitative analysis.

As table 4.1 shows, Imagery is the most frequently used rhetorical strategy with a total of 43 occurrences (19.72%). This suggests that Nigerian newspapers often rely on vivid and descriptive language to paint a clear picture of the issue of kidnapping, which can help readers visualize the gravity of the situation and evoke emotional responses. Ethos appears 38 times (17.43%), indicating that establishing credibility and trustworthiness is also a significant strategy. This is likely because the newspapers aim to present themselves as authoritative and reliable sources of information on the sensitive topic of kidnapping.

Logos followed closely with 37 occurrences (12.39%), showing that logical reasoning and factual data are also heavily used to persuade readers about the seriousness of kidnapping and the need for action.

Pathos comes next with 29 occurrences (13.30%), highlighting the importance of appealing to readers' emotions to create a sense of urgency and empathy towards the victims of kidnapping.

Alliteration is tied with 26 occurrences (11.93%), the repetition of initial consonant sounds, makes the message more memorable, while hyperbole appears 24 times (11.01%), the use of exaggerated statements, emphasises the severity of the issue.

Finally, Anaphora appears 21 times (9.63%), showing that the repetition of words or phrases at the beginning of successive clauses is another effective strategy to emphasize key points and create a rhythmic and persuasive argument.

4.2 Qualitative Analysis of the Rhetorical Strategies as Used in the Selected Editorials

In this section, a qualitative analysis of the rhetorical strategies identified in the selected editorials is presented. Each rhetorical device such as pathos, ethos, logos, imagery, anaphora, alliteration, and hyperbole are analyzed with supporting textual examples drawn from the

editorials. The analysis explains how each strategy is employed to achieve persuasive effects, reinforce arguments, and shape the readers' perceptions. By examining these strategies contextually, the study highlights the methods through which the editorial writers attempt to influence public opinion on the issues of kidnapping.

4.2.1 Pathos

Daily Trust: Save Nigerians From Kidnappers

Ext 1, T1

"Kidnappings are becoming too rampant, and too frequent across the country. The alarming situation is pervasive, such that no part of the nation is immune."

Ext 2, T1

"Every neighbourhood is now prone to heinous attacks by kidnappers and their accomplices. Even pupils and students are targets."

Ext 3, T1

"She was buried in Bwari, Abuja, on Saturday amid tears by family members and sympathisers."

Pathos (Emotional Appeals)

Pathos is employed in editorials to evoke emotional responses from readers, often by highlighting fear, sorrow, empathy, or outrage. These emotional appeals strengthen the persuasive power of the editorial by encouraging readers to personally connect with the issue.

In Excerpt 1, Text 1, the statement **“Kidnappings are becoming too rampant, and too frequent across the country. The alarming situation is pervasive, such that no part of the nation is immune”** relies on emotionally charged language to create a sense of fear and urgency. Words like **“too rampant,” “too frequent,”** and **“alarming situation”** heighten anxiety about personal and national safety. The phrase **“no part of the nation is immune”** removes any illusion of distance or safety, reinforcing a shared sense of vulnerability. This evokes fear not just of the crime itself but of its growing unpredictability. In addition, the sentence implicitly critiques the government’s failure to ensure security, encouraging readers to adopt a critical stance toward those in authority. In Excerpt 2, Text 1, the statement **“Every neighbourhood is now prone to heinous attacks by kidnappers and their accomplices. Even pupils and students are targets”** uses emotionally charged language to heighten readers’ distress. The phrase **“heinous attacks”** emphasizes brutality, while the inclusion of **“even pupils and students”** activates protective instincts toward children—symbols of innocence and vulnerability. This intensifies readers’ emotional reactions, evoking outrage, helplessness, and fear. The idea that **“every neighbourhood is now prone”** suggests widespread danger, reinforcing the perception that no one is safe and nowhere is secure. This strategy effectively positions the reader within the threat, making the issue feel immediate and personal. In Excerpt 3, Text 1, **“She was buried in Bwari, Abuja, on Saturday amid tears by family members and sympathisers”** evokes sorrow and empathy. The image of grieving relatives and sympathizers enhances the emotional impact, drawing readers into the shared human experience of mourning. By focusing on the pain of the victim’s loved ones, the editorial appeals to the readers’ sense of compassion and communal solidarity. This emotional connection deepens the seriousness of the issue and encourages a more heartfelt response to the tragedy. Through fear, empathy, and sorrow, pathos is used to frame the issue as both urgent and personal, compelling the reader to respond with concern, outrage, or a desire for change.

The Punch: Kidnaping, Banditry Spreading Fast

Ext 4, T2

"**AFFLICTED** by decades of terrorism and armed robbery, banditry and its twin, kidnapping, are spreading fast across the country, turning Nigerians into nervous wrecks.

Ext 5, T2

"On Monday, sophisticatedly-armed kidnappers intercepted three monarchs who were returning from a security meeting in Kogi State, at Oke-Ako. They shot dead two – Olatunde Olusola of Imojo and Babatunde Ogunsakin of Esun-Ekiti."

Ext 6, T2

"In Lagos, media reports say kidnappers are spreading their tent."

In Excerpt 4, Text 2, the statement "**AFFLICTED by decades of terrorism and armed robbery, banditry and its twin, kidnapping, are spreading fast across the country, turning Nigerians into nervous wrecks**" is rich in emotional appeal. The use of the word "**AFFLICTED**" connotes deep, ongoing suffering, suggesting that Nigerians have been enduring layers of violence for decades. This positions the current wave of kidnapping as part of a long, painful continuum of insecurity. The phrase "**turning Nigerians into nervous wrecks**" intensifies this emotional effect by highlighting the psychological toll fear, anxiety, and trauma being experienced by ordinary citizens. The imagery here invites the reader to empathize with a population worn down by relentless insecurity, encouraging concern and possibly anger at the lack of effective intervention. In Excerpt 5, Text 2, the editorial recounts: "**On Monday, sophisticatedly-armed kidnappers intercepted three monarchs who were returning from a security meeting in Kogi State, at Oke-Ako. They shot dead two –**

Olatunde Olusola of Imojo and Babatunde Ogunsakin of Esun-Ekiti.” This account is particularly striking because it combines a factual report with emotionally resonant details. The phrase **“sophisticatedly-armed kidnappers”** suggests not only the organized and dangerous nature of the criminals but also the failure of security systems to prevent such attacks. The deliberate naming of the monarchs and the revelation that they were killed shortly after attending a security meeting is a powerful emotional trigger. It evokes both sorrow and outrage, particularly as traditional rulers symbolize authority, stability, and heritage in Nigerian society. Their deaths amplify the sense of lawlessness and vulnerability, fostering a deep emotional response from the reader. In Excerpt 6, Text 2, the statement **“In Lagos, media reports say kidnappers are spreading their tent”** uses metaphorical language to evoke fear and unease. The phrase **“spreading their tent”** paints a picture of gradual but unstoppable expansion, implying that no region is safe from the threat of kidnapping. This choice of words is subtle but potent, tapping into readers’ fears of the unknown and of becoming future victims. It also reinforces the idea of a nationwide crisis, encouraging the audience to recognize the immediacy and seriousness of the issue. Across these excerpts, pathos is effectively employed to draw emotional attention to the growing problem of kidnapping in Nigeria. By invoking images of suffering, grief, and helplessness, the editorials seek to not only inform but to stir readers into emotional awareness and possibly, civic concern or demand for change. This emotional engagement deepens the persuasive force of the editorial discourse, making the issue of kidnapping not just a national crisis, but a personal one for every reader.

The Punch: Kidnappers on the Rampage

Ext 7, T3

"Tormenting Nigerians amid economic adversity and widespread poverty."

Ext 8, T3

"Girls and young women are kidnapped as sex slaves and brides by terrorists and bandits in the north."

Ext 9, T3

"A retired army general was kidnapped and his vehicle abandoned."

In Excerpt 7, Text 3, the phrase **"Tormenting Nigerians amid economic adversity and widespread poverty"** appeals to the reader's empathy by portraying the suffering of ordinary citizens. The word **"tormenting"** implies not just physical harm, but ongoing emotional and psychological distress. When paired with **"economic adversity and widespread poverty,"** it paints a picture of a population already burdened by hardship, now further traumatized by insecurity. This evokes sympathy and concern for the plight of Nigerians who, despite facing harsh economic realities, must also contend with the fear and instability caused by kidnappings. The emotional appeal here reinforces the layered nature of the crisis, showing how kidnapping compounds existing suffering and destabilizes everyday life. In Excerpt 8, Text 3, the statement **"Girls and young women are kidnapped as sex slaves and brides by terrorists and bandits in the north"** delivers a forceful emotional appeal. The specific mention of **"girls and young women"** underscores the innocence and vulnerability of the victims, prompting a visceral reaction from the reader. Terms like **"sex slaves"** and **"brides"** carry heavy emotional weight, conjuring images of exploitation, forced captivity, and sexual violence. This portrayal taps into the reader's sense of morality, justice, and protectiveness, especially toward the young and defenseless. It also highlights the gendered dimension of violence, evoking outrage and compassion simultaneously. By focusing on the abuse of society's most vulnerable, the editorial intensifies the emotional gravity of the kidnapping crisis and positions it as not just a

criminal issue, but a humanitarian and moral emergency. In Excerpt 9, Text 3, the statement “**A retired army general was kidnapped and his vehicle abandoned**” evokes irony and heightens the emotional impact. The kidnapping of a figure traditionally associated with strength, protection, and authority disrupts the reader’s expectations and highlights the breakdown of security. The image of the general’s “**vehicle abandoned**” further symbolizes helplessness and vulnerability even those once charged with defending others are no longer safe. This narrative elicits a sense of alarm and hopelessness, reinforcing the idea that the threat of kidnapping spares no one, regardless of status or former power. It appeals to the reader’s concern for national stability and trust in state institutions, amplifying the emotional weight of the situation. Collectively, these excerpts use pathos to make the kidnapping crisis deeply personal, emphasizing human suffering, moral outrage, and societal collapse. By drawing attention to the emotional consequences of insecurity from the violation of vulnerable individuals to the powerlessness of former protectors the editorials compel readers to not only understand the issue intellectually but to feel its weight emotionally.

The Nigerian Tribune: Still on Kidnapping on the Highway

Ext 10, T4

"WHEN, in previous editorials, we accused the Muhammadu Buhari administration of running “a government of herdsmen, by Nigerians, and for herdsmen,” we were not being cynical."

Ext 11, T4

"Sadly, events since the administration’s stout defence of killer herders that the Ondo State governor, Mr. Rotimi Akeredolu (SAN), asked to vacate the state’s forest reserves have confirmed our worst fears about the reign of terror unleashed by the sacred cows across the

country, including the ongoing attacks on travellers plying Nigeria's busiest road, the Lagos-Ibadan expressway."

Ext 12, T4

"It is galling that the highways in the South-West, and indeed in other parts of the country, have become routes to anguish even as the Federal Government which enjoys the monopoly of the repressive apparatuses of the state continues to falter and dither, rolling out a salad of excuses to an exasperated populace, resisting calls for the decentralization of the country's security architecture, and refusing to address the sub-text of ethnic provocations."

In Excerpt 10, Text 4, the editorial declares: **"WHEN, in previous editorials, we accused the Muhammadu Buhari administration of running 'a government of herdsmen, by Nigerians, and for herdsmen,' we were not being cynical."** This statement opens with a tone of frustration and defensiveness. The phrase **"we were not being cynical"** suggests that the situation is no longer hypothetical or exaggerated—it has become a grim reality. The rephrasing of Abraham Lincoln's famous democratic ideal (**"government of the people, by the people, for the people"**) into a version centered on herdsmen conveys a profound sense of betrayal and injustice. It evokes strong emotions such as anger and disappointment, particularly for readers who feel marginalized or endangered by perceived government bias. This appeal to pathos is effective in cultivating a shared sense of urgency and injustice among the audience. In Excerpt 11, Text 4, the editorial states: **"Sadly, events since the administration's stout defence of killer herders that the Ondo State governor, Mr. Rotimi Akeredolu (SAN), asked to vacate the state's forest reserves have confirmed our worst fears about the reign of terror unleashed by the sacred cows across the country, including the ongoing attacks on travellers plying Nigeria's busiest road, the Lagos-Ibadan expressway."** The opening word **"Sadly"** sets a somber tone, indicating emotional fatigue or disappointment. The phrase

“confirmed our worst fears” triggers a sense of dread and inevitability, implying that past warnings were ignored and that the situation has deteriorated. Describing the perpetrators as **“sacred cows”** suggests immunity from justice, which inflames the reader’s anger and sense of helplessness. The reference to **“reign of terror”** and attacks on a major national highway intensifies the emotional appeal by emphasizing the spread and impunity of violence, tapping into collective fears over personal safety and national collapse. In Excerpt 12, Text 4, the editorial laments: **“It is galling that the highways in the South-West, and indeed in other parts of the country, have become routes to anguish even as the Federal Government which enjoys the monopoly of the repressive apparatuses of the state continues to falter and dither, rolling out a salad of excuses to an exasperated populace, resisting calls for the decentralization of the country’s security architecture, and refusing to address the sub-text of ethnic provocations.”** Here, **“galling”** signals deep resentment and anger. Referring to major roads as **“routes to anguish”** paints a vivid picture of danger and trauma, evoking fear and empathy. The phrase **“salad of excuses”** uses metaphor and sarcasm to belittle the government’s inaction, intensifying the emotional impact. The mention of an **“exasperated populace”** and the refusal to respond to **“ethnic provocations”** appeals to readers’ communal identity, frustration, and desire for justice. It frames the issue not just as a security failure but as a moral and social crisis, deepening the emotional connection with the reader. Together, these excerpts illustrate how editorials use emotional appeals to express public outrage, highlight systemic failures, and inspire collective urgency. By invoking fear, frustration, sorrow, and injustice, pathos in these texts seeks to mobilize readers emotionally, transforming abstract policy issues into personal and communal concerns.

4.2.2 Ethos

Daily Trust: Save Nigerians From Kidnappers

Ext 1, T1

"And on January 9, six siblings were kidnapped alongside their father, Alhaji Mansoor Al-Kadriyar, from their home at Zuma 1, on the outskirts of Bwari town in Abuja. The kidnappers later released the father to get N60 million as ransom for the release of his daughters on or before last Friday."

Ext 2, T1

"Unable to raise the amount by Friday, the bandits killed Nabeeha Al-Kadriyar, a 400-level student of Biological Sciences, Ahmadu Bello University (ABU), Zaria on Friday and dumped her body at Idah junction located along Bwari-Jere road in Kagarko LGA of Kaduna State. She was buried in Bwari, Abuja, on Saturday amid tears by family members and sympathisers."

Ext 3, T1

"Meanwhile, late Nabeeha's five sisters, including Najeebah, a 500-level Quantity Surveying student and Nadherah, a 300-level Zoology student, alongside three others, are still in captivity. The most affronting aspect of this very sad issue is that after killing Nabeeha for her family's failure to raise N60 million,

Ethos is a rhetorical strategy that strengthens the author's credibility and ethical standing by grounding the narrative in verifiable facts, detailed descriptions, and personal identifiers. By providing specific names, dates, locations, and background details, the author builds trust with the reader and underscores the gravity and authenticity of the issue. The following excerpts illustrate how ethos is deployed to lend authority to the discussion on kidnapping. In Excerpt 1,

Text 1, the editorial states: **“And on January 9, six siblings were kidnapped alongside their father, Alhaji Mansoor Al-Kadriyar, from their home at Zuma 1, on the outskirts of Bwari town in Abuja. The kidnappers later released the father to get N60 million as ransom for the release of his daughters on or before last Friday.”** Here, the narrative is enriched by the inclusion of precise details such as the specific date, location, and the full name of Alhaji Mansoor Al-Kadriyar. This specificity not only humanizes the incident but also lends factual authenticity to the account. By delineating the exact circumstances and the financial demands involved (N60 million ransom), the author signals thorough research and familiarity with the case, which elevates the reliability of the information presented. In Excerpt 2. Text 1, the text reads: **“Unable to raise the amount by Friday, the bandits killed Nabeeha Al-Kadriyar, a 400-level student of Biological Sciences, Ahmadu Bello University (ABU), Zaria on Friday and dumped her body at Idah junction located along Bwari-Jere road in Kagarko LGA of Kaduna State. She was buried in Bwari, Abuja, on Saturday amid tears by family members and sympathisers.”** This excerpt deepens the ethical appeal by providing comprehensive details about the victim, Nabeeha Al-Kadriyar. The mention of her educational background and affiliation with a prestigious institution like Ahmadu Bello University adds to the narrative’s verifiability. Moreover, by noting the emotional response “amid tears by family members and sympathisers” the account not only documents the tragedy but also connects with the reader’s moral sensibilities. This combination of hard facts and the human cost of the event reinforces the author’s credibility and underscores the serious consequences of the kidnappings. In Excerpt 3, Text 1, the narrative continues: **“Meanwhile, late Nabeeha’s five sisters, including Najeebah, a 500-level Quantity Surveying student and Nadherah, a 300-level Zoology student, alongside three others, are still in captivity. The most affronting aspect of this very sad issue is that after killing Nabeeha for her family’s failure to raise N60 million, the bandits now raised the ransom to N...”**

Here, detailed information about the victims' identities and academic pursuits the sisters' levels of study and their field further solidifies the narrative's authenticity. This meticulous documentation not only amplifies the severity of the ongoing crisis but also highlights the barbarity of the kidnappers' actions. By emphasizing the escalation in ransom demands following a tragic loss, the author underscores both the ruthlessness of the perpetrators and the persistent human cost, thereby bolstering the narrative's ethical weight.

Together, these excerpts use ethos to construct a compelling and credible narrative. The detailed accounts serve as testimonial evidence that not only enhances the author's trustworthiness but also provides readers with a clear, fact-based understanding of the dire situation.

The Punch: Kidnaping, Banditry Spreading Fast

Ext 4, T2

"AFFLICTED by decades of terrorism and armed robbery, banditry and its twin, kidnapping, are spreading fast across the country, turning Nigerians into nervous wrecks."

Ext 5, T2

"Apart from the North-West, the Federal Capital Territory has become a hot spot of kidnapping. Ekiti State and the Lagos-Ibadan Expressway in the South-West are the latest scenes of this crime."

Ext 6, T2

"Two separate kidnapping incidents are raising tensions in Ekiti."

(The mention of "**two separate kidnapping incidents**" provides concrete examples to support the author's claims, reinforcing their reliability and knowledge about current events).

In Excerpt 4, Text 2, the editorial states:

"AFFLICTED by decades of terrorism and armed robbery, banditry and its twin, kidnapping, are spreading fast across the country, turning Nigerians into nervous wrecks." the use of the word **"AFFLICTED"** suggests a long-standing and severe problem, acknowledging decades of violence that set the broader context for the current crisis. The phrase **"turning Nigerians into nervous wrecks"** demonstrates an understanding of the population's emotional and psychological state. This detailed historical and emotional context not only humanizes the issue but also reinforces the author's credibility by showing an in-depth grasp of both the factual and experiential aspects of the problem. In Excerpt 5, Text 2, the text reads: **"Apart from the North-West, the Federal Capital Territory has become a hot spot of kidnapping. Ekiti State and the Lagos-Ibadan Expressway in the South-West are the latest scenes of this crime."** This excerpt enhances the narrative's authority by pinpointing specific geographical areas affected by the crisis. The mention of clearly defined regions such as the North-West, the Federal Capital Territory, Ekiti State, and the Lagos-Ibadan Expressway shows a detailed knowledge of the problem's spread. Such precision in location-based evidence lends factual authenticity to the argument, making the reported crisis seem both pervasive and meticulously documented.

In Excerpt 6, Text 2, the narrative continues:

"Two separate kidnapping incidents are raising tensions in Ekiti."

By citing **"two separate kidnapping incidents,"** the author provides concrete examples that support the argument. The reference to multiple incidents in Ekiti underscores the ongoing and

escalating nature of the crisis. This use of tangible, verifiable events serves as testimonial evidence of the problem's severity and confirms the author's familiarity with current events, thereby bolstering the overall ethical appeal of the narrative.

Together, these excerpts use ethos to construct a compelling and credible narrative. The detailed accounts spanning historical context, precise geographical data, and specific event example serve as testimonial evidence that not only enhances the author's trustworthiness but also provides readers with a clear, fact-based understanding of the dire situation.

The Punch: Kidnappers on the Rampage

Ext 7, T3

"In the north, terrorists and bandits are kidnapping girls and young women as sex slaves, 'brides' and camp attendants."

Ext 8, T3

"This is another major challenge for President Bola Tinubu and his security chiefs."

Ext 9, T3

"While the police rescued eight of those abducted within hours, the remaining victims regained their freedom only on October 6, after their families paid a combined ransom of N50million ransom."

In Excerpt 21, Text 3, the text reads:

"In the north, terrorists and bandits are kidnapping girls and young women as sex slaves, 'brides' and camp attendants."Here, the speaker's use of specific victim categories **"girls and young women"** and their roles as **"sex slaves," "brides,"** and **"camp attendants"** reveals

a deep awareness of the brutal realities faced by abducted individuals. This level of detail indicates that the author is not speaking from conjecture but from familiarity with documented incidents, thereby enhancing their credibility. The regional specificity (“**in the north**”) further grounds the claim in a geographic context, showing that the issue is not abstract but tied to identifiable places and patterns.

In Excerpt 22, Text 3, the speaker adds, “This is another major challenge for President Bola Tinubu and his security chiefs.”

By explicitly naming President Bola Tinubu and “**his security chiefs**,” the speaker ties the crisis to those in power, signaling an understanding of the administrative structure and the actors responsible for ensuring national safety. This move enhances ethos by positioning the speaker as informed not only about the issue itself but also about the leadership dynamics that influence possible solutions. This appeal to political accountability shows the speaker’s engagement with governance and security policy, lending further credibility to the argument.

In Excerpt 30, Text 3, the narrative continues:

“While the police rescued eight of those abducted within hours, the remaining victims regained their freedom only on October 6, after their families paid a combined ransom of N50 million.”

The author’s mention of the specific number of victims rescued, the precise date of release, and the exact ransom amount demonstrates a commitment to factual reporting. These concrete details enhance the reliability of the account by providing verifiable information. Rather than relying on generalized statements, the speaker showcases familiarity with the outcomes of the events discussed, reinforcing the ethical appeal by demonstrating thorough research and attentiveness to both immediate and long-term consequences.

Together, these excerpts employ ethos to present a compelling and credible depiction of the kidnapping crisis. Through the inclusion of detailed facts, geographic and political references, and outcomes of specific cases, the author positions themselves as a knowledgeable and trustworthy voice.

The Nigerian Tribune: Still on Kidnapping on the Highway

Ext 33, T4

"Rather, we were only restating well-documented facts of Buhari's horrendously provincial, ethnically insensitive and criminally negligent approach to governance."

Ext 34, T4

"Sadly, events since the administration's stout defence of killer herders that the Ondo State governor, Mr. Rotimi Akeredolu (SAN), asked to vacate the state's forest reserves have confirmed our worst fears about the reign of terror unleashed by the sacred cows across the country..."

Ext 35, T4

"...including the ongoing attacks on travellers plying Nigeria's busiest road, the Lagos-Ibadan expressway."

In Excerpt 10, Text 4, the speaker asserts:

"Rather, we were only restating well-documented facts of Buhari's horrendously provincial, ethnically insensitive and criminally negligent approach to governance." By referring to **"well-documented facts,"** the author appeals to the reliability of external, verifiable sources rather than personal opinion. This phrase signals that the statements are

grounded in existing evidence, thereby strengthening the speaker's ethos. Furthermore, the use of potent descriptors such as **"horrendously provincial"** and **"criminally negligent"** communicates the author's firm stance and deep familiarity with the administration's failings. This combination of factual assertion and evaluative language demonstrates both knowledge and moral engagement, enhancing the author's authority on the issue. In Excerpt 11, Text 4, the passage states: **"Sadly, events since the administration's stout defence of killer herders that the Ondo State governor, Mr. Rotimi Akeredolu (SAN), asked to vacate the state's forest reserves have confirmed our worst fears about the reign of terror unleashed by the sacred cows across the country..."** This excerpt builds credibility by referencing a notable public figure—Mr. Rotimi Akeredolu, identified not only by name but also by title (SAN) and office (Ondo State governor). Including such specific credentials lends weight to the narrative, as it shows that the concerns expressed are echoed by respected individuals in positions of authority. Additionally, referencing a particular conflict involving forest reserves adds factual grounding to the argument, demonstrating that the author is discussing actual events rather than hypothetical scenarios. In Excerpt 12, Text 4, the speaker adds: **"...including the ongoing attacks on travellers plying Nigeria's busiest road, the Lagos-Ibadan expressway."** Here, the reference to the Lagos-Ibadan expressway, a widely known and heavily frequented route, makes the issue both relatable and verifiable for the audience. By drawing attention to a specific and high-profile location, the author anchors their claims in a concrete context that many Nigerians can identify with or confirm. This not only reinforces the factual nature of the argument but also underscores the widespread impact of the insecurity crisis, thereby enhancing the speaker's trustworthiness and engagement with real public concerns. Collectively, these excerpts deploy ethos effectively by combining precise references to people, places, and documented events. The author's integration of institutional titles, legal designations, and geographical landmarks works to establish a credible, informed perspective.

4.2.3 Logos

Daily Trust: Save Nigerians From Kidnappers

Ext 1, T1

"The kidnappers later released the father to get N60 million as ransom for the release of his daughters on or before last Friday."

Ext 2, T1

"Unable to raise the amount by Friday, the bandits killed Nabeeha Al-Kadriyar, a 400-level student of Biological Sciences, Ahmadu Bello University (ABU), Zaria on Friday and dumped her body at Idah junction located along Bwari-Jere road in Kagarko LGA of Kaduna State."

Ext 3, T1

"She was buried in Bwari, Abuja, on Saturday amid tears by family members and sympathisers."

(This fact emphasizes the emotional and societal impact of the kidnappings, appealing to the audience's sense of empathy and highlighting the real-world consequences).

Logos appeals to logic and reason by presenting facts, statistics, causal relationships, and evidence to support an argument. The following excerpts from Text 1 demonstrate how logos is used to provide rational evidence and highlight the logical consequences of insecurity and kidnapping in Nigeria.

In Excerpt 1, Text 1, the editorial states: **"The kidnappers later released the father to get N60 million as ransom for the release of his daughters on or before last Friday."** This sentence introduces a clear cause-and-effect situation: the father was released specifically to

secure a ransom payment of N60 million for his daughters. The logic behind the kidnappers' actions using a family member as a means to an end reveals the calculated and transactional nature of their crime. By stating the exact ransom amount and deadline, the editorial presents concrete data that enables the audience to understand the high financial stakes involved, making the emotional and logical implications of the crime more tangible. In Excerpt 2, Text 1, the text continues: **"Unable to raise the amount by Friday, the bandits killed Nabeeha Al-Kadriyar, a 400-level student of Biological Sciences, Ahmadu Bello University (ABU), Zaria on Friday and dumped her body at Idah junction located along Bwari-Jere road in Kagarko LGA of Kaduna State."** This excerpt follows logically from the previous one and shows a grim, factual consequence of the unmet ransom demand. The failure to deliver the money leads directly to Nabeeha's death, offering a clear causal link that supports the editorial's argument about the danger and brutality of these kidnappings. The mention of her academic level and institution not only provides context but also appeals to reason by illustrating the type of bright, promising individuals being lost to these tragedies. In Excerpt 3, Text 1, the passage states: **"She was buried in Bwari, Abuja, on Saturday amid tears by family members and sympathisers."** While emotionally resonant, this detail also serves a logical function by providing closure to the sequence of events. It emphasizes the societal and communal cost of such incidents. The funeral becomes the final result in the logical chain: kidnapping, ransom, death, and burial. This structure helps readers comprehend the full weight of the situation through a logical progression that underscores the real-life implications of insecurity.

Together, these excerpts employ logos by outlining a tragic but rational sequence of events that stem from a specific demand and its fallout.

The Punch: Kidnaping, Banditry Spreading Fast

Ext 4, T2

"To defeat it, Nigeria needs to swiftly overhaul its security structure."

Ext 5, T2

"The same day, bandits kidnapped five pupils and four teachers of the Apostolic Faith Group of Schools in Emure-Ekiti. The kidnappers are demanding a ransom of N100 million to free their victims. The police said they have arrested five suspects."

Ext 6, T2

"In Lagos, media reports say kidnappers are spreading their tentacles."

The following excerpts from Text 2 illustrate how logical reasoning is employed to build a compelling argument.

In Excerpt 4, Text 2, the editorial asserts: **"To defeat it, Nigeria needs to swiftly overhaul its security structure."**

This sentence offers a straightforward, rational solution to the problem of kidnapping. The proposed action overhauling the security structure addresses the root of the issue rather than its symptoms. By using the word **"swiftly,"** the author emphasizes the urgency, reinforcing the logical necessity of immediate reform. This appeal to logic strengthens the argument by presenting a feasible and action-oriented approach to resolving the crisis. In Excerpt 5, Text 2, the narrative continues: **"The same day, bandits kidnapped five pupils and four teachers of the Apostolic Faith Group of Schools in Emure-Ekiti. The kidnappers are demanding a**

ransom of N100 million to free their victims. The police said they have arrested five suspects.”

Here, the author presents a complete and factually grounded account of a kidnapping incident. The specific number of victims, the demanded ransom, and the subsequent police response create a logical flow of events from crime to reaction. This use of concrete data supports the argument by showing that the situation is not speculative but real and verifiable. It appeals to the reader’s reasoning by establishing a direct link between law enforcement efforts and criminal activity. In Excerpt 6, Text 2, the text states: **“In Lagos, media reports say kidnappers are spreading their tentacles.”** While the phrasing is metaphorical, the logical appeal lies in the attribution of the information to **“media reports,”** lending an element of evidence-based support to the claim. The expression **“spreading their tentacles”** suggests a calculated expansion of criminal operations, allowing readers to infer the growing threat logically. This serves as a warning grounded in reported facts, reinforcing the editorial’s broader argument that kidnapping is not an isolated issue but a spreading epidemic.

Together, these excerpts use logos to construct a rational and evidence-backed portrayal of the kidnapping crisis in Nigeria. Through proposed solutions, verified incidents, and referenced sources, the editorial builds a logical case for urgent and strategic intervention.

The Punch: Kidnappers on the Rampage

Ext 7, T3

"Lately, there has been a spike in the kidnapping segment resulting in renewed security shocks."

Ext 8, T3

"Reports emerge daily around the country of assailants attacking and kidnapping citizens either for ransom, or ritual purposes."

Ext 9, T3

"In the north, terrorists and bandits are kidnapping girls and young women as sex slaves, 'brides' and camp attendants."

In Excerpt 7, Text 3, the author states:

"Lately, there has been a spike in the kidnapping segment resulting in renewed security shocks." This sentence communicates a recent and notable development in the security landscape. The word **"spike"** suggests a quantifiable and sharp increase, indicating that the situation has worsened. By linking this rise to **"renewed security shocks,"** the author draws a cause-and-effect relationship, showing how the increase in kidnappings is directly contributing to national insecurity. This logical progression helps the reader understand the scale and urgency of the problem.

In Excerpt 8, Text 3, the text reads:

"Reports emerge daily around the country of assailants attacking and kidnapping citizens either for ransom, or ritual purposes." This statement reinforces the frequency and consistency of the problem. The phrase **"reports emerge daily"** emphasizes the ongoing and widespread nature of the threat, pointing to a persistent trend rather than isolated incidents. By categorizing the motivations behind the crimes—**"for ransom, or ritual purposes"**—the author provides a logical classification of the criminal acts, helping readers comprehend the multifaceted dimensions of the crisis. In Excerpt 9, Text 3, the writer notes: **"In the north, terrorists and bandits are kidnapping girls and young women as sex slaves, 'brides' and**

camp attendants.” This excerpt provides a geographically specific and demographically targeted breakdown of the crimes. Identifying the perpetrators as “**terrorists and bandits**” and naming the victims as “**girls and young women**” underscores the calculated and severe nature of these actions. The mention of the roles the victims are forced into “**sex slaves,**” “**brides,**” and “**camp attendants**” adds a layer of disturbing detail that appeals to the reader’s sense of logic and justice. It shows the deliberate exploitation inherent in these crimes, reinforcing the argument with clear and horrifying evidence.

Together, these excerpts use logical appeals to establish the gravity, frequency, and pattern of kidnapping in Nigeria.

The Nigerian Tribune: Still on Kidnapping on the Highway

Ext 32, T4

"Sadly, events since the administration’s stout defence of killer herders that the Ondo State governor, Mr. Rotimi Akeredolu (SAN), asked to vacate the state’s forest reserves have confirmed our worst fears about the reign of terror unleashed by the sacred cows across the country, including the ongoing attacks on travellers plying Nigeria’s busiest road, the Lagos-Ibadan expressway."

Ext 33, T4

"It is galling that the highways in the South-West, and indeed in other parts of the country, have become routes to anguish even as the Federal Government which enjoys the monopoly of the repressive apparatuses of the state continues to falter and dither, rolling out a salad of excuses to an exasperated populace, resisting calls for the decentralisation of the country’s security architecture, and refusing to address the sub-text of ethnic provocations."

Ext 34, T4

"As is their wont, terrorists dressed in military camouflage attacked commuters travelling on the Lagos-Ibadan expressway on Tuesday."

In Excerpt 32, Text 4, the text reads:

"Sadly, events since the administration's stout defence of killer herders that the Ondo State governor, Mr. Rotimi Akeredolu (SAN), asked to vacate the state's forest reserves have confirmed our worst fears about the reign of terror unleashed by the sacred cows across the country, including the ongoing attacks on travellers plying Nigeria's busiest road, the Lagos-Ibadan expressway."

This excerpt lays out a logical sequence of events. It links the federal government's controversial defense of violent herders with a broader pattern of unchecked violence, particularly the attacks on a major highway. The reference to a specific decision by the administration (defending herders) and its consequence (escalating attacks) exemplifies a clear cause-and-effect relationship. This appeals to logic by arguing that inaction or misjudgment at the leadership level directly contributes to worsening insecurity. In Excerpt 33, Text 4, the editorial adds: **"It is galling that the highways in the South-West, and indeed in other parts of the country, have become routes to anguish even as the Federal Government which enjoys the monopoly of the repressive apparatuses of the state continues to falter and dither, rolling out a salad of excuses to an exasperated populace, resisting calls for the decentralisation of the country's security architecture, and refusing to address the sub-text of ethnic provocations."**

Here, the argument rests on institutional logic. The Federal Government, by virtue of its exclusive control over national security forces (**"monopoly of the repressive apparatuses of**

the state”), is expected to ensure safety. However, the government’s failure to act despite widespread unrest creates a logical contradiction that highlights its ineffectiveness. The refusal to decentralize security despite growing demands for reform is presented as an irrational stance, thereby undermining the government’s credibility and reinforcing the logic behind calls for restructuring.

In Excerpt 34, Text 4, it is stated: **“As is their wont, terrorists dressed in military camouflage attacked commuters travelling on the Lagos-Ibadan expressway on Tuesday.”**

This sentence appeals to logos through its indication of a predictable pattern. The phrase **“as is their wont”** suggests that such attacks have become habitual. The specificity of the disguise (**“military camouflage”**) and location (**“Lagos-Ibadan expressway”**) reinforces the idea that this is a repeatable, identifiable tactic—one that security agencies should logically be able to anticipate and counter. The predictability of these crimes highlights a failure in strategic response and supports the editorial’s broader argument about systemic dysfunction.

Together, these excerpts use logical appeals to build a compelling critique of the government’s handling of security.

4.2.4 Imagery

Daily Trust: Save Nigerians From Kidnappers

Ext 1, T1

"Last Thursday, at about 3.30pm, about 45 passengers in three fully loaded 15-seater commercial buses were reportedly abducted by armed men in Orokam, along the Otukpo-Enugu Road in Ogbadigbo Local Government Area of Benue State. Not much has been heard of them."

Ext 2, T1

"And on January 9, six siblings were kidnapped alongside their father, Alhaji Mansoor Al-Kadriyar, from their home at Zuma 1, on the outskirts of Bwari town in Abuja. The kidnappers later released the father to get N60 million as ransom for the release of his daughters on or before last Friday."

Ext 3, T1

"Unable to raise the amount by Friday, the bandits killed Nabeeha Al-Kadriyar, a 400-level student of Biological Sciences, Ahmadu Bello University (ABU), Zaria on Friday and dumped her body at Idah junction located along Bwari-Jere road in Kagarko LGA of Kaduna State."

Imagery uses vivid, descriptive language to evoke mental images and emotional responses in the reader. In Excerpt 1, Text 1, the narrative reads:

"Last Thursday, at about 3.30pm, about 45 passengers in three fully loaded 15-seater commercial buses were reportedly abducted by armed men in Orokam, along the Otukpo-Enugu Road in Ogbadigbo Local Government Area of Benue State. Not much has been heard of them."

This passage is rich with sensory detail. The specific time **"3.30pm"** anchors the event in a real, relatable moment. The image of **"three fully loaded 15-seater commercial buses"** conjures a vivid scene of bustling civilian life suddenly shattered. By specifying the location **"Otukpo-Enugu Road in Ogbadigbo Local Government Area,"** the author invites the reader to imagine a rural highway transformed into a site of violence. The chilling phrase **"Not much has been heard of them"** evokes dread and uncertainty, deepening the emotional impact by highlighting the victims' complete disappearance. In Excerpt 2, Text 1, the account

continues: **“And on January 9, six siblings were kidnapped alongside their father, Alhaji Mansoor Al-Kadriyar, from their home at Zuma 1, on the outskirts of Bwari town in Abuja. The kidnappers later released the father to get N60 million as ransom for the release of his daughters on or before last Friday.”**

Here, the imagery is personal and precise. The date **“January 9”** and location **“Zuma 1, on the outskirts of Bwari town”** create a clear visual and spatial reference. The mention of **“six siblings”** kidnapped with **“their father”** adds a familial dimension, drawing attention to the vulnerability of innocent people within the safety of their home. The ransom demand of **“N60 million”** introduces a numerical weight to the horror, evoking the scale of criminal extortion and the pressure placed on already-traumatized families. Together, these details construct an emotionally charged and intensely human image of the crime. In Excerpt 5, Text 1, the editorial states: **“Unable to raise the amount by Friday, the bandits killed Nabeeha Al-Kadriyar, a 400-level student of Biological Sciences, Ahmadu Bello University (ABU), Zaria on Friday and dumped her body at Idah junction located along Bwari-Jere road in Kagarko LGA of Kaduna State.”** This passage employs stark and disturbing imagery. The word **“killed”** is direct and unflinching, while **“dumped her body”** evokes a grotesque act of dehumanization. The specific location **“Idah junction... along Bwari-Jere road”** grounds the horror in a recognizable space. Mentioning that Nabeeha was a **“400-level student of Biological Sciences”** at a prestigious university underscores her youth, promise, and the tragedy of her loss. These vivid details transform the statistics of kidnapping into a singular, devastating human story.

Collectively, these excerpts use imagery to ensure the reader not only understands the facts but feels the trauma they represent. Through concrete details and emotional weight, the editorial conveys the human cost of Nigeria’s kidnapping crisis with haunting clarity.

The Punch: Kidnaping, Banditry Spreading Fast

Ext 4, T2

"Apart from the North-West, the Federal Capital Territory has become a hot spot of kidnapping."

Ext 5, T2

"Ekiti State and the Lagos-Ibadan Expressway in the South-West are the latest scenes of this crime."

Ext 6, T2

"Reports stated that the felons exploited the bad roads in the area to achieve their nefarious aim."

In Excerpt 10, Text 2, the author states:

"Apart from the North-West, the Federal Capital Territory has become a hot spot of kidnapping."

The phrase "**hot spot**" serves as a metaphor that evokes the image of a concentrated, high-intensity danger zone. Just as a "**hot spot**" in the context of disease indicates a location with a severe outbreak, here it symbolizes the frequent and escalating nature of kidnappings in the nation's capital. This figurative imagery alerts the reader to the fact that the threat is not just isolated to remote areas, but has reached the very seat of political power, amplifying the sense of alarm. In Excerpt 11, Text 2, we read: **"Ekiti State and the Lagos-Ibadan Expressway in the South-West are the latest scenes of this crime."**

The word “**scenes**” conjures an image of a crime drama or theatrical performance, suggesting that these locations have become public stages where acts of violence and terror are performed. This imagery gives the reader a sense of continuity and spread like episodes in a grim national saga. The reference to the Lagos-Ibadan Expressway, one of the busiest roads in the country, adds to the visual weight, reminding the reader of how widespread and visible these crimes have become.

In Excerpt 16, Text 2, the author notes: “**Reports stated that the felons exploited the bad roads in the area to achieve their nefarious aim.**” The visual contrast between “**bad roads**” and “**nefarious aim**” creates a grim setting that facilitates crime. “**Bad roads**” evoke images of potholes, eroded paths, and abandoned infrastructure, which not only impede safety but also symbolize governmental neglect. The criminals are depicted as cunning and opportunistic preying on these decaying environments to carry out their plans. This blend of descriptive and figurative language reinforces the link between physical decay and moral decay, adding depth to the portrayal of insecurity.

Collectively, these excerpts use imagery to dramatize the evolving threat of kidnapping across Nigeria.

The Punch: Kidnappers on the Rampage

Ext 7, T3

"Assailants attacking and kidnapping citizens either for ransom, or ritual purposes"

Ext 8, T3

"North, terrorists and bandits kidnapping girls and young women as sex slaves, 'brides' and camp attendants"

Ext 9, T3

"Economic adversity, widespread poverty, and anxiety, criminals tormenting Nigerians and overwhelming the security apparatus"

In Excerpt 7, Text 3, the text states: **"Assailants attacking and kidnapping citizens either for ransom, or ritual purposes."** This imagery paints a bleak and chilling picture of societal breakdown. The use of the word **"assailants"** conjures images of violent, shadowy figures targeting innocent people, while **"ritual purposes"** invokes a deeply disturbing notion of dark, sacrificial practices. The combination of financial extortion and ritualistic violence suggests a society plagued by both greed and superstition, evoking fear, helplessness, and moral outrage. The visual and emotional weight of this sentence underscores the trauma experienced by communities under siege.

In Excerpt 8, Text 3, the passage reads: **"In the North, terrorists and bandits kidnapping girls and young women as sex slaves, 'brides' and camp attendants."** This excerpt presents one of the most harrowing forms of imagery, highlighting the gendered violence and exploitation faced by young women. Terms like **"sex slaves," "brides,"** and **"camp attendants"** not only describe the acts of abduction but also depict a systematic stripping away of freedom, dignity, and identity. These roles are not only forced but also emblematic of long-term servitude and abuse. The imagery forces the reader to visualize the lived horror of these victims, making the issue not just political or criminal, but deeply human and tragic. In Excerpt 9, Text 3, the author notes **"Economic adversity, widespread poverty, and anxiety, criminals tormenting Nigerians and overwhelming the security apparatus."**

This excerpt evokes a broader, systemic image of national distress. Words like **"economic adversity"** and **"widespread poverty"** suggest a bleak, deteriorating landscape in which the

rule of law is compromised and daily life is fraught with instability. The phrase “**criminals tormenting Nigerians**” adds a personal, visceral layer of suffering, as if the population is being relentlessly hounded. Additionally, “**overwhelming the security apparatus**” conjures an image of exhausted, ineffective institutions unable to stem the tide of violence. The overall effect is a portrayal of a nation under siege, both from within and without.

Together, these excerpts from Text 3 use potent imagery to deepen the audience’s emotional engagement and understanding of Nigeria’s kidnapping crisis. The stark portrayal of ritualistic violence, sexual slavery, and systemic collapse immerses the reader in the traumatic reality of the victims.

The Nigerian Tribune: Still on Kidnapping on the Highway

Ext 31, T4

"Buhari’s horrendously provincial, ethnically insensitive and criminally negligent approach to governance

Ext 39, T4

"terrorists dressed in military camouflage attacked commuters"

Ext 43, T4

"Another video showed a man who survived bullet wounds"

In Excerpt 10, Text 4, the speaker writes:

“Buhari’s horrendously provincial, ethnically insensitive and criminally negligent approach to governance.”

This passage relies on strikingly negative descriptors “**horrendously provincial**,” “**ethnically insensitive**,” and “**criminally negligent**” to evoke a mental image of a leadership marked by backwardness, favoritism, and dangerous incompetence. The phrase conjures a portrait of a government confined in worldview, actively ignoring the nation’s ethnic diversity, and culpably indifferent to suffering. This vivid language enhances the audience’s perception of the administration’s failures, transforming abstract criticism into a powerful visual indictment. In Excerpt 11, Text 4, the statement reads: “**Terrorists dressed in military camouflage attacked commuters.**”

This imagery is especially potent because it blends fear with betrayal. The idea of “**terrorists dressed in military camouflage**” creates a sinister picture of enemies who exploit the appearance of authority and protection to inflict harm. It taps into the psychological terror of not being able to distinguish friend from foe, and it magnifies the public’s sense of vulnerability. The word “**attacked**” completes the mental image with violence, underlining the physical danger faced by ordinary citizens. In Excerpt 12, Text 4, the speaker describes:

“**Another video showed a man who survived bullet wounds.**” Here, the imagery becomes intimate and visceral. The mention of “**bullet wounds**” brings the violence to a human, tangible level. Unlike statistics or broad reports, this focuses on an individual’s suffering, inviting the audience to visualize the physical trauma and survival against the odds. It also evokes sympathy and urgency, reinforcing the emotional weight of the insecurity crisis through a real, personal example.

Together, these excerpts from Text 4 deploy powerful imagery to communicate the severity of national issues. Whether indicting leadership, portraying deception and fear, or humanizing the toll of violence, the vivid language forces the audience to grapple with the physical,

psychological, and moral realities of life under threat. Imagery here not only informs but also compels emotional engagement and critical reflection.

4.2.5 Anaphora

Daily Trust: Save Nigerians From Kidnappers

Ext 1, T1

"Kidnappings are becoming too rampant, and too frequent across the country."

Ext 3, T1

"Every neighbourhood is now prone to heinous attacks by kidnappers and their accomplices. Even pupils and students are targets."

Ext 4, T1

"Not much has been heard of them."

Anaphora, the deliberate repetition of words or phrases at the beginning of successive clauses or sentences, is a powerful rhetorical device used to emphasize key ideas and create a rhythmic structure that reinforces the speaker's message. In the context of national insecurity, especially the widespread issue of kidnapping in Nigeria, anaphora intensifies the urgency of the crisis and highlights its indiscriminate reach.

In Excerpt 1, Text 1, the speaker notes: "**Kidnappings are becoming too rampant, and too frequent across the country.**" The repetition of the word "**too**" draws attention to the excessive and overwhelming nature of the kidnapping epidemic. By pairing "**too rampant**" with "**too frequent**," the speaker emphasizes both the spread and the persistence of the crime. This repetition serves to heighten the audience's alarm, reinforcing the notion that the situation

has escalated beyond tolerable limits and requires immediate attention. In Excerpt 3, Text 1, the speaker declares: **“Every neighbourhood is now prone to heinous attacks by kidnappers and their accomplices. Even pupils and students are targets.”**

Here, the repetition of **“Every”** and **“Even”** underlines the pervasive and non-discriminatory nature of the threat. “Every neighbourhood” conveys that no area—urban or rural—is spared, while **“Even pupils and students”** adds emotional weight by emphasizing the vulnerability of children. This pattern of repetition amplifies the fear and helplessness felt by the general public, as it suggests that everyone, regardless of age or location, is at risk. In Excerpt 4, Text 1, the statement is:

“Not much has been heard of them.” Though subtle, the repetition of the phrase **“Not much”** (especially if echoed across a broader text or implied by similar expressions) evokes a sense of abandonment and despair. It underscores the failure of the authorities to provide updates or ensure rescue, leaving families and communities in prolonged uncertainty. The repetition creates a haunting tone, suggesting that these cases often disappear from public discourse without resolution.

Collectively, the use of anaphora in these excerpts reinforces the severity, reach, and emotional toll of the kidnapping crisis.

The Punch: Kidnaping, Banditry Spreading Fast

Ext 4, T2

"AFFLICTED by decades of terrorism and armed robbery, banditry and its twin, kidnapping, are spreading fast across the country, turning Nigerians into nervous wrecks."

Ext 5, T2

"To defeat it, Nigeria needs to swiftly overhaul its security structure."

Ext 6, T2

"Expressing grief, President Bola Tinubu has ordered the arrest of the perpetrators. This is not different from his predecessor, Muhammadu Buhari, after deadly kidnapping incidents."

In Excerpt 4, Text 2, the speaker asserts: **"AFFLICTED by decades of terrorism and armed robbery, banditry and its twin, kidnapping, are spreading fast across the country, turning Nigerians into nervous wrecks."** The repetition of **"and"** in **"terrorism and armed robbery, banditry and its twin, kidnapping"** serves to pile up the different forms of violence that have plagued the country. This accumulation creates a sense of relentless assault on the national psyche. Each **"and"** stacks one crisis upon another, intensifying the feeling of being overwhelmed and spotlighting how these multiple insecurities intersect to create deep psychological strain among the populace. In Excerpt 5, Text 2, the author writes: **"To defeat it, Nigeria needs to swiftly overhaul its security structure."** Although this is not a classic example of anaphora, the introductory **"To"** mimics directive repetition common in calls to action. It sets a tone of urgency and suggests a list of necessary reforms. The sentence structure reinforces the idea that a specific goal (**"to defeat it"**) demands a focused and immediate response. If used in a broader context with other **"To + verb"** constructions, it could build a persuasive and rhythmic sequence. In Excerpt 6, Text 2, the sentence reads: **"Expressing grief, President Bola Tinubu has ordered the arrest of the perpetrators. This is not different from his predecessor, Muhammadu Buhari, after deadly kidnapping incidents."** Here, the phrase **"This is not different from"** functions as a rhetorical bridge that criticizes the cyclical and ineffective nature of governmental responses. While not a strict anaphora in placement, its potential repetition across similar critiques highlights a stagnation in leadership behavior. The recurrence of the same political script expression of grief followed by orders for arrest without

meaningful change, is subtly emphasized through this echo, reinforcing the theme of inaction masked as accountability.

In sum, these examples of repetition whether of conjunctions, introductory phrases, or structural parallels enhance the text's emotional impact and logical coherence.

The Punch: Kidnappers on the Rampage

Ext 7, T3

"In the north, terrorists and bandits are kidnapping girls and young women as sex slaves, "brides" and camp attendants."

Ext 8, T3

"In September, gunmen kidnapped 11 people travelling from Onitsha, Anambra State, to Makurdi, the Benue State capital, on the Ugbokolo/Otukpa federal highway. It was the second time in one week that gunmen would intercept Benue Links buses and kidnap passengers. On September 10, no fewer than 10 passengers in two buses were also kidnapped on the Ajaokuta/Okene Road.

Ext 9, T3

"The Christ Apostolic Church Nigeria last week advised its members to stop travelling in branded buses. This followed the interception and kidnap of 25 of its choristers by gunmen on September 29 at Ifon, Ose Local Government Area, Ondo State."

In Ext 7, T3, the repetition of "**September**" and the specific date "**September 10**" stresses the frequency and recent occurrence of the kidnappings, amplifying the sense of urgency and danger. By situating these attacks within the same month, the text underscores the rising and

consistent threat level. Ext 8, T3 uses the phrase **“This followed”** to create a clear and immediate link between the Church’s advisory and the kidnapping event. The repetition draws attention to the causal relationship, underlining how incidents of violence are prompting institutional responses. In Ext 9, T3, the structure contrasts the rescue of victims: **“While the police rescued eight... the remaining victims...”** This repetition sets up a binary outcome some rescued quickly, others only after ransom was paid highlighting inequality in victim experiences and the role of ransom in determining outcomes. Collectively, the use of anaphora reinforces patterns of violence, reaction, and consequence in the unfolding security crisis.

The Nigerian Tribune: Still on Kidnapping on the Highway

Ext 10, T4

"Rather, we were only restating well-documented facts of Buhari’s horrendously provincial, ethnically insensitive and criminally negligent approach to governance."

Ext 11, T4

"It is galling that the highways in the South-West, and indeed in other parts of the country, have become routes to anguish even as the Federal Government which enjoys the monopoly of the repressive apparatuses of the state continues to falter and dither, rolling out a salad of excuses to an exasperated populace, resisting calls for the decentralisation of the country’s security architecture, and refusing to address the sub-text of ethnic provocations."

Ext 12, T4

"As is their wont, terrorists dressed in military camouflage attacked commuters travelling on the Lagos-Ibadan expressway on Tuesday. And, sadly, no one knows when they will stage the next attack, playing roulette with the lives of hapless citizens."

Anaphora, the deliberate repetition of phrases at the beginning of clauses, is employed here to assert emphasis, clarify intent, and convey a deep sense of disillusionment. In Ext 10, T4, the phrase **“Rather, we were only restating”** is used defensively, reinforcing the idea that the publication’s critiques are not sensational or baseless, but grounded in **“well-documented facts.”** This repetition shifts the focus away from emotional or political bias, urging readers to see the commentary as factual and justified. In Ext 11, T4, the repetition of **“It is galling that”** signals intensifying frustration. By using this phrase at the start of successive complaints, the writer layers multiple grievances against the government: its failure to maintain highway safety, its monopoly over coercive powers, and its refusal to decentralize security or address ethnic tensions. This repetition functions rhetorically to build a case, creating a crescendo of accusations that collectively paint a picture of a failing system. Ext 12, T4 features two separate but emotionally charged repetitions: **“As is their wont”** and **“And, sadly.”** The first emphasize the predictability of terrorist behavior suggesting the attacks have become a familiar routine while the second phrase introduces sorrow and helplessness, underscoring the randomness and cruelty of these attacks. This dual repetition reflects both resignation to a cycle of violence and the heartbreak it continually inflicts. These examples of anaphora work to hammer home the seriousness, regularity, and emotional toll of governance failures and insecurity in Nigeria.

4.2.6 Alliteration

Daily Trust: Save Nigerians From Kidnappers

Ext 1, T1

"Kidnappings are becoming too rampant, and too frequent across the country."

Ext 3, T1

"Every neighbourhood is now prone to heinous attacks by kidnappers and their accomplices."

Ext 5, T1

"Meanwhile, late Nabeeha's five sisters, including Najeebah, a 500-level Quantity Surveying student and Nadherah, a 300-level Zoology student, alongside three others, are still in captivity."

Alliteration, the repetition of consonant sounds at the beginning of closely connected words, is employed in these excerpts to reinforce emotional weight and draw attention to key descriptions. In Ext 1, T1, the repetition of the "t" sound in "**too rampant**" and "**too frequent**" produces a rhythmic cadence that underlines the alarming rise in kidnappings. This sound pattern enhances the sentence's urgency and amplifies the seriousness of the situation, making the reader more attuned to the ongoing crisis. Ext 2, T1 uses the harsh "h" sound in "**heinous attacks**" to stress the cruelty and violence of the crimes being described. The alliteration intensifies the sentence's emotional resonance, with "**heinous**" and "**attacks**" paired to evoke horror and fear. This sound pairing adds to the chilling tone of the report, impressing upon the audience the brutal nature of the incidents and the vulnerability of the communities affected. In Ext 3, T1, the phrase "**affronting aspect**" repeats the "a" sound, emphasize the audacity and injustice of the kidnappers' actions. The alliteration here adds a biting, almost sarcastic tone that magnifies the moral outrage. It calls attention to the shocking escalation in ransom demands following the murder of Nabeeha, reinforcing the sense of cruelty and the breakdown of empathy within the criminal act. Across these examples, alliteration is used not just for stylistic flair but to echo and intensify the emotions tied to the ongoing security crisis.

The Punch: Kidnaping, Banditry Spreading Fast

Ext 4, T2

"Two separate kidnapping incidents are raising tensions in Ekiti."

Ext 5, T2

"On Monday, sophisticatedly-armed kidnappers intercepted three monarchs who were returning from a security meeting in Kogi State, at Oke-Ako."

Ext 6, T2

"Reports stated that the felons exploited the bad roads in the area to achieve their nefarious aim."

Alliteration is used in these excerpts to enhance the descriptive quality of the language and to emphasize the emotional and situational impact of the reported events. In Ext 4, T2, the repetition of the 'r' sound in "**raising tensions**" reinforces the growing sense of unease and apprehension following the kidnapping incidents. This alliterative phrase draws the reader's attention to the psychological toll such crimes exert on affected communities, highlighting the ripple effect of insecurity.

In Ext 5, T2, the repeated 's' sound in "**sophisticatedly-armed**" underscores the menace and preparedness of the kidnappers. This alliteration evokes an image of well-equipped and strategic criminals, which not only magnifies the threat they pose but also suggests a level of organization that should alarm both the public and the authorities. It contributes to an atmosphere of fear and helplessness in the face of such advanced criminal activity. Ext 6, T2 uses the 'b' sound in "**bad roads**" to highlight the physical and infrastructural neglect that enables these crimes. The repetition here calls attention to a specific environmental factor poor road conditions that criminals exploit to their advantage. It indirectly critiques government failure in maintaining public infrastructure, showing how such neglect feeds into the broader

security crisis. Altogether, these instances of alliteration sharpen the focus on fear, threat, and systemic decay, deepening the audience's emotional engagement with the text.

Ext 7, T3

"Lately, there has been a spike in the kidnapping segment resulting in renewed security shocks."

(Here, the alliteration of the letter "s" is present in "spike," "kidnapping," "segment," and "security shocks)."

Ext 8, T3

"In the north, terrorists and bandits are kidnapping girls and young women as sex slaves, 'brides,' and camp attendants."

Ext 9, T3

"Amid economic adversity, widespread poverty, and anxiety, criminals are tormenting Nigerians and overwhelming the security apparatus."

Alliteration is employed in these excerpts to create a rhythm that amplifies the emotional tone and draws attention to the severity of the issues being discussed. In Ext 7, T3, the repetition of the "s" sound in "spike," "segment," and "security shocks" reinforces the sense of sudden escalation and volatility in the security situation. This sonic pattern mimics the abruptness and repetition of the attacks, emphasizing the destabilizing effect these kidnappings have on the nation's psyche.

In Ext 8, T3, the statement is emotionally loaded with the repeated hard consonant sounds in "kidnapping," "girls," "young women," and "sex slaves." While the sounds are less

traditionally uniform, the grouping of disturbing and gendered terms in close succession mimics alliteration's function by piling emotional weight. It underscores the gravity of the gendered violence, especially the systemic targeting of young women for exploitation. The pattern of repetition mirrors the relentlessness of the crisis. In Ext 9, T3, the repeated "a" sounds in "**Amid economic adversity... and anxiety... apparatus**" create a forceful rhythm that ties together the causes and effects of national insecurity. This alliteration intensifies the sense of overwhelming burden social, psychological, and institutional faced by both citizens and the state. The buildup of similarly stressed syllables helps portray the situation as deeply entrenched and multifaceted, emphasizing that insecurity is as much a structural issue as it is criminal.

Across these excerpts, alliteration enhances the intensity and urgency of the narrative, making the language more memorable and emotionally resonant for the reader.

The Nigerian Tribune: Still on Kidnapping on the Highway

Ext 10, T4

"Rather, we were only restating well-documented facts of Buhari's horrendously provincial, ethnically insensitive and criminally negligent approach to governance."

Ext 11, T4

"And, sadly, no one knows when they will stage the next attack, playing roulette with the lives of hapless citizens."

Ext 12, T4

"The terrorists stormed the road from the bush before the Sagamu Interchange and started shooting at motorists in an 18-passenger inter-state bus."

Alliteration in these excerpts enhances the emotional intensity and reinforces key ideas through the repetition of consonant sounds. In Ext 10, T4, the harsh “**h**” sound in “**horrendously**” and its pairing with “**provincial**” sets a critical tone that conveys disgust and condemnation. The repeated hard consonants project a harsh judgment, portraying the administration as aggressively negligent and out of touch. This stylistic choice mirrors the harshness of the critique itself.

In Ext 11, T4, the soft but persistent “**s**” sounds in “**stage**,” “**sadly**,” and “**citizens**” add a sibilant quality that mimics the sneaky, creeping threat of repeated attacks. The rhythm of this alliteration evokes the eerie unpredictability of violence how it quietly approaches and strikes suddenly. The phrase “**playing roulette**” reinforces this by invoking a dangerous gamble, where lives are left to chance. Ext 12, T4, uses the “**t**” and “**s**” sounds in “**terrorists**,” “**stormed**,” “**started**,” and “**shooting**” to evoke the suddenness and violence of the attack. The rapid-fire quality of the consonants imitates the chaos and aggression of the incident itself. This auditory mimicry heightens the sense of panic and urgency, allowing the reader to feel the abruptness and danger described.

Overall, alliteration in these examples doesn’t merely provide stylistic flair it serves to dramatize the content, aligning sound with the emotional and narrative weight of the message. This rhetorical strategy helps to anchor the reader’s attention and intensify the critique of governance and insecurity.

4.2.7 Hyperbole

Daily Trust: Save Nigerians From Kidnappers

Ext 1, T1

"Kidnappings are becoming too rampant, and too frequent across the country."

Ext 2, T1

"The alarming situation is pervasive, such that no part of the nation is immune."

Ext 3, T1

"The most affronting aspect of this very sad issue is that after killing Nabeeha for her family's failure to raise N60 million, the bandits now raised the ransom to..."

Hyperbole is used in these excerpts to dramatize the scale and emotional weight of the kidnapping crisis, conveying the urgency and intensity of the situation. In Ext 1, T1, the phrases "**too rampant**" and "**too frequent**" are deliberate exaggerations that imply the crisis is escalating beyond containment. This hyperbolic framing forces the reader to see the issue not as isolated or occasional but as dangerously uncontrollable and overwhelming. In Ext 2, T1, the assertion that "**no part of the nation is immune**" uses exaggeration to make a point about the national reach of insecurity. While it may not be factually true that every corner is directly affected, the statement captures the widespread fear and perception that safety is elusive. This helps instill a collective sense of vulnerability and urgency across the populace. Ext 3, T1, heightens emotional response by labeling a particular act as "**the most affronting aspect**" of the crisis. This phrase magnifies the horror of the kidnappers not only killing a victim but demanding a higher ransom afterward. It underscores the callousness and moral depravity of the perpetrators in a way that stirs outrage and sorrow.

Overall, these hyperbolic expressions do not aim for literal accuracy but rather work to magnify the emotional stakes and highlight the severity of the issue.

Ext 4, T2

The Punch: Kidnaping, Banditry Spreading Fast

"AFFLICTED by decades of terrorism and armed robbery, banditry and its twin, kidnapping, are spreading fast across the country, turning Nigerians into nervous wrecks."

Ext 5, T2

"Ekiti State and the Lagos-Ibadan Expressway in the South-West are the latest scenes of this crime."

Ext 6, T2

"At the weekend, kidnapping reared its head again on the Lagos-Ibadan Expressway at Ogere."

In Ext 4, T2, the phrase **"turning Nigerians into nervous wrecks"** is a vivid exaggeration that paints an image of a population gripped by constant fear. It doesn't suggest that every Nigerian is literally in a psychological breakdown but emphasizes the depth of anxiety and insecurity permeating daily life. The hyperbole dramatizes the emotional consequence of persistent violence, transforming abstract statistics into a visceral, relatable crisis. Ext 5, T2 features the phrase **"the latest scenes of this crime,"** which, while subtle, implies a continuous and almost theatrical unfolding of violent acts across the country. The use of **"scenes"** exaggerates the frequency and suggests that every day brings a new location into the spotlight of terror. This language portrays kidnapping as a spreading epidemic, reinforcing the urgency and systemic nature of the problem. In Ext 6, T2, **"kidnapping reared its head again"** personifies the crime as a beast that keeps returning, an exaggeration that enhances its threatening and uncontrollable image. The hyperbolic phrase positions kidnapping not just as a random act, but as a looming, almost sentient force that resurfaces with frightening regularity. It fuels a sense of dread and inevitability, prompting readers to question the effectiveness of current security efforts.

Collectively, these hyperbolic elements intensify the narrative of national crisis. They stir emotional reactions like fear, frustration, and urgency, encouraging the reader to view the kidnapping problem not just as a series of isolated incidents but as a pervasive, deeply unsettling social reality requiring immediate action.

The Punch: Kidnappers on the Rampage

Ext 7, T3

"Lately, there has been a spike in the kidnapping segment resulting in renewed security shocks."

Ext 8, T3

"Reports emerge daily around the country of assailants attacking and kidnapping citizens either for ransom, or ritual purposes."

Ext 9, T3

"In the north, terrorists and bandits are kidnapping girls and young women as sex slaves, "brides" and camp attendants."

In Ext 7, T3, the phrase "**renewed security shocks**" exaggerates the emotional and institutional impact of the kidnapping surge. While "**shock**" implies a sudden or traumatic experience, the term "**renewed**" suggests that such disruptions are becoming cyclic and continuous. This hyperbole dramatizes the idea that each new wave of kidnapping delivers a fresh blow to the public's sense of safety, emphasizing the destabilizing effect on both citizens and the national security framework. Ext 8, T3 uses the phrase "**reports emerge daily**" as a rhetorical overstatement to suggest that kidnappings occur with relentless frequency. Although incidents may not literally be reported every single day, this exaggeration serves to construct a

reality where violence is omnipresent and inescapable. It underscores the normalization of brutality and how overwhelmed the media and society have become by the constant stream of criminal activity. In Ext 9, T3, the terms “**sex slaves**,” “**brides**,” and “**camp attendants**” are stark and emotionally charged. While they describe real forms of exploitation, their use collectively intensifies the horror by evoking images of systematic abuse and forced servitude. This hyperbolic presentation amplifies the inhumanity of the perpetrators and the depths of suffering endured by the victims. It paints a vivid picture of terror in the North, meant to shock the reader and provoke outrage at the state of insecurity.

Altogether, these hyperboles are not merely dramatic flourishes they are strategic devices that communicate the depth of the crisis, shake public complacency, and pressure authorities into action.

The Nigerian Tribune: Still on Kidnapping on the Highway

Ext 10, T4

"Buhari's horrendously provincial, ethnically insensitive and criminally negligent approach to governance"

Ext 11, T4

"rolling out a salad of excuses to an exasperated populace"

Ext 12, T4

"playing roulette with the lives of hapless citizens"

In Ext 10, T4, the phrase “**horrendously provincial, ethnically insensitive and criminally negligent**” is an overt overstatement designed to condemn former President Buhari's

leadership. Describing his governance as **“criminally negligent”** suggests not just incompetence but recklessness so severe it borders on illegality. The hyperbolic tone enhances the intensity of the critique, portraying his administration as dangerously parochial and selectively biased, thereby magnifying public discontent and frustration. Ext 11, T4 employs the metaphorical phrase **“rolling out a salad of excuses”** to satirically exaggerate the government’s tendency to deflect responsibility. Comparing the excuses to a **“salad”** suggests they are mixed, jumbled, and served in abundance insubstantial distractions rather than concrete solutions. This hyperbole ridicules the leadership’s failure to provide meaningful responses to national crises, implying that their approach is both chaotic and ineffective. In Ext 12, T4, the expression **“playing roulette with the lives of hapless citizens”** is a striking exaggeration that likens citizens’ safety to a deadly game of chance. The metaphor suggests a reckless disregard for human life, implying that the authorities have left citizens vulnerable to random acts of violence. This hyperbole emphasizes the unpredictability of terrorist attacks and the perceived indifference of those in power, evoking a sense of helplessness and fear.

Together, these hyperbolic expressions intensify criticism of state failure and heighten the emotional impact of the discourse, drawing attention to systemic issues and urging reform or accountability.

4.3 Comparing the use of rhetorical strategies in the selected editorials

Each editorial employs a mix of rhetorical strategies, with varying emphasis on emotional, ethical, and logical appeals, as well as stylistic devices like imagery, anaphora, alliteration, and hyperbole.

Pathos is used 7 times in the first editorial, 10 times in the second, 6 times in the third, and 6 times in the fourth. This indicates a moderate to high emphasis on emotional appeal, especially

in the second editorial. Pathos is most frequently used in the second editorial, indicating a strong appeal to emotions in that piece. The first editorial also has a significant use of emotional appeal.

Ethos appears 5 times in the first editorial, 12 times in the second, 14 times in the third, and 7 times in the fourth. The third editorial has the highest use of ethos, suggesting a strong focus on establishing credibility and ethical appeal.

Logos is used 11 times in the first editorial, 9 times in the second, 9 times in the third, and 8 times in the fourth. The first editorial relies most heavily on logical appeals, while the others maintain a consistent but slightly lower emphasis on logic.

Imagery appears 8 times in the first editorial, 14 times in the second, 7 times in the third, and 14 times in the fourth. The second and fourth editorials use imagery extensively, indicating a strong focus on creating vivid pictures to engage the reader's senses.

Anaphora is used 5 times in the first editorial, 7 times in the second, 4 times in the third, and 5 times in the fourth. This technique is used moderately across all editorials, with a peak in the second. The use of anaphora emphasize key concerns, create rhythm, and reinforce emotional urgency throughout the texts.

Alliteration appears 5 times in the first editorial, 6 times in the second, 7 times in the third, and 8 times in the fourth. The use of alliteration increases steadily, suggesting a growing emphasis on rhythmic and phonetic appeal.

Hyperbole is used 5 times in the first editorial, 7 times in the second, 7 times in the third, and 7 times in the fourth. The consistent use of hyperbole across the second, third, and fourth editorials indicates a strong tendency to use exaggeration for emphasis.

Imagery emerges as the predominant rhetorical strategy across the editorials, appearing most frequently in the second and fourth editorials with 14 occurrences each. This rhetorical device plays a significant role in creating vivid mental pictures for the readers. By utilizing imagery, the editorials aim to evoke strong emotions and enhance the readers' understanding of the discussed topics. The repeated use of imagery underscores its effectiveness in conveying powerful messages and shaping the readers' perceptions through visual and sensory descriptions.

4.4 Discussion of Findings

From the analysis above, several insights can be gleaned regarding the study of editorials, we assumed that editorials contribute to a better understanding of issues the news media, and the stand of newspaper house with the distinctive use of language and text, and their impact on thought and culture.

Pathos, ethos, and logos are fundamental pillars of rhetoric, each serving a distinct purpose in crafting persuasive arguments. Pathos appeals to the emotions of the audience, aiming to evoke empathy, sympathy, or even outrage. Ethos establishes the credibility and authority of the speaker or writer, building trust with the audience. Logos employs logic and reasoning to present a coherent and rational argument.

Beyond the prominence of pathos, ethos, and logos, the findings of this study reveal that rhetorical strategies in Nigerian newspaper editorials transcend classical persuasive appeals to encompass deeper ideological and socio-cultural dimensions. The language choices, discursive structures, and thematic framing evident in the sampled editorials reflect not only persuasive intent but also ideological positioning, as the newspapers project institutional perspectives aligned with their historical and regional orientations. This observation reinforces another

study on sociocultural theory, which posits that discourse is both socially shaped and socially constitutive, reproducing prevailing ideologies and power structures¹.

The strategic use of pathos is particularly potent in eliciting a strong emotional response from readers. By weaving narratives of victims' struggles, families' pain, and societal implications, editors can effectively sway public opinion and garner support for specific viewpoints or actions. The findings revealed that imagery and ethos were the most frequently used rhetorical strategies across the sampled editorials. This supports the claims of a study, who found that persuasive appeals in editorial discourse are often grounded in emotional and credibility, based rhetoric².

Moreover, the employment of ethos in these editorials is paramount to establishing the newspaper's integrity, the author's expertise, and the publication's commitment to ethical journalism. By citing reliable sources, experts' opinions, and factual data, the editorials can bolster their credibility and position themselves as trustworthy sources of information in a landscape plagued by misinformation. In examining how editorials construct narratives of kidnapping, it was discovered that newspapers often employ strategies that either dramatize or rationalize the phenomenon depending on their ideological leanings. For instance, some editorials emphasized the government's failure to secure citizens, while others foregrounded the moral decay within society. This finding aligns with a study on socio-cognitive perspective, which stresses that media discourse is shaped by shared social cognition and mental models that guide how journalists represent reality. The construction of kidnapping narratives thus reflects institutional attitudes that reinforce the cognitive schemata of their readerships³.

The prevalence of rhetorical devices such as imagery, hyperbole and anaphora further reveals the linguistic creativity and stylistic variation typical of editorial discourse. These devices function to emphasize urgency, dramatize issues, and make abstract social concerns more

concrete to the public. This corroborates with another study who noted that rhetorical flexibility and stylistic diversity are central to persuasive academic and journalistic writing, enabling writers to balance clarity with engagement⁴. The editorial use of repetition and parallelism particularly demonstrates how textual rhythm and reinforcement enhance memorability and emotional resonance.

The judicious use of logos in constructing logical arguments and presenting compelling evidence is essential to persuade readers through reasoned discourse. By structuring the editorials with sound reasoning, statistics, and cause-and-effect relationships, writers can appeal to the audience's intellect and encourage critical thinking about the complex issue of kidnapping in Nigeria. These findings also align with the Aristotelian model of persuasion, which emphasizes the importance of appeal of ethos, pathos, and logos in effective argumentation⁵.

In essence, a comprehensive analysis of rhetorical strategies in the selected editorials reveals a nuanced interplay of pathos, ethos, logos, imagery, anaphora, alliteration and hyperbole. Each contributing uniquely to the overall persuasive impact of the content. By understanding how these strategies are strategically deployed in selected editorials on kidnapping, we gain insights into how media discourse shapes public perception and influences societal attitudes towards critical issues. Another striking finding is that editorials tend to rely on evaluative and emotive lexis, demonstrating a blend of critical and moralistic tone. This supports a similar study which claim that ideological messages in editorials are often encoded through evaluative language that subtly directs readers' interpretation of events⁶. By using emotionally charged adjectives and metaphors, the editorials not only inform but also legitimize certain interpretations of insecurity in Nigeria, thereby shaping the public discourse on national stability. This study also contributes to the understanding that editorial rhetoric operates as a

form of socio-political participation. By using language to critique governance and advocate for reform, newspapers engage in a public dialogue that transcends mere commentary. This finding supports a recent study, which noted that media discourse can function as both a mirror and a mold of societal consciousness, reflecting existing ideologies while simultaneously constructing new ones⁷. In the Nigerian context, this dual role underscores the critical influence of editorial rhetoric in mediating national identity, public morality, and policy discourse.

It is assumed that editorials exhibit a unique handling of language and text, distinguishing them from other forms of media. The rhetorical strategies employed, such as the use of metaphors, analogies, and rhetorical questions, are carefully crafted to engage readers and convey complex ideas effectively. Another study stated that these techniques enhance the readability and resonance of editorials, distinguishing them from straight news reports⁸. A good and powerful editorial usually have impact. In Nigeria for instance, good editorials often galvanize policy formulation on the side of government and relevant stakeholders for the betterment of the society. On the side of the governed, editorials mobilize them either to reject or accept a policy or a burning issue of the day. As noted by a researcher, ‘persuasive discourse when effectively grounded in ethos, pathos, and logos can meaningfully impact institutional decisions and public thought’s⁹.

Editorials exhibit a unique use of language and rhetorical craftsmanship through devices like metaphors, analogies, and rhetorical questions, designed to simplify complex issues and engage public reasoning¹⁰.

Editorials can create a pathway for lawmakers for instance, to initiate bills that would eventually become laws in the nation’s statute book. If an editorial is to create impact on its audience, it must reflect the wisdom, integrity and voice of the society.

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Chapter Five

Conclusion

The Discourse analysis framework adapted for this research made it possible for us to undertake a systematic and detailed text analysis of the editorials in the selected Nigerian newspapers. This chapter presents the summary of findings, conclusion, contribution to knowledge, limitations of the study and suggestions for further research.

5.1 Summary of Findings

This research has demonstrated that discourse analysis, as the framework for this study, plays a crucial role in uncovering the layers of language, context, and underlying messages within the editorials. The editorials selected for analysis in this research shows many interesting findings. Imagery (19.72%) were dominant in most of the texts, followed by ethos (17.43%), while pathos (13.30%), logos (16.97%), alliteration (11.93%), hyperbole (11.01%) anaphora (9.63%). In a nutshell, using discourse analysis as a framework has helped us to unlock what flows directly through the mind of the editors.

5.2 Conclusion

The analyses presented here show that discourse analysis provides an analytical framework which is interesting, useful and how powerful for the analysis of texts. However, this is not to be understood as being to the exclusion of other possible theoretical approaches, which may well come to similar conclusions. However, it should be stressed, particularly for readers who are less familiar with discourse analysis, that this approach is not simply a technique of textual analysis, but rather a comprehensive framework for understanding how language both reflects and shapes social realities. As it has been shown in this study, rhetorical strategies helps

highlight the features of the text in a particularly clear, powerful, and objective fashion. The examination of rhetorical strategies in editorials on kidnapping in selected Nigerian newspapers provides a profound understanding of how media narratives are constructed to influence public perception and societal attitudes towards this pressing issue. The study reveals that editorial writers employ a variety of rhetorical techniques to convey the severity and urgency of kidnapping incidents, thereby shaping the discourse surrounding this crisis.

One of the most prominent strategies identified is the use of imagery. Vivid and evocative descriptions of kidnapping scenarios create a mental picture that resonates deeply with readers, eliciting strong emotional responses. This use of imagery helps to humanize the victims and personalize the issue, making it more relatable and urgent for the audience. Hyperbole is another powerful rhetorical tool utilized in these editorials. By exaggerating certain aspects of kidnapping incidents, editorial writers aim to capture the readers' attention and underscore the critical nature of the problem. This technique not only amplifies the perceived threat but also mobilizes public sentiment and calls for immediate action from authorities and the community.

Emotive language plays a crucial role in these editorials, as it evokes empathy towards the victims and condemnation towards the perpetrators. Words and phrases that appeal to the readers' emotions are strategically chosen to foster a sense of solidarity with the victims and a collective outrage against the crime. This emotional engagement is essential in maintaining public interest and pressure on the authorities to address the kidnapping crisis.

Furthermore, appeals to ethos and logos are employed to establish credibility and logical reasoning in the editorials. By referencing credible sources, statistics, and expert opinions, editorial writers enhance their arguments' legitimacy and persuade readers through rational thought processes. This combination of ethical and logical appeals ensures that the editorials are not only emotionally compelling but also intellectually convincing. Despite the study's

limitations, such as the potential lack of generalizability due to the focus on selected newspapers, it offers valuable insights into the rhetorical techniques employed in editorials on kidnapping. It underscores the need for comprehensive security reforms to address the kidnapping crisis in Nigeria and ensure the safety of its citizens. By understanding the media's role in shaping public perception, stakeholders can develop more effective communication strategies to raise awareness and drive meaningful action against kidnapping.

5.3 Recommendation

Based on the objectives of this study, the following recommendations are proposed:

i. Enhance Editorial Awareness of Rhetorical Impact

Newspaper editorial boards should consciously employ rhetorical strategies such as ethos, pathos, logos, imagery, and other stylistic devices with intentionality. Editors should be trained to understand the persuasive power of their language and the responsibility that comes with shaping public opinion on critical issues like kidnapping.

ii. Establish Guidelines for Ethical Persuasion

Media organizations, in collaboration with professional bodies such as the Nigerian Guild of Editors (NGE) and the Nigerian Union of Journalists (NUJ), should develop ethical guidelines for rhetorical framing in editorials. This will help curb sensationalism while promoting persuasive but responsible journalism.

iii. Encourage Consistency and Depth in Editorial Discourse

To build trust and influence policy, editorial content should maintain consistency in tone, argumentation, and depth of analysis. Newspapers should ensure that their editorials reflect a well-researched, balanced, and logically structured position on national issues.

iv. Use Editorials as Tools for Policy Dialogue

Given the demonstrated capacity of editorials to influence public perception and policy response, media outlets should consider using them more deliberately to spark policy discussions. Editorials on kidnapping, for example, can be directed toward security agencies, lawmakers, and civil society stakeholders to encourage proactive responses.

v. Encourage Comparative Research Across Media Genres

Scholars and researchers should explore rhetorical strategies beyond newspaper editorials. Future studies could analyze news reports, social media commentary, political speeches, and broadcast editorials to compare persuasive techniques across platforms and assess their broader implications on public discourse and national security narratives.

5.4 Contributions to Knowledge

This study makes several significant contributions to the field of media discourse and its impact on public perception. It provides a comprehensive analysis of the specific rhetorical techniques used by Nigerian newspapers in their editorials on kidnapping. By identifying and categorizing these strategies, the study offers valuable insights into how media outlets craft their narratives to influence readers' attitudes and emotions. This understanding can be

instrumental for journalists, editors, and media scholars in developing more effective communication strategies. Application of discourse analysis as a methodological framework enriches the academic discourse on media studies. By dissecting the layers of language, context, and underlying messages in editorials, the research provides a nuanced understanding of how media discourse operates. This methodological contribution can serve as a reference for future studies exploring similar topics in different contexts or regions.

5.5 Suggestions for Further Research

Ample research opportunities abound in media discourse for scholars in the humanities and the sciences. Editorials probably contain the largest concentration of ideological use of language in Nigeria. There are opportunities for general and applied linguists, sociolinguists, forensic linguists and discourse analysts to undertake a wide range of research studies. An interesting direction for future studies could involve investigating the effectiveness of these rhetorical strategies in influencing public opinion and policy changes regarding the kidnapping crisis in Nigeria. This could provide valuable insights into how media discourse shapes societal responses to such critical issues.

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Appendix I

“Save Nigerians From Kidnappers” - Daily Trust (Tue, 16 Jan 2024).

Kidnappings are becoming too rampant, and too frequent across the country. The alarming situation is pervasive, such that no part of the nation is immune. Every neighbourhood is now prone to heinous attacks by kidnappers and their accomplices. Even pupils and students are targets.

Last Thursday, at about 3.30pm, about 45 passengers in three fully loaded 15-seater commercial buses were reportedly abducted by armed men in Orokam, along the Otukpo-Enugu Road in Ogbadigbo Local Government Area of Benue State. Not much has been heard of them.

And on January 9, six siblings were kidnapped alongside their father, Alhaji Mansoor Al-Kadriyar, from their home at Zuma 1, on the outskirts of Bwari town in Abuja. The kidnappers later released the father to get N60 million as ransom for the release of his daughters on or before last Friday. Unable to raise the amount by Friday, the bandits killed Nabeeha Al-Kadriyar, a 400-level student of Biological Sciences, Ahmadu Bello University (ABU), Zaria on Friday and dumped her body at Idah junction located along Bwari-Jere road in Kagarko LGA of Kaduna State.

She was buried in Bwari, Abuja, on Saturday amid tears by family members and sympathisers. Meanwhile, late Nabeeha's five sisters, including Najeebah, a 500-level Quantity Surveying student and Nadherah, a 300-level Zoology student, alongside three others, are still in captivity. The most affronting aspect of this very sad issue is that after killing Nabeeha for her family's failure to raise N60 million, the bandits now raised the ransom to N100 million. And they insisted the fund must be paid by tomorrow or more blood will flow.

Similarly, the abductors of 10 people from a neighbourhood in Sagwari Layout, Dutse, Abuja, on January 7, 2024, allegedly murdered three of the victims with a stern message to their families engaged in negotiating ransom that they are now to pay N700 million, raising it from the initial N60 million per person to N100 million.

This sort of inhumanity is unprecedented in Nigeria, but it is now a daily occurrence. Where do these kidnappers want families to raise the humongous figures for ransom? In a world where people engage in crowdfunding initiatives to support innovative ideas for development, Nigerians are having to do crowdfunding merely to pay ransom to bandits and kidnappers, and all under the watchful eyes of the government and security agencies who do little, leaving Nigerians to their cruel fate.

What sort of country do we live in now? Clearly, the frequency of the abductions, the huge sums demanded for ransom, and the blatant killing of Nigerians who are unable to pay are all pointing daring fingers at the government. It is like the kidnappers saying to the government: we can do anything we want without any consequence. It is like the bandits and kidnappers telling the federal, state and local governments and the array of defence and security agencies that they are weaklings who cannot do their job of securing the people. Where are the Police and the Department of State Services? Where are the Armed Forces of Nigeria? For what purpose do they exist at all?

What is most disturbing is that the leadership in Abuja appears unconcerned. The forceful hands of the President and Commander-in-Chief of the Armed Forces of the Federal Republic of Nigeria are missing in the pie of solution. The National Security Adviser has not also been rolling out strategic solutions for dealing with this most heinous crime of the moment in Nigeria. Other strategic institutions like Defence Headquarters, Army, Navy and Air Force, including the Nigeria Police, Department of State Security (DSS), National Intelligence

Agency (NIA), Nigerian Security and Civil Defence Corps (NSCDC) and a myriad of other para-military groups with their elite intelligence and operational formations appear to be on holiday, instead of working to secure the country.

Nigeria cannot be forever known for pervasive insecurity or where citizens routinely experience the ruthlessness of kidnappers without any hindrance. After all, the welfare and security of the citizens are the primary roles of government.

It is disheartening that 10 years after the 276 schoolgirls were kidnapped from Government Secondary School in Chibok, Borno State in 2014, there is no policy to stop the menace. It is such that kidnapping has grown into a criminal enterprise which has evolved into a sophisticated and lucrative business for criminal elements, despite trumpeted measures like Bank Verification Number (BVN), National Identification Number (NIN) and Subscriber Identity Module (SIM) registrations.

Insecurity and the rising spate of kidnappings deserve more than a laissez-faire attitude. They demand the full attention of all in positions of authority and those entrusted with the responsibility of the security of lives and property.

Therefore, we at Daily Trust implore President Tinubu to ask the right questions and make the right moves. The National Defence Council (NDC) and the National Security Council (NSC) cannot fail at the same time as veritable tools of the nation's defence and security. The security agencies must justify their oaths, uniforms and budgets by strengthening law enforcement operations through proactive intelligence-driven responses.

We also urge the National Assembly to introduce legislation that would see to the end of this menace.

Moreover, the police must go beyond the symbolic deployment of checkpoints and operational vehicles in some locations, and use their intelligence network to strike out the criminals and allay the citizens' fears about their safety. We also call on the federal government to speed up the processes of recruitment into the nation's police and military formations, as well as their collaborations with local vigilante groups set up by many states across the country. Nigeria cannot be left open for bandits and kidnappers.

Word count : 940

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Appendix II

Kidnapping, banditry spreading fast - The Punch (1st Feb 2024).

AFFLICTED by decades of terrorism and armed robbery, banditry and its twin, kidnapping, are spreading fast across the country, turning Nigerians into nervous wrecks. Apart from the North-West, the Federal Capital Territory has become a hot spot of kidnapping. Ekiti State and the Lagos-Ibadan Expressway in the South-West are the latest scenes of this crime. To defeat it, Nigeria needs to swiftly overhaul its security structure.

Two separate kidnapping incidents are raising tensions in Ekiti. On Monday, sophisticatedly-armed kidnappers intercepted three monarchs who were returning from a security meeting in Kogi State, at Oke-Ako. They shot dead two – Olatunde Olusola of Imojo and Babatunde Ogunsakin of Esun-Ekiti. Adebayo Fatoba of Ara-Ekiti, the third monarch in the group, fled into the bush. Reports stated that the felons exploited the bad roads in the area to achieve their nefarious aim.

The same day, bandits kidnapped five pupils and four teachers of the Apostolic Faith Group of Schools in Emure-Ekiti. The kidnappers are demanding a ransom of N100 million to free their victims. The police said they have arrested five suspects. Expressing grief, President Bola Tinubu has ordered the arrest of the perpetrators. This is not different from his predecessor, Muhammadu Buhari, after deadly kidnapping incidents.

At the weekend, kidnapping reared its head again on the Lagos-Ibadan Expressway at Ogere. The victims were the Lagos State chairman of the Peoples Democratic Party, Philip Aivoji and party officials on their way home from Ibadan, Oyo State. They spent four days in the kidnappers' den. In Lagos, media reports say kidnappers are spreading their tentacles, entering houses to abduct helpless citizens.

Early this year, kidnapping became topical in the FCT when bandits abducted about 19 persons from an estate in Bwari. They later killed Nabeeha al-Kadriyar, a 400-level undergraduate of the Ahmadu Bello University, Zaria, and Folashade Ariyo, 13, and two other persons, because of the delay to pay ransom. After the killings, the bandits increased the ransom to N700 million. On January 18, police rescued Segun Akinyemi, who was abducted at the entrance to his Abuja home, in Kaduna State.

Instead of reducing, there is an upsurge of crime in Nigeria under Tinubu. The Civil Society Joint Action Group said in Tinubu's first eight months in office, 2,423 citizens were violently killed and 1,872 persons abducted. This is an epidemic. Nigeria lost 24,816 citizens between 2019 and 2023 under Buhari; 15,597 were kidnapped.

Apart from kidnapping, bandits, gunmen, Fulani herdsmen and Islamic terrorists are on the rampage in several parts of Nigeria. During the Christmas festivities, gunmen massacred nearly 200 residents in three local government areas of Plateau State. One month after, gunmen returned to Mangu LGA and slaughtered another 30.

The Islamists are beheading farmers in Borno State, where, in April 2014, they abducted 276 schoolgirls at the secondary school in Chibok. In the South-East, the agitation for Biafra independence has turned so violent that citizens are forced to obey a Monday sit-at-home order by non-state actors.

Criminality is gaining ground because Nigeria is a failing state. Years of military rule have significantly weakened its policing system. This is aggravated by its single police system. With 370,000 officers, most of who are deployed illegally to protect VIPs, the police are seriously shorthanded. The criminals are happy to feast on this.

To make amends, Tinubu must be different from his predecessors. Immediately, he should collaborate with the governors and parliament to invoke the 'doctrine of necessity' to establish state police. That is the sensible way forward. State governments should not wait for criminals to run amok before establishing their own police forces.

The police should introduce technology for effective detection and prevention; the Federal Government must constantly mop up arms from criminals.

Word count: 820

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Appendix III

Kidnappers on the rampage - The punch(20th October 2023).

NIGERIA is under siege from assorted criminals. Lately, there has been a spike in the kidnapping segment resulting in renewed security shocks. Reports emerge daily around the country of assailants attacking and kidnapping citizens either for ransom, or ritual purposes. In the north, terrorists and bandits are kidnapping girls and young women as sex slaves, “brides” and camp attendants. This is another major challenge for President Bola Tinubu and his security chiefs.

Amid economic adversity, widespread poverty and anxiety, criminals are tormenting Nigerians and overwhelming the security apparatus. Many girls and young women are currently being held by bandits in Zamfara, Katsina and Kaduna states.

In September, gunmen kidnapped 11 people travelling from Onitsha, Anambra State, to Makurdi, the Benue State capital, on the Ugbokolo/Otukpa federal highway. It was the second time in one week that gunmen would intercept Benue Links buses and kidnap passengers. On September 10, no fewer than 10 passengers in two buses were also kidnapped on the Ajaokuta/Okene Road.

The Christ Apostolic Church Nigeria last week advised its members to stop travelling in branded buses. This followed the interception and kidnap of 25 of its choristers by gunmen on September 29 at Ifon, Ose Local Government Area, Ondo State.

While the police rescued eight of those abducted within hours, the remaining victims regained their freedom only on October 6, after their families paid a combined ransom of N50million ransom.

Gunmen also kidnapped a retired army general, R.C Duru, in Owerri, Imo State, and took him and his Mercedes Benz SUV away. The vehicle was later found abandoned in Mbaitoli.

Kidnappers should not be allowed to overrun Nigeria. The country is already afflicted with terrorism, banditry, Fulani herdsmen violence, gang violence and armed robbery. Tinubu and the Inspector-General of Police, Kayode Egbetokun, as well as the military and other security agencies must do much more to protect Nigerians.

Nowhere is safe; people are snatched on their farms, homes, work places, on the major and secondary roads, and in schools and hostels. Kidnappers operate in and around the Federal Capital Territory, sometimes right within the city precincts and its gated residential estates.

The hoodlums now target girls. Moving in a convoy of about 50 motorcycles, bandits last month raided male hostel of the Federal University, Gusau, Zamfara State, and took away 30 students. Another gang this month abducted five female students from their hostel at the Federal University, Dutsin-ma, Katsina State.

SBM Intelligence reported that between July 2022 and June 2023, 3,620 people were abducted in over 582 kidnapping incidents across the country, with reported combined ransom demand of N5 billion, and an actual ransom payment of over N302 million. This figure is reckoned to be understated due to under-reporting.

Security chiefs that fail serially should be promptly dropped and replaced. The Department of State Services, Nigeria's domestic intelligence agency, has been inefficient in its primary duty, and distracts itself in matters better left to the police and anti-corruption agencies. Tinubu should reform the agency and refocus it for efficiency.

Nigeria's current security challenges require devolution of law enforcement. All policing is local; the federal police force cannot be everywhere. The urgency of state policing is now critical.

States can no longer afford to wait for protection from an over-stretched federal police agency. While pressing for a constitution amendment, they should establish their own security outfits, fund, equip, train and arm them adequately. The existing regional security agencies should be strengthened and well-funded.

Egbetokun should map out an effective response. Kidnapping must be stamped out. Tinubu should task the security agencies accordingly.

Word count: 770

Appendix IV

Still on kidnapping on the highway- The Nigerian Tribune (November 10 2022).

WHEN, in previous editorials, we accused the Muhammadu Buhari administration of running “a government of herdsmen, by Nigerians, and for herdsmen,” we were not being cynical. Rather, we were only restating well-documented facts of Buhari’s horrendously provincial, ethnically insensitive and criminally negligent approach to governance. Sadly, events since the administration’s stout defence of killer herders that the Ondo State governor, Mr. Rotimi Akeredolu (SAN), asked to vacate the state’s forest reserves have confirmed our worst fears about the reign of terror unleashed by the sacred cows across the country, including the ongoing attacks on travellers plying Nigeria’s busiest road, the Lagos-Ibadan expressway. It is galling that the highways in the South-West, and indeed in other parts of the country, have become routes to anguish even as the Federal Government which enjoys the monopoly of the repressive apparatuses of the state continues to falter and dither, rolling out a salad of excuses to an exasperated populace, resisting calls for the decentralisation of the country’s security architecture, and refusing to address the sub-text of ethnic provocations.

As is their wont, terrorists dressed in military camouflage attacked commuters travelling on the Lagos-Ibadan expressway on Tuesday. And, sadly, no one knows when they will stage the next attack, playing roulette with the lives of hapless citizens. The terrorists stormed the road from the bush before the Sagamu Interchange and started shooting at motorists in an 18-passenger inter-state bus. Said one of the survivors: “We (passengers) were only lucky to escape the gunmen but many of us have been injured by the bullets and our bus has been badly damaged too.” Another video showed a man who survived bullet wounds saying “I thought I was dead.” Last Friday, the same band of killers had abducted scores of travellers on the highway. The incident, which occurred around KM 24, near Dominion University, caused

total chaos as motorists made a U-turn and sped away in desperation, jettisoning all safety rules in the face of the possibility of certain death.

The kidnappers, who were sighted coming out of the bush when they launched the attack, have staged murderous attacks on different parts of the country without let. They are merchants of death who have made the South-West forests their habitat. Reports suggested the payment of ransoms to secure the release of some of last week's victims while those whose relatives and friends could not raise the required ransoms were left at the mercy of the kidnappers. Those released have told tales of summary killing and harsh treatment of victims. The security forces were unable to prevent the herding of the victims into the bush and indeed lost one of their members. Personnel of the police and the ill-equipped Amotekun in Oyo State were simply idle as relatives of victims kept making arrangements to pay ransom to the kidnappers in the bush on the expressway to secure their release.

There is no need to beat about the bush: the killers are part of the same gang of rogues about whom the ex-Chief of Defence Staff, Lt-General Theophilus Danjuma (retd), recently warned Nigerians to find means of defending themselves against or risk total annihilation. The accounts by survivors are sufficiently clear and unambiguous, and there is no need to play the ostrich. For over a week now, the Lagos-Ibadan expressway has become a virtual theatre of war thanks to the terrorists that the Muhammadu Buhari-led Federal Government has precluded subnational governments from effectively taking on, undercutting efforts to tackle their genocidal onslaughts by describing them as ethnic profiling.

Travellers heading to Ibadan from Ekiti State were kidnapped recently, and Nigerians travelling on other highways across the country do not have a better story to tell, yet the Buhari-led Federal Government keeps saying there is no cause for alarm. On their part, the security agencies have also been giving false assurances. The situation definitely speaks to the

inability of governments at various levels to combat the kidnapping frenzy. The criminals would not be emboldened to keep herding people on the roads into the bush if not for the success of their ventures. It is difficult to imagine what other venture could be as profitable as kidnapping in Nigeria today. How could the government continue to justify its existence and functionality where citizens are left at the mercy of criminals? This situation vindicates the action of the United States and other western countries in asking their citizens to exit Nigeria on account of intelligence reports of impending terrorist acts. Evidently, the foreign governments do not leave the security of their citizens to the ineffective Nigerian government. No sensible country can place reliance on governments that are only so in name. This definitely is not a situation that can go on for long if the various governments in Nigeria want to still command the respect and loyalty of their now increasingly traumatised citizens.

In this regard, we restate our call for state policing and governance responsibility. With respect to the South-West, we are once again calling for the proper equipment of Amotekun with sophisticated arms and ammunition. The South-West governors, who appear to be bogged down by politics while criminals have a free reign in their jurisdictions, must stop toying with the lives of their people. If the governors are serious about state policing, let them show it. The time to effectively arrest the orgy of kidnappings is now.

Word count: 1,160

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