Linguistic Appeals in Political Discourse: A Multimodal Discourse Analysis of 2023 Presidential Election Billboards and Posters in Nigeria

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Abstract

In the wake of the campaign for the 2023 Presidential election in Nigeria, several political parties were shown to rely on linguistic appeals as a tool for political discourse in their campaign. This has sparked a paradigm shift in the role of linguistics in political discourse. This study examines the linguistic strategies used in political discourse to appeal to voters through a multimodal discourse analysis of campaign posters and billboards. The study utilises a qualitative research design. Data for the study were collected from Vanguard Newspapers and Punch Newspapers. Using Kress and Van Leeuwen's multimodal framework, the study explores how political candidates' use of language, visuals, slogans, colours and other meaning-making resources enhance political discourse, as evident in their posters and billboards. Findings from the study provide valuable insights into the power of linguistics in political campaigns and the potential for language to shape public perception and influence election outcomes. Thus, the findings underscore the significance of verbal and visual multimodal modes, illustrating their effectiveness in conveying nuanced meanings associated with diverse political parties and candidates. The posters and billboards showcase party affiliations and employ diverse elements to strategically communicate messages to the public, showcasing the intricate interplay between linguistic and visual components in political discourse.

Keywords: Billboards, Linguistics appeal, Multimodal Discourse Analysis, posters, and 2023 Nigeria Elections

1. Introduction

Political discourse refers to exchanging ideas, opinions, and arguments about politics and government. It encompasses discussions, debates, and conversations among individuals, groups, or within society regarding political issues, policies, and the functioning of government. Political discourse can occur in various forms, including public speeches, media coverage, social media discussions, and academic debates. It is essential in shaping public opinions, influencing policymaking, and maintaining democratic processes in many societies. Political and multimodal discourses are always linked to language and done with language. Multimodal discourse analysis is an approach in linguistics and communication studies that focuses on analysing communication beyond text or language. It involves examining various modes of communication, such as texts, images, sounds, gestures and other non-verbal elements, to understand how they work together to convey meaning and messages. Posters and billboards, which include textual and graphic elements, temporarily promote an idea, product, or event in public spaces for mass consumption. Although posters may be either wholly graphical or textual, they are designed to be both eye-catching and informative. They are frequent tools for advertising (particularly for events, musicians, and films), propagandists, protesters, and other groups trying to communicate a message. Campaign posters and billboards are created and designed in various colours, materials, shapes, sizes and styles to promote or support a specific type of campaign.

Politicians, organisations, charities, and businesses use campaign posters and billboards to campaign for a specific cause, reason or goal. However, politicians use posters and billboards to work on the emotions of the electorates. Creators of the campaign posters make sure the candidate's photograph is attractive, and the words are appealing and emotive (Sharndama and Mohammed, 2013). The world over, it is a tradition in politics during election campaigns for politicians to use campaign posters and billboards to persuade the electorates to accept their political ideologies, thereby winning their votes. In addition to the beautifully designed photographs of the candidates, there are inscriptions such as the candidate's name and the position they are campaigning for on the posters. Thus, billboards and posters communicate to the electorates about political candidates, their political missions and ideologies. Such posters and billboards are laced with political slogans and textual and visual elements of different sorts with colourful renditions.

Despite the abundance of studies on political discourse in Nigeria, with many focusing on discourse, stylistics, and pragmatic analyses (Ademilokun and Olateju, 2016, Akpati, 2019, Aluya, 2024 and Makinde, 2024), there is a dearth of research on political discourse from semiotics and multimodal perspectives, especially in the context of the 2023 presidential election posters and billboards. In light of this, our study presents a novel approach, examining the linguistic appeal in political discourse from a multimodal discourse analysis perspective. This approach is unique in that it combines the study of political discourse with the analysis of various modes of communication, such as texts, images, sounds, gestures and other non-verbal elements, to understand how they work together to convey meaning and messages. We aim to shed new light on how linguistic appeals and multimodal discourse analysis are employed in the 2023 presidential election posters and billboards, thereby offering a fresh perspective on political communication.

Given the above, this study aims at identifying and comparing the linguistic and visual features of the 2023 presidential election posters and billboards in Nigeria, and how they reflect the genre, purpose, and context of the political discourse. The study seeks to explore and explain the multimodal integration and interaction of the linguistic and visual elements in the 2023 presidential election posters and billboards, and how they create an orderly and persuasive text. By applying the theoretical and methodological insights from multimodal discourse analysis to political discourse analysis, our study unpacks the practical implications of language and visuals in political communication, thereby offering

valuable insights for future political campaigns and potentially influencing the strategies of political communication in the future.

2. Empirical Studies

Reflecting on the importance of the 2023 Presidential Elections in Nigeria, a few studies have examined political discourse from different perspectives, with such studies examining the discourse of these elections from different angles. However, few such studies have investigated the 2023 presidential election posters and billboards from the lenses of linguistic appeals and multimodal perspective combined.

Aluya and Iangba (2024) examine a multimodal discourse study of visual images in selected online news discourse on the 2023 general elections in Nigeria. Their study draws insights from Kress and van Leeuwen's (2006) visual grammar theory to analyse ten images. Although the result of the finding showed that the analysed visuals are representative of the major presidential candidates' political affiliations, a look at the images presented in this study shows that only one figure depicts the four major candidates for the 2023 presidential election in Nigeria, while the remaining figures present that of various election venues, voters, observers and security personnel. This shows that the study focuses on the discourse study of visual images on the 2023 general election.

In another study, Omole (2024) investigates a multimodal analysis of campaign posters of the Labour Party's presidential candidate in the 2023 general elections in Nigeria. The study examines six political campaign posters sourced from Facebook and WhatsApp platforms. In its analyses of data, the study adopts a social semiotic theory. The author concludes that campaign posters' visual images and linguistic items convey different meanings with local applications during elections. Observable in the above is the projection of the candidacy of the 2023 Labour Party's presidential candidate as the author reflects on how the LP posters help influence the electorate's decision to vote for the LP presidential candidate during the 2023 election.

Also, Danladi (2024) examines the influence of billboard ads on voting patterns in the 2023 presidential election in Nasarawa State, Nigeria. Her study is anchored on the Stimulus-Response model and the two-step flow of communication model. Findings from her research contribute to the literature on the importance of billboards as an effective medium for political campaigns, as the billboards are used to create awareness about candidates. Observable from this study is the absence of analysis on visual modes; rather, the analysis is drawn from the 140 questionnaires that were administered to respondents via Google Forms.

From the above review, it is evident that a few studies have examined the role of linguistic appeals in political discourse. Therefore, our focus in this study is to showcase how the three major political parties in the last 2023 Presidential elections in Nigeria used linguistic appeals and multimodal lens in their representation of political posters and billboards as resources for influencing voters' decisions during campaign and election proper.

3. Theoretical Framework

This study is framed around Kress and van Leeuwen's (2006, 2020) idea of multimodality. Multimodality is a theory that examines the different modes that people use to communicate with each other and to express themselves. Such modes include visual and textual elements and, in the case of this study, involve the incorporation of slogans, political ideologies, language use and other modes of communication in the representation of political billboards and posters. Multimodal discourse analysis (MDA) stands at the intersection of linguistics, semiotics, and communication studies, offering a comprehensive understanding of how meaning is construed and communicated through various modes.

MDA has evolved into a framework for exploring the complexities of contemporary communication. With the advent of the digital age, its use has spurred investigations into studies on

arrays of areas, including online communication and social media. The study employs a multimodal approach in the analysis of linguistic appeals in political discourse from a multimodal discourse perspective. This involves linguistic and multimodal analysis of 2023 presidential election posters and billboards in Nigeria.

4. Research Methods

This study adopts a qualitative approach to examine linguistic appeals in 2023 political posters and billboards. Data consisting of 2023 presidential political posters (6) and billboards (4) are sourced through various online platforms. The selected political parties for this study are All Progressives Congress (APC), People's Democratic Party (PDP) and Labour Party (LP). These political parties were selected based on their being the major political parties that presented key figures who were the major contenders of the 2023 presidential election. Purposive sampling was employed to collect posters and billboards from key cities in order to ensure regional representation. The researchers capture and save images on phone and computer devices. This approach allowed for systematically collecting and organising linguistic and visual elements in the 2023 presidential election political posters and billboards. The researchers selected data based on the availability, visibility, and representativeness of the main political parties and candidates in the election.

Regarding the data analysis technique, the selected posters and billboards are analysed using a multimodal discourse analysis approach. Linguistic analysis involves identifying rhetorical devices, metaphors, slogans and language styles. For the visual analysis, the researchers examined images, colour schemes, typography, spatial arrangements and symbolism, and analysed how these elements reinforce or contrast the textual elements. The multimodal interaction enables the researchers to explore the synergy between text and visuals and map multimodal meanings using Kress and van Leeuwen's framework. This approach facilitates exploration of the interplay between language and visuals, providing insights into persuasive political communication strategies that contribute to a deeper understanding of how linguistic appeals and visual elements interact in shaping political discourse during the 2023 presidential election in Nigeria.

5. Results and Discussions

5.1 A Multimodal Discourse Analysis of 2023 Nigerian Presidential Election Billboards

In the 2023 Nigerian Presidential Election, billboards play an important role in visual communication, giving candidates prominent visibility in their placement at strategic locations. Positioned in busy urban centers and along major thoroughfares, these billboards act as constant reminders of political candidates and their messages. Overall, billboards' strategic placement, persuasive visuals, and cultural sensitivity make them indispensable in shaping public perception and influencing voters' opinions during the electoral process. As pointed out in the review of literature, a number of studies have examined political discourse from different perspectives ranging from political cartoons, discourse analysis of political speeches as well as those that reflect political posters or billboards. The current study is distinct in that it examines political discourse from linguistic and multimodal perspectives. Applying multiple modes in the analysis of the 2023 Presidential election campaign billboards and posters enables examination of strategies used in the data sets as shall be seen in this study. In this way, the researchers are able to investigate how the selected political parties rely on linguistic appeals and other affordances as tools for political discourse for voters' consumption. In the following figures, we present the visual representation of billboard advertisements for the APC, PDP, and Labour Party presidential candidates during the 2023 presidential elections in Nigeria.

Fig. 1: A Better Nigeria is Possible
Source: https://images.app.goo.gl/GtxPji7ENZF7DQpV9

The billboard in Fig. 1 represents the political advertisement for LP's presidential campaign. The representational dimension of the figure presents a visual of the candidate, the party logo, and the slogan, "A BETTER NIGERIA IS POSSIBLE". From the interactive dimension, the visual of the participant is positioned via the elements of gaze, close distance, with the visual framed from chest upward. Compositionally, the elements of the figure are structured from top to bottom and left to right reading direction (Kress and van Leeuwen, 2020). The top-down structure is achieved by framing into two spaces, with the bottom of the frame projecting "PO PETER OBI 2023" as the choice for making a new Nigeria possible. For the left-right structure, the left presents the visual of the participant who is the object of focus; this is followed by the slogan "A BETTER NIGERIA IS POSSIBLE," positioned and made salient via size at the Centre of the frame. The party logo is positioned below the slogan on the right-hand side of the frame.

The billboard is situated against a green background with white text, heightening its visibility. At the Centre of the billboard is the slogan, "A BETTER NIGERIA IS POSSIBLE," which is made prominent via such semiotics as capital letters, bold font size and white colour, conveying the candidate's commitment to positive change and problem-solving. The placement of Peter Obi's image on the left side of the billboard draws attention, creating a visual hierarchy that directs the viewer's focus. This intentional arrangement aligns with the broader message of the billboard, emphasizing Peter Obi as the face of the envisioned positive change. More so, the Labour Party logo at the bottom of the billboard links Peter Obi to his political affiliation. This strategic inclusion reinforces the association between the candidate and the LP, a significant political party in Nigeria. The billboard also includes essential information about the candidate's name and the election year, thereby providing clarity about the candidate and the campaign's timeframe.

Situated on a metal structure against a city skyline, the billboard targets a diverse audience, reaching urban dwellers and commuters with varying social, economic, and political backgrounds. By proclaiming the shared aspiration for a better Nigeria, the billboard transcends differences, aiming to resonate with a broad spectrum of the population. Overall, the billboard's visual and textual elements work cohesively to project Peter Obi as the agent of positive change associated with the LP.

Fig 2: A Better Nigeria for Us All
Source: https://images.app.goo.gl/5pBhdo4PkHg4EDvW6

Following Kress and van Leeuwen's (2020) information value, Fig. 2 depicts a billboard of LP for the 2023 Nigerian presidential election. The structure of the billboard is represented in a left-right reading direction. On the left-hand side is the image of the represented participant presented as the Giving; this is followed by the slogan "A BETTER NIGERIA FOR US ALL" and the logo representing the New, which depicts the promise of what the candidate has to offer. The represented participant is depicted gazing at the audience with his hand wide as he offers himself as the man fit for the job. With these affordances, the billboard invites the viewers to be part of the builder of a better Nigeria. This billboard relies on text, photos, and the logo to enhance emotional appeal and differentiation. Furthermore, the slogan "A BETTER NIGERIA FOR US ALL" is positioned within the nation's map, implying the possibility of having a better Nigeria free of insecurity, corruption and poverty, thereby increasing the credibility and trustworthiness of the campaign.

Fig. 3: The Race is For the Future
Source: https://images.app.goo.gl/GtxPji7ENZF7DQpV9

Fig. 3 represents the billboard of All Progressives Congress (APC) political party for the 2023 Nigerian presidential election. The billboard uses visuals and text to showcase the All Progressives Congress (APC) party's candidate, Bola Tinubu and his running mate. Following Kress and van Leeuwen's (2020) multimodal analysis, the billboard presents a left-to-right reading direction with the slogan "THE RACE IS FOR THE FUTURE" positioned at the left side of the frame. At the Centre of the figure are the visuals of the represented participants, gazing directly at the viewers, inviting viewers to

join in the race for the future. On the left side of the billboard are appealing elements, the party logo and the text Vote Bola Ahmed Tinubu and Kashim Shettima.

The textual components "The Race is for the Future" and "Vote Tinubu and his Running Mate" contain the campaign message, emphasising a forward-looking narrative. Placed strategically on a highway, the billboard targets a diverse audience of commuters, considering different backgrounds and preferences. The appeal centers on a shared desire for a better future, leveraging common ground. Also, the billboard's simplicity adheres to a text-centric approach, potentially enhancing emotional appeal and campaign distinctiveness, leading to the effectiveness of the campaign strategy. As a political discourse, the billboard projects the totality of political undertones, with viewers encouraged to vote for these presidential candidates.

Fig. 4: Recover Nigeria to be Safe
Source: https://images.app.goo.gl/GtxPji7ENZF7DQpV9

The billboard in Fig. 4 represents the posters of Atiku Abubakar and his running mate, Dr. Ifeanyi Okowa. These candidates, representing the People's Democratic Party (PDP), seek to sway public opinion through a carefully crafted combination of linguistic and visual elements. In a left-to-right reading direction, the billboard centralised the represented participants with other elements of the structure occurring at the left and right. The participants are depicted gazing directly at the viewers, inviting them to be part of the team to RECOVER NIGERIA. In this compositional structure, the text, ATIKU-OKOWA, and the party logo are in complementarity with the images at the centre since the text points to the images of the participants at the centre. Via this structure, the viewers are called upon to VOTE to RECOVER NIGERIA TO BE SAFE.

Also, the colour scheme, predominantly green and white as part of the resource for making meaning, echoes the hues of the Nigerian flag and the PDP logo, reinforcing notions of patriotism and loyalty. Additionally, the placement of the party logo and the text urging voters to "VOTE ATIKU-OKOWA NIGERIA 2023" signifies a unified front against the ruling party. The textual elements, displayed in a simple yet impactful manner, convey a sense of urgency and purpose. Phrases like "RECOVER NIGERIA TO BE SAFE" encapsulate the candidates' promises and aspirations, appealing directly to voters' concerns. The billboard above adopts clear and concise language to influence opinions and behaviours, leveraging linguistic modes alongside visual components.

5.2 A Multimodal Discourse Analysis of 2023 Nigerian Election Posters

In the 2023 Presidential Election, posters act as visual messages that politicians use to connect with people. Whether in towns, streets, or public spots, these posters catch viewers' attention. They use pictures, bright colours, and short words to quickly show what a candidate stands for. The pictures and

slogans on posters are brands, making it easier for people to remember who the candidate is. Placing posters in specific spots is a strategy politicians adopt to make sure different kinds of people see them and feel positive about their party's candidacy.

Fig. 5: As one we can get it done #One Nigeria
Source: https://images.app.goo.gl/sKpS4xngDn9cjnuW8

Fig. 5 represents the poster Atiku Abubakar and his running mate as the candidates of the People's Democratic Party (PDP) for the 2023 Nigerian general election. The figure is structured in a top-to-bottom reading direction, with the top providing textual information about the candidates, followed by the year of election. At the Centre is the visual elements of the represented participants followed by the bottom section which provides additional information – party logo, voting thumbprint, slogan "As One We Can Get It Done"/"#OneNigeria" – about the political affiliation of the participants. The visual at the centre is depicted gazing directly at the viewers, inviting them to "As One ... Get It Done".

The figure uses the slogan "As One We Can Get It Done! #One Nigeria" and the logo of the PDP to convey the message of unity and cooperation. The poster depicts a moderate level of visuals, as it uses the photos of the candidates and the party's logo with a limited level of information to push its brand to viewers. The poster does not provide any facts, figures, or arguments to justify or persuade the voters why Atiku Abubakar and his running mate are the best choice for the presidency; neither does it mention any specific policies, achievements, or goals that Atiku Abubakar and his running mate have or plan to implement. Absence of these increases the credibility and trustworthiness of the campaign.

Fig. 6: Nigerians the Unifiers 2023
Source: https://images.app.goo.gl/1Bu8ygvPiqFnuRNy6

Fig 6 represents the poster of the People's Democratic Party (PDP) for the 2023 Nigerian general election. Like the previous figure, this figure is structured in a top-to-bottom reading direction. The top section depicts visuals of two logos and the slogan "NIGERIANS MEET THE UNIFIERS 2023". Visuals of the represented participants are positioned at the Centre of the frame, with the bottom section carrying the names of the candidates. Some information about the availability of this figure on different media platforms is also depicted. The visual of the Nigerian Coat of Arms is foregrounded behind these elements, showcasing Abubakar and Okowa as the true Unifiers that Nigerians need. The figure uses the slogan "Nigerians Meet the Unifiers 2023" and the logos of the PDP to convey the message of unity and cooperation. The images on this figure are made to engage the audience through the elements of gaze, smiles, and size to create a sense of collection with the audience. Also, via layout, balance and the arrangement of the elements of this figure, the visuals of the represented participants is prioritize, directing the viewer's eye and influencing their reading of the content as they engage with the poster.

Fig. 7: The masses now have a voice
Source: https://images.app.goo.gl/sKpS4xngDn9cjnuW8

Fig. 7 depicts the poster of Peter Obi and his running mate as the candidates of the Labour Party for the 2023 Nigerian general election. The poster is strategically structured in a top-to-bottom reading direction with the Centre of the frame made prominent via size, gaze, and positioning of the participants as the core element to which all the other elements are associated, belong and draw meaning and coherence (Kress and van Leeuwen, 2020). The participants are also situated within the map of Nigeria, occupying the entire map to signal the candidates' capacity to make positive changes in the country. The upper right-hand section of the map depicts such captions as EQUITY, JUSTICE and FAIRNESS as part of the linguistic appeals in this party's campaign strategy discourse. Other elements of the poster that contribute to the clarity of its message include logo, slogan, texts and candidates' identity. Here, the top section, Ideal, depicts the party's logo and the text "Support", signalling the viewers to support the candidacy of this political party. Also, the lower section depicts Real and directs readers to further information about these candidates' names and political affiliations.

Fig. 8: Lets be obedients and Yusful
Source: https://images.app.goo.gl/1Bu8ygvPiqFnuRNy6

Fig. 8 represents the poster of LP. The poster is designed for the party's campaign in Anambra, the hometown of the Presidential candidate. This poster depicts the dimension of top-to-bottom reading direction with multiple modes as resources for making meaning (Kress and van Leeuwen, 2020). The top section, which reflects the 10th January 2023 campaign rally held in Anambra State, presents the text "ANAMBRA ARE YOU READY?" and "LET'S BE OBEDIENT AND YUSFUL". Besides these texts is the political party's logo, which depicts the figure as a brand to be identified with. Also, the Centre presents the visuals of the two represented participants made salient via size, gaze, and bright cum smiling faces. The bottom section of the figure presents the viewers with further information about the identity of this party bearers and the post they are contesting.

The use of green and red colours plays a significant role in this figure. Green often represents growth, harmony, and renewal, qualities that the campaign wishes to be associated with. Foregrounded beneath the logo is the map of Nigeria. The map is more than a backdrop; it represents territory and belonging. It situates the political discourse within a geographical context, reminding viewers of the local roots of the campaign. This aligns with Kress and van Leeuwen's (2020) spatial organisation of meaning, where placement and salience of elements convey significance.

The text "LETS BE OBIDIENTS AND YUSFUL" employs linguistic playfulness and creativity to engage the viewers. It is a call to action, a mnemonic device designed to be memorable and to mobilise. This reflects the ideational function of language in Halliday's (1978) framework, where language is used to represent ideas and concepts. More so, the expressions and body language of the candidates are intended to convey a message of seriousness and commitment. This is part of the interpersonal meta-function, where the candidates, through their visual representation, seek to establish a relationship with the viewer, inviting trust and exuding credibility. The poster is a symphony of visual and verbal cues, each playing its part to create a harmonious message that resonates with the viewer. It is a dance of elements, each step choreographed to lead the viewer to a conclusion – the desirability of the candidates and the urgency of their message. The poster is not just a static image; it is a dynamic conversation laced with multiple modes that speak to the hearts and minds of the electorates.

Fig. 9: Towards Good Governance
Source: https://images.app.goo.gl/1Bu8ygvPiqFnuRNy6

Fig. 9, which represents the poster of APC, depicts a visual composition of the Centre with other elements of the composition surrounding it as the Margin. At the Centre is the visual of the represented participants for the 2023 Presidential election. Each constituent element within this tableau assumes a strategic role, harmonising seamlessly to orchestrate a captivating narrative of persuasion and possibility. At the Ideal position of the poster is the caption "TOWARDS GOOD GOVERNANCE" and "#TinubuShettima2023". At the poster's Real, the logo stands as a beacon of symbolic significance, anchoring the viewer's gaze with its diminutive yet commanding presence. Other elements of the bottom section include the names of the represented participants.

The verdant backdrop enveloping the poster in a lush embrace serves as a masterstroke of semiotic ingenuity, imbuing the visual landscape with a palpable aura of vitality and renewal. Overlaying this verdant expanse, the faint yet unmistakable outline of Nigeria's map emerges as a silent sentinel, underscoring the intrinsic connection between the campaign's agenda and the nation's collective identity. Serving as both a geographical demarcation and a metaphorical invocation of unity, it beckons viewers to forge a common bond in pursuit of a shared vision for progress and prosperity.

Amidst this rich tapestry of symbols and signifiers, the enigmatic figures of the candidates command center stage, their visages serve as a potent allegory for the collective will of the people. Positioned at the nexus of attention, they embody the archetypal protagonists in the unfolding drama of governance, their presence a testament to their pivotal role in shaping the nation's destiny. Looming large above this tableau, the bold inscriptions "OUR VOTE", "OUR VOICE", and "OUR CHOICE" reverberate with rhetorical resonance, its rhythmic cadence echoing the democratic fervour that pulsates at the heart of the nation. The strategic use of linguistic repetition not only galvanises viewers into action but also underscores the fundamental tenets of democratic empowerment and civic engagement. Also, the heading "Towards Good Governance" with the "#TinubuShettima2023" resonates with the ideology of the candidates' ability to provide good governance and leadership if elected to office.
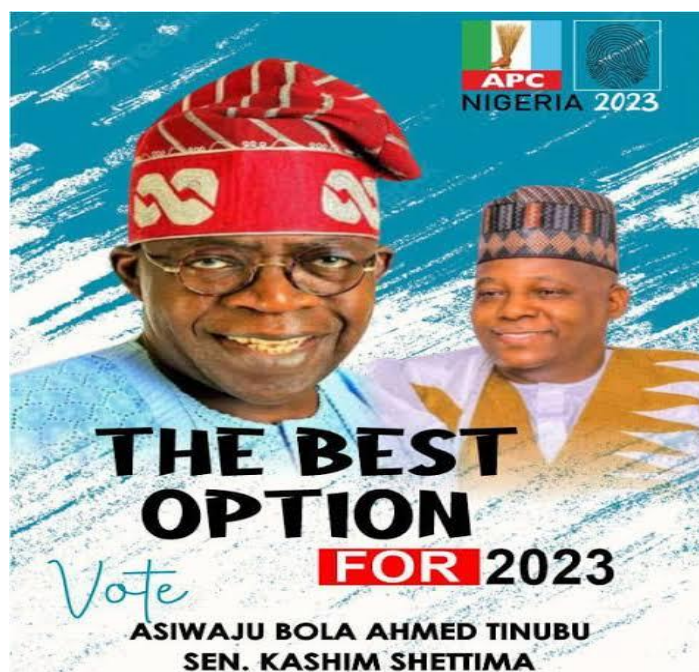
Fig. 10: The Best Option For 2023
Source: https://images.app.goo.gl/1Bu8ygvPiqFnuRNy6

Fig. 10 depicts the APC poster for the 2023 election. The poster presents the information value of top-to-bottom reading direction. The top section presents the party logo with "Nigeria 2023", showcasing the country's election year. The Centre position of the frame is depicted with the visuals of the two represented participants as the party's choice for the 2023 presidential election. The two participants were made salient by size, gaze, and compositional structure. The bottom of the poster presents the slogans "THE BEST OPTION FOR 2023" and "Vote", "ASIWAJU BOLA AHMED TINUBU", and "SEN. KASHIM SHETTIMA" all providing additional information regarding the poster.

The elements of this structure, positioned against a blue backdrop, enhance meaning and communication via visual cues. The phrase, "BEST OPTION 2023", stands out prominently, serving as a memorable rallying cry designed to resonate with voters and associate the candidates with a path forward. At the bottom of the poster, the APC party symbol quietly signifies their support, akin to a final endorsement. In essence, this poster tells the story of Nigeria at a critical juncture, guided by two leaders ready to lead. What might seem like a simple piece of poster emerges as a powerful testament to the significant impact of visual and verbal rhetoric in politics, with the audience playing a crucial role in the narrative.

6. Conclusion

This study reveals a deep understanding of how politicians communicate using words and visuals in the 2023 Presidential Election posters and billboards. The study looks at various elements, such as persuasive language, how often certain words are used, and the arrangement of pictures and words to create impactful messages. Cultural aspects are also considered, like symbols and images that hold meaning for people. By paying attention to linguistic and visual elements, the research unravels the intricate techniques used in political communication during the 2023 election. Overall, the study offers an insightful examination of how politicians leverage both language and visuals in their campaign

materials, contributing to a nuanced understanding of the multimodal communication dynamics in the 2023 Nigerian presidential election political discourse.

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