



# AN ANALYSIS OF THE SIGNIFICANCE OF FAIRCLOUGH'S (2001) CDA THEORY ON THE 2ND UPDATE OF PRESIDENT NANA ADDO DANKWA AKUFFO ADDO ON THE MEASURES TAKEN TO COMBAT THE SPREAD OF CORONAVIRUS

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## Abstract:

This study aims to analyze the significance of Fairclough's (2001) CDA theory on the 2nd update of President Akuffo Addo on the measures taken to combat the spread of the coronavirus. The study employed a qualitative approach and a textual analysis design. The study found that the President employed various linguistic items in his speech, such as discourse markers, deixis, and modality. He used these linguistic items to show power relations, grab the attention of the Ghanaian people, and create coherence in his speech. It was also found that he used words like "thank you", "fellow Ghanaians", etc., to promote inclusivity and to minimize division among the citizens. Lastly, the text was first-hand information by the president himself, distributed across the nation via media platforms, and consumed by Ghanaians in a variety of ways. It is concluded that Fairclough's (2001) CDA uncovers the hidden meanings and ideologies in the text and reveals how language choices influence public perception, support existing social structures, and foster a more critical understanding of the discourse surrounding the 2nd COVID-19 update.

**Keywords:** political speech, Coronavirus, Fairclough's (2001) CDA, Ghana

## 1. Introduction

### 1.1 Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a subdiscipline of Discourse Analysis that seeks to identify hidden meanings and connections between discourse, ideology, and power

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(Fairclough, 2013). Fandos and Shear (2020) argue that it deals with power, misuse of power, dominance, inequality, and maintaining power through the use of language. The purpose of CDA is to highlight and comprehend the belief systems expressed in language and how they are communicated to the general public. Additionally, CDA seeks to empower those who are the targets of language-based power struggles and dominance, as well as expose those who use language and communities for their personal gain. Execution of political issues is an essential component of politics, especially in Ghana. The powerful strategy utilized by politicians is the use of language to persuade the public (Shafiq *et al.*, 2017). Bhatia (2006) and Dunmire (2012) contend that critical discourse analysis and political discourse, respectively, enable politicians to achieve their intended communicative purposes.

## **1.2 Political Discourse**

Political discourse is an aspect of Critical Discourse Analysis. According to Wilson (2001), political discourse refers to the use of language by political actors, including politicians, political institutions, the government, political media, and followers, in formal and informal political contexts with the intent to achieve political goals. The use of language in politics is considered the vehicle for political expression (Ayeomoni, 2004). Harris (1979) adds that it is the public's primary means of receiving political ideas, and language of this kind has a powerful effect on the populace. Political leaders within all types of political systems, by virtue of their position, play an essential role in national development and international politics and rely on words to persuade, mobilize, influence, and convince their constituents to accomplish effective governance (Ugoala & Israel, 2020). Accordingly, during the era of the COVID pandemic, presidential speeches on coronavirus became an effective tool for the management of the pandemic all over the world.

In the Ghanaian context, President Akufo-Addo employed the use of Presidential addresses as one of the strategies to manage the spread of the virus. The country's enhanced response to the COVID-19 pandemic started on Wednesday, March 12, 2020, when President Akufo Addo first addressed the nation concerning the new set of measures that were put in place to curtail the importation of the virus to Ghana. As of 15th March 2020, the country had recorded six confirmed cases among international travelers (Kwame *et al.*, 2023). This propelled the President to update Ghanaians for the second time with an assurance that the government was going to do everything possible to protect the lives of the citizens. The Presidential addresses, which the Ghanaian people nicknamed "Fellow Ghanaians", became more frequent, with some occurring as early as four-day intervals, as the number of cases skyrocketed. The addresses which were delivered to the nation through television broadcasts, social media sites, etc., were used to give hope to Ghanaians and also served as a reminder of the need to follow safety protocols by the Ghana Health Service (Antwi-Boasiako & Nyarko, 2021).

During and after the COVID era, researchers have focused on the application of CDA to COVID-19 speeches by political leaders. Some of the works carried out include: Salayo (2020) conducted a critical discourse analysis of Pres. Rodrigo Duterte's speeches on the war against the COVID-19 pandemic from the perspective of Halliday and Matthiessen's (2014) Transitivity system. Liando *et al.* (2022) analyzed the Indonesian president's speech on COVID-19 handling in 2022 from the point of view of Van Dijk (2005). Fauzan (2022) also discussed the discourse analysis in the speeches of Indonesian Parliamentarians about handling COVID-19 from the perspective of Wodak (2011) CDA. AbuAlhuda and Alshboul (2022) conducted a critical discourse analysis on Persuasive Strategies in two speeches of King Abdullah II about the impact of the COVID-19 pandemic. Siena (2023) also conducted a Foucauldian discourse analysis of President Duterte's constructions of community quarantine during the COVID-19 pandemic in the Philippines.

A cursory search for scholarly works that focus on CDA in COVID-19 speeches shows that little attention has been paid to the use of Fairclough's (2001) CDA on the 2nd update of Prez. Akuffo-Addo. It is in view of this that the present study seeks to fill this gap by analyzing the significance of Fairclough's (2001) CDA theory on Prez. Akuffo-Addo's 2nd Covid-19 update. The essence of filling this gap is that it will help to uncover power dynamics, ideologies, and hidden meanings within the 2nd update, shedding light on how the President shaped public perceptions and responses through discourse. Again, the study will add to the existing literature on CDA.

## **2. Objectives of the Study**

- 1) Analyze the linguistic choices the president used to convey his message
- 2) Examine the discursive practices employed in the 2nd update
- 3) Examine the social context that shaped the president's 2nd COVID-19 update

### **2.1 Research Questions**

- 1) What were the linguistic choices the president used to convey his message?
- 2) What were the discursive practices employed in the 2nd update?
- 3) What were the social practices that shaped the president's 2nd COVID-19 update?

## **3. Literature Review**

### **3.1 Theoretical Framework**

The theoretical framework for this study is Norman Fairclough's (2001) CDA theory. In his book, "Language and Power", he explores the relationship between language, ideology, and social power. He discusses how language is used to construct and maintain power dynamics, shape social identities, and reproduce dominant ideologies. He also emphasizes the importance of analyzing language to uncover hidden meanings and

power structures within texts and conversations. Fairclough's (2001) CDA is made up of a three-dimensional model: text, discursive practices, and social practice.

### **3.2 Text**

The text refers to the information itself. Fairclough emphasizes the importance of analyzing the linguistic features and structure of texts. This consists of examining the linguistic items that make up the text. These include examining grammar usage, sentence construction, word usage, vocabulary, rhetorical devices, deixis, discourse markers, etc. that are employed in the text. Texts are not seen as isolated entities but are embedded within broader social contexts and are influenced by various factors.

### **3.3 Discursive Practice**

Fairclough looks beyond the individual text and focuses on the broader discourse practices surrounding it. This involves considering how texts are produced, distributed, and consumed within a specific social context. He examines the role and power relations of different participants and the production and reception of texts. Production refers to the process through which texts are created or generated. Fairclough argues that the production of discourse is not a neutral/straightforward process, but it is shaped by social, cultural, and political factors. He emphasizes that the production of text is influenced by power relations and ideologies. In this discourse, production is seen as a socially situated practice. Distribution refers to how language is used and circulated within various contexts and institutions. It involves the analysis of who has access to different types of discourses, how they are distributed across social groups, and how power relations influence their distributions. Consumption refers to the ways in which individuals engage with and make meaning from texts and discourse within a social context. It involves the interpretations, understanding, and application of discourse by people.

### **3.4 Social Practice**

Fairclough argues that texts are not isolated but are embedded in social practices and power relations. He examines broader social and ideological structures that influence and shape text. This includes investigating how text contributes to maintaining and challenging existing power relations and ideologies. The social practice dimension encompasses broader social structures, institutions, and activities that shape and are shaped by discourse practices. Social practices include the norms, values, and power relations that govern a particular social setting. Language is viewed as an integral part of these social practices and it's influenced by them. By analyzing text and discourse practices within their social context, Fairclough seeks to expose hidden power relations and promote critical awareness of how language reflects and shapes social reality.

Applying Fairclough's CDA to the 2nd update will help to uncover power dynamics, ideologies, and hidden meanings within the text, shedding light on how the President shaped public perceptions and responses through discourse.

### 3.5 Empirical Review

The empirical review consists of literature within Africa and beyond on the application of CDA to COVID-19 speeches.

Salayo (2020) conducted a critical discourse analysis of Pres. Rodrigo Duterte's Speeches on the War against the COVID-19 pandemic. The study employed a mixed-methods approach. The findings of the study revealed that Duterte's speech on COVID-19 proved that his power, ideologies, and policies were constructed and delivered through the transitivity system, where material, relational, and mental were among the dominant processes that supported the speaker to effectively achieve his goals. Through material processes, Duterte released his executive orders having dominance of physical action involving inclusive guidelines, especially on social distancing and home quarantine. Similarly, relational processes were used in describing the roles the nation needed to play in conquering the said fight. Mental processes worked effectively in building the connection between the President and the nation using mental and emotional appeal. This demonstrates how one can increase one's ideology and authority through public discourse by strategically manipulating language.

Alyeksyeyeva *et al.* (2021) conducted a critical discourse analysis on the war rhetoric employed by Australian Prime Minister, Scott Morrison in his speech on Coronavirus. The study employed a qualitative approach and a content analysis design. The study found that the Prime Minister's use of war rhetoric strategies served as a persuasive and appealing tool to shift the public's mental model from the social representation of the comfortable status quo to a mental model that incites the need to accept the unfamiliar situation as necessarily as inevitable. The political implicatures ingrained in the speech context serve as models that the Australian Prime Minister used to construct a representation of the new reality and to facilitate its acceptance.

Haider and Gujjar (2021) conducted a Critical Discourse Analysis of Boris Johnson's Speech on the coronavirus pandemic. The study employed a qualitative approach and a textual analysis design. The study found that the president, through his speech, instilled hope and confidence among the masses. Mr. Johnson used idioms, euphemisms, historical references, informal words, and personal experiences to comfort his nation in an hour of stress. He forewarned his country of the impending perils in the case of their negligence. At the same time, he gave them hope of coming out of the whirlpool provided they followed the directions given by the government. Following a textual, interpretive, and explanatory analysis of the speech, it could be said that the text, along with the context, was a storehouse of hope and consolation for the audience and best achieved its intended purpose.

AbuAlhuda and Alshboul (2022) conducted a critical discourse analysis on Persuasive Strategies in two speeches of King Abdullah II about the impact of the COVID-19 pandemic. The findings revealed that King Abdullah II employed quasilogical, presentational, and analogical persuasive strategies in his two speeches to better convince his audience of his viewpoints regarding the COVID-19 pandemic and its consequences. However, he deliberately used persuasive strategies in a way that served his own political agenda.

In the African context, Anyanwu (2020) analyzed President Buhari's addresses to Nigerians in the face of the COVID-19 pandemic. The study employed a qualitative approach. The researcher found out that Buhari tactfully addressed Nigerians regarding COVID-19 and emphasized the measures taken to contain the spread of the virus. To achieve the pragmatic effect of his speeches, he employed lexical devices such as transitional markers, repetition, alliteration, assonance, and pronouns to project the theme/subject matter of the language discourse. It was found that the speaker used coordination to denote the relationship of grammatical units, showing contrast and as a re-statement of what had been said previously. The speaker repeatedly used coordination in his speeches, and this is commendable since in language, identical items may be conjoined an indefinite number of times. The analysis revealed that the president was dedicated to combating the coronavirus outbreak that was wreaking havoc on his country.

Ziane *et al.* (2021) conducted a Critical Discourse Analysis of the Political Speech of the Algerian President, Abdelmajid Tebboune, after Contracting COVID-19. The study employed a qualitative approach. The findings revealed that the language in Tebboune's speech was affected by the social, cultural, and political phenomena surrounding him. Additionally, it was discovered that the intertextuality of text, combined with religious expressions and repetition, was used extensively in Tebboune's speech not only to elevate the language style but also to achieve the previously described ideological goals. Tebboune used a variety of discourse registers in his speech, along with a great deal of intertextuality and repetition. This shows how language can be carefully used as a communication tool to reflect the user's ideology as well as their stylistic preferences, which are expressed in their attempts to influence the audience for their writing.

In the Ghanaian context, Essel and Logogye (2021) discussed the domestic production of Personal Protective Equipment (PPE) and linguistic choices in presidential addresses from March – November 2020. The study found that, through the linguistic choices made by the president in the delivery of the updates, power is enacted in two ways: action control and cognitive control. The president used cognitive control to influence the minds of the people towards domestic production of PPE to meet local demands in the face of the global shortage. Action control was used to force the people to abide by the safety measures put in place, as well as the use of PPE, which, when left alone, many would not have used. There was therefore the enactment of power both to shape people's perceptions and guarantee adherence to safety protocols.

Koller (2023) conducted a CDA on the Ghanaian president's fourth update on coronavirus crisis communications at the start of the COVID-19 pandemic. The study employed a qualitative approach and a case study design. The findings revealed that while the president was portrayed as powerful and authoritative, he was also considerably removed from the audience as represented by language and, to a lesser extent, visual aspects. This, however, was counterbalanced by explicit overtures to the same audience, whose assistance he aimed to earn rather than compel. As further indicated by comments on the address on Akuffo-Addo's Facebook page, this balance reflects the political and sociocultural context of the text.

The above studies provide insights into the application of CDA on COVID-19 speeches. However, this study will focus specifically on the application of Fairclough's (2001) CDA on Prez. Addo Akuffo-Addo's 2nd Covid-19 update.

## **4. Methodology**

### **4.1 Research Approach**

The approach for the study is qualitative. The study chose this approach because it will enable the researcher to explore and acquire an in-depth understanding of the significance of Fairclough's (2001) CDA on Prez. Akuffo-Addo's 2nd COVID-19 update (Creswell and Creswell, 2018)

### **4.2 Research Design**

The study employed textual analysis in analyzing the COVID update. The study chose this design because it will enable the researcher to analyze and examine the underlying message as well as the social and cultural ideological underpinnings present in the address (Fursich, 2009).

### **4.3 Sample Size and Sampling Technique**

The purposive sampling technique was used to sample the 2nd update of President Akuffo Addo's COVID-19 address to the nation. Update No. 2 was purposively selected for this study because the address contains linguistic items that could be analyzed from the point of view of Fairclough's (2001) CDA.

### **4.4 Data Collection and Data Analysis Procedure**

The data for this study is the 2nd COVID-19 update by the President of the Republic of Ghana on measures taken to combat the spread of the pandemic. The text was downloaded from the Ghana Health Service COVID-19 update webpage. The analysis was guided by Fairclough's (2001) CDA theory, focusing on the significance of the social, discursive practice and text. The findings of the study were analyzed and interpreted using a qualitative narrative.

## 5. Analysis and Discussion

The analysis and discussion of data in this study center on the application of Fairclough's (2001) CDA in answering the research questions.

**Research Question 1:** What were the linguistic choices the president used to convey his message?

### 5.1 Text

The linguistic items employed in the 2nd update include discourse markers, deixis, modality, as well as the language choice of Prez. Akuffo Addo.

### 5.2 Discourse Markers

The President began the address with the discourse marker "*Fellow Ghanaians*," and this phrase is repeated at the end of the text. The President used "*Fellow Ghanaians*," [para 1] at the beginning of the text to capture the audience's attention and signal the upcoming of second update. The phrase also identifies the president as being part of the Ghanaian people. It conveys the message that the President is addressing the entire nation and assumes the responsibility of guiding the Ghanaian people through the pandemic. Again, the use of "*Fellow Ghanaians*" [para 9] at the end of the text signifies a call to action, encouraging citizens to come together to play their part in overcoming the pandemic. It also provides an assurance and a sense of solidarity. It reminds the citizens that they are not alone in facing the pandemic and that the nation stands united in its effort to combat the pandemic. This is evident in the text below.

**Extract:**

*"Fellow Ghanaians, I have come into your homes, again, this evening to provide an update, as I promised, on the measures taken by the Government to combat the Coronavirus pandemic."* [Para 1]

**Extract:**

*"Fellow Ghanaians, these are not ordinary times, so, let us all put our shoulders on the wheel, and I am confident that, together, by the Grace of God, we shall overcome this challenge."* [para 9]

Again, the text makes use of discourse markers such as "*since then*", "*earlier today*", and "*additionally*." The use of the phrase "*since then*" [para.3] connects and establishes the relationship between the time when there had not been any cases of COVID-19 to the present time when there had been six confirmed cases of the pandemic. This helps in the understanding of the cause-and-effect relationship between two different events in the text. Again, the use of "*earlier today*," [para 4] provides a reference point within the



timeline of the address, helping the audience to understand when the events being talked about took place. Lastly, the use of “*additionally*” [para 6] introduces upcoming information that is supplementary to the review of the public gathering advisories that the President had earlier announced. This is evident in the text below.

**Extract:**

*“Since then, six (6) confirmed cases have been announced” [para 3]*

**Extract:**

*“Earlier today, Sunday, 15th March 2020, I chaired a meeting...to review the public gathering advisories earlier announced as follows:” [para 4]*

**Extract:**

*“Additionally, as the experts conduct contact tracing, I appeal to all to cooperate with them to ensure that persons who have come into contact with positive cases are identified and supported.” [Para 6]*

### 5.3 The use of Deixis

A careful analysis of the 2nd Update reveals that person deixis has been used predominantly. It could also be observed that the use of person deixis has been used quite technically and ideologically to carry meanings beyond their traditional ‘syntactic’ functions in sentences. These include “I”, “you”, “we”, “us” and “our”. The use of “I” as used in the phrases “I have”, “I announce”, “I chaired,” and “I have directed” has been used by the President to entrust unto himself (alone) power, authority, and ability. He uses the pronoun when he talks about himself as doing something positive and wielding power. Also, the President uses “you” to refer to the Ghanaian people. The use of “you” in the phrases “You may recall”, “spoke to you directly” and “thank you” establishes a direct line of communication between the president and the citizens, making the interaction more personal and engaging. Lastly, the use of “we”, “us” and “our” as in the phrases “let us”, “we shall overcome”, and “our homeland” signifies that the President considers himself as part of the Ghanaian people. He uses these to show a sense of unity and oneness and to signify that for the successful fight against the pandemic, every Ghanaian, including himself, must be ready to play their part well. This is evident in the extracts below.

**Extract:**

*“Fellow Ghanaians, these are not ordinary times, so, **let us all** put our shoulders on the wheel, and **I am confident** that, together, by the Grace of God, **we shall overcome** this challenge.” [para 9]*

**Extract:**

*"You may recall that on Wednesday, 12th March 2020, when I first spoke to you directly on this matter, I announced the first raft of enhanced measures taken in response to the pandemic." [para 2]*

#### **5.4 Language Use**

The choice of language used by H.E. Akuffo Addo is simple and encouraging. Regardless of the alarming rate of the pandemic, he does not inculcate fear or panic among the Ghanaian people. He rather encourages the citizens by using words of hope such as "Let us all put our shoulders to the wheel, and I am confident that, together, we shall overcome this challenge" [para 9]. Again, the President uses the Pronoun "we" in the line "We are determined to do whatever we can to prevent the spread of the virus" [para 8] to show solidarity and a sense of hope towards the citizens. Lastly, he uses sentences devoid of ambiguity as well as simple words such as "public education", "social distancing", "hygiene" etc. which were easier for public consumption.

#### **5.5 Modality**

The President expressed modality through the use of modal verbs such as "may", "will", and "shall". The President uses "may" in the phrase "you *may* recall" [para 2] to politely and indirectly acknowledge the possibility that the citizens might remember his previous update on 12<sup>th</sup> March 2020. Again, the use of "will" in the line "...measures that have been announced *will* be enhanced" [para 8] is used to indicate a high degree of possibility to convey that the measures put in place are likely to be reviewed as stated. Lastly, the use of "shall" in the line "we *shall* overcome this challenge" [para 9] is used to reflect a sense of collective empowerment and confidence in overcoming the pandemic in the future.

**Research Question 2:** What were the discursive practices employed in the 2nd update?

#### **5.6 Discursive Practices**

This involves considering how texts are produced, distributed, and consumed within a specific social context.

#### **5.7 Production**

The second update by the President of the Republic was produced within the context of the COVID-19 pandemic. The text was produced by the President himself to the Ghanaian people; it is therefore regarded as first-hand information. What necessitated the production of the 2nd update was the confirmed number of COVID cases and the severity with which the pandemic spread from person to person. This is evident in his speech:

**Extract:**

*"You may recall that on Wednesday, 12th March 2020, when I first spoke to you directly on this matter, I announced the first raft of enhanced measures taken in response to the pandemic. At the time, there had been no reported, confirmed case of the Coronavirus in Ghana; since then, six (6) confirmed cases have been announced, all of the people who recently traveled into the country." [para 2 and 3]*

**Extract:**

*"After deliberations, I have decided, in the interest of public safety and the protection of our population, to review the public gathering advisories earlier announced as follows:" (para 4)*

### **5.8 Distribution**

The second update was distributed by no other person than the President of the Republic. He states emphatically in his opening address, *"I have come into your homes, again, this evening to provide an update, as I promised, on the measures taken by the Government to combat the Coronavirus pandemic"* [para 1]. The president distributed the message to the homes of Ghanaians through media houses, social media platforms, and other digital platforms. With reference to his previous update on 12<sup>th</sup> March 2020, he urges the media to join in the effective dissemination of information on the dos and don'ts of the disease.

### **5.9 Consumption**

The consumption of the 2nd update varied among individuals and groups. While some viewed it as proactive and protective, others also had their own reservations about the update. Some Ghanaians understood the suspension of public gatherings including funerals, sporting activities, festivals, church, etc. as a necessary action taken by the government to protect public health, save lives, and prevent the spread of the virus, while others, especially those who depended on public gatherings for their livelihood, such as event planners, musicians, vendors, etc. the suspension was a big blow that could lead to financial struggles. This is in line with the findings of Dordzro (2021), which revealed that the suspension of public gatherings such as musical concerts brought lots of suffering to brass band musicians. For a majority of them, it served as their only source of income. Since the suspension of musical concerts, even money to eat became a problem. For a few of them, the only way they could make ends meet was to move about from one construction site to another.

It could be said that the suspension of public gatherings made life unbearable for most people. Again, to some, the closure of schools was an opportunity for some institutions to explore innovative ways of teaching, such as online classes or distance learning, which could potentially lead to positive transformation. The findings of Adzovie *et al.* (2020) revealed that most institutions switched to e-learning as their mode of instruction. This stimulated scholarly innovation in a beneficial way. The incorporation

of e-learning into educational institutions ensured technological growth and development among teachers and students. On the other hand, the closure of schools for some students was a disadvantage since they could have limited or no access to innovative ways to connect virtually for online classes (Tuffour *et al.*, 2021). A study conducted by Owusu-Fordjour *et al.* (2020) revealed that the majority of Ghanaian homes do not even have access to the internet. As a result, students were unable to study effectively from home, which rendered the online learning system incredibly inefficient. Again, parents were incapable of assisting their wards on how to access online learning platforms, nor could they entirely supervise the learning of their wards at home without any difficulties. The e-learning platforms rolled out by the Ministry of Education also posed challenges to the majority of the students because of the limited internet connectivity and the lack of technical knowledge of these technological devices by most Ghanaian students. It came to light that the closure of schools had a detrimental influence on their learning, as many of them were not accustomed to effectively learning on their own.

Lastly, to some Ghanaians, the observation of social distancing was an essential preventive measure to reduce the spread of the virus; others also had challenges adapting to these new norms, particularly if these practices clashed with their traditional forms of interaction or daily routines. A typical case was seen in a study by Asante and Mills (2020), where they explored the socio-economic impact of the COVID-19 pandemic in marketplaces in urban Ghana. Their study revealed that of all the government's COVID-19 preventive measures, social distancing was the most difficult to implement in Ghanaian marketplaces because most market women found it difficult to adhere to this protocol. The reason was that the close interaction among traders is an important social resource that helps them to obtain sales and purchases, free transport of goods, and a variety of small aids in their business (Asante & Helbrecht, 2020). As a result, the social distancing protocols affected these trader-to-trader and trader-to-customer relations and limited market interactions to purely economic transactions.

**Research question 3:** What were the social practices that shaped the president's 2nd COVID-19 update?

### 5.10 Social Practice

The social practices of the Ghanaian community shaped the choice of words used by the President in his 2nd update. The phrase "*fellow Ghanaians*" [para1 and 9] as used by the President in his speech is embedded in the social practices of Ghanaians through its cultural and linguistic resonance. Ghana is home to diverse ethnic, linguistic, and cultural groups. Therefore, addressing the citizens as "*fellow Ghanaians*" transcends individual differences and emphasizes the larger national identity, promoting inclusivity and minimizing divisions. Also, the pronouncement of "*May God bless us all, and our homeland Ghana, and make her great and strong*" [para 9] as used by the president in his update

resonates with Ghana's historical and cultural values. It signifies invoking God's blessings upon the nation in such times. It also reflects a sense of humility and reliance on higher powers during times of adversity. Lastly, the President's use of "*I thank you for your attention*" [para 9] within Ghanaian society goes beyond a simple expression; it signifies respect, acknowledgment, and a desire to maintain an engaged and informed citizenry. It is also a courteous way for the President to conclude the update while fostering a sense of unity and shared responsibility in addressing the challenges posed by the COVID-19 pandemic.

## 6. Conclusion

After analyzing the 2nd update on COVID-19 by President Nana Addo Dankwa Akuffo Addo, from the perspective of Fairclough's (2001) CDA, the study found that the President employed various linguistic items in his speech, such as discourse markers, deixis, and modality. He used these linguistic items to show power relations, grab the attention of the Ghanaian people, and create coherence in his speech. It was also found that he used words like "thank you", "fellow Ghanaians", etc., to promote inclusivity and to minimize division among the citizens. Lastly, the text was first-hand information by the president himself, distributed across the nation via media platforms, and consumed by Ghanaians in a variety of ways. It is concluded that Fairclough's (2001) CDA uncovers the hidden meanings and ideologies in the text and reveals how language choices influence public perception, support existing social structures, and foster a more critical understanding of the discourse surrounding the 2nd COVID-19 update.

## Conflict of Interest Statement

We hereby declare that we have no conflict of interest that influenced our sense of judgement or analysis in this academic paper as the authors of this research paper.

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## Appendix

### President Nana Addo Dankwa Akufo-Addo's Update No. 2: Measures to Combat Spread of Coronavirus

Address To The Nation By The President Of The Republic, Nana Addo Dankwa Akufo-Addo, On Updates To Ghana's Enhanced Response To The Coronavirus Pandemic On Sunday, 15th March 2020.

Fellow Ghanaians,

I have come into your homes, again, this evening to provide an update, as I promised, on the measures taken by the Government to combat the Coronavirus pandemic. **(Para 1)**

You may recall that on Wednesday, 12th March 2020, when I first spoke to you directly on this matter, I announced the first raft of enhanced measures taken in response to the pandemic. At the time, there had been no reported confirmed case of the Coronavirus in Ghana. **(para 2)**

Since then, six (6) confirmed cases have been announced, all of the people who recently traveled into the country. Advisories on how to manage the developments have also been announced by the Ministries of Health and Information. Public education is being intensified to ensure that citizens are well-advised on preventive measures. **(para 3)**

Earlier today, Sunday, 15th March 2020, I chaired a meeting of the Inter-Ministerial Committee on Coronavirus response. After deliberations, I have decided, in the interest of public safety and the protection of our population, to review the public gathering advisories earlier announced as follows: **(para 4)**

- 1) All public gatherings, including conferences, workshops, funerals, festivals, political rallies, sporting events, and religious activities, such as services in churches and mosques, have been suspended for the next four (4) weeks. Private burials are permitted, but with limited numbers, not exceeding twenty-five (25) in attendance;
- 2) All Universities, Senior High Schools, and basic schools, i.e. public and private schools, will be closed Monday, 16th March 2020, till further notice. The Ministry of Education, in collaboration with the Ministry of Communication, has been tasked to roll out distance learning programs. However, BECE and WASSCE candidates will be allowed to attend school to prepare for their examinations, but with prescribed social distancing protocols;
- 3) The Government of Ghana's Travel Advisory issued earlier today should be observed as announced;

- 4) Businesses and other workplaces can continue to operate, but should observe prescribed social distancing between patrons and staff;
- 5) Establishments, such as supermarkets, shopping malls, restaurants, nightclubs, hotels, and drinking spots, should observe enhanced hygiene procedures by providing, amongst others, hand sanitizers, running water, and soap for washing of hands;
- 6) The Ministry of Transport should work with the transport unions and private and public transport operators to ensure enhanced hygienic conditions in all vehicles and terminals, by providing, amongst others, hand sanitizers, running water, and soap for washing of hands; and
- 7) The Ministry of Local Government and Rural Development should coordinate, with the Metropolitan, Municipal, and District Assemblies, measures to enhance conditions of hygiene in markets across the country.

Additionally, as the experts conduct contact tracing, I appeal to all to cooperate with them to ensure that persons who have come into contact with positive cases are identified and supported. **(Para 6)**

I have directed the Attorney General to submit, immediately, to Parliament emergency legislation, in accordance with Article 21 (4) (c) & (d) of the Constitution of the Republic, to embody these measures, and I have further directed the Minister for Health to exercise his powers, under section 169 of the Public Health Act, 2012 (Act 851), by the immediate issuance of an Executive Instrument, to govern the relevant measures. I call upon Parliament to support the Executive in this national endeavor. **(Para 7)**

As I said earlier, there is every need to observe prescribed social distancing and good personal hygiene to prevent community spread. We are determined to do whatever we can to prevent the spread of the virus and protect the population. All the measures that have been announced will be subject to constant review and enhancement, if necessary. **(para 8)**

Fellow Ghanaians, these are not ordinary times, so, let us all put our shoulders to the wheel, and I am confident that, together, by the Grace of God, we shall overcome this challenge. **(para 9)**

May God bless us all, and our homeland Ghana, and make her great and strong. I thank you for your attention.

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