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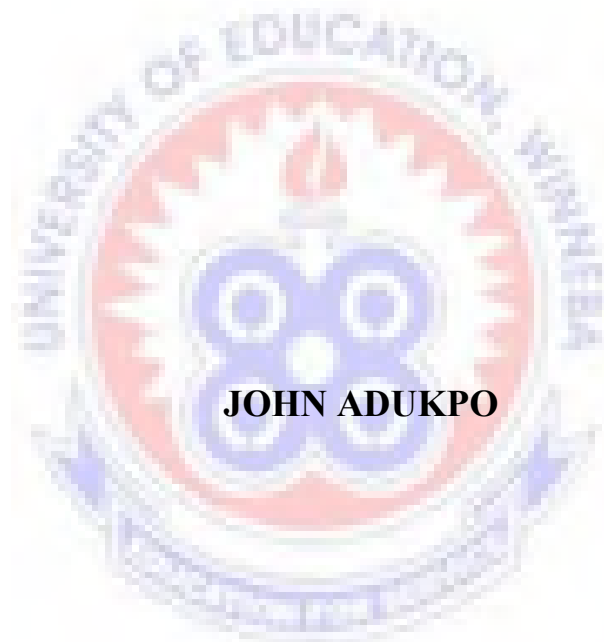
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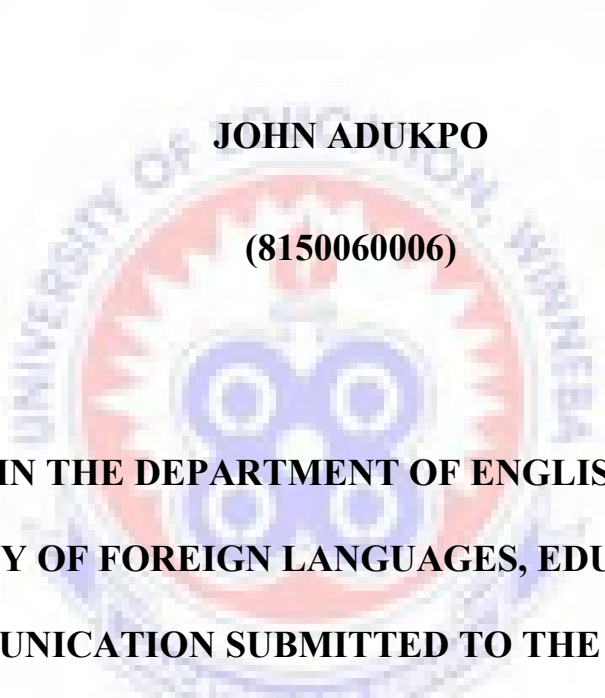
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AN ANALYSIS OF REGISTER AND LEXICAL COHESION IN A SELECTED POLITICAL MANIFESTO IN GHANA

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JULY, 2017

DECLARATION

Student's Declaration

I, JOHN ADUKPO, declare that this thesis, is my own account of my research, and all citations have been duly referenced and acknowledged.

…………………………….. ………………………

JOHN ADUKPO   DATE

Supervisor's Declaration

I certify that, the preparation and presentation of this thesis was in accordance with the guidelines for supervision of thesis as laid down by the University of Education, Winneba.

…………………………….   ……………………………

PEACE CHINWENDU ISRAEL (PHD)   DATE

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DEDICATION

This research is dedicated to my wife, Emilia Nyuiefe and Nice Ekpor for their prayers and support.

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ABSTRACT

This study analyses register and lexical cohesive devices in the 2012 manifesto of the New Patriotic Party using the theories of Cohesion by Halliday and Hasan (1976) and Halliday (1994) register theory. The study employed qualitative research approach and purposive sampling technique to select the 2012 manifesto of the NPP. The registers in the manifesto were analysed based on Leech and Short (2007) lexical category. The findings of the study revealed that nouns are the preponderant lexical items. Adjectives occur as the second lexical items used in the manifesto. Verbs form the third most frequently used lexical items which indicate the actions that will be used to execute the developmental projects which the party hopes to achieve while adverbs reveal the manner in which the action plans of the party will be executed. In the area of cohesion, the study reveals that repetition is the most dominant lexical cohesive device which is used to emphasize the massive projects the party hopes to carry out and also the commitment the party wishes to attach to the execution of its plans. The use of synonyms in the manifesto helps the electorate to understand the ideology of the party whereas antonyms are used to compare the disparity of work done by the incumbent government and what the NPP hopes to do to improve the economy. The superordinate words are used to categorize the party's concrete plans into groups that the electorate can better understand the party's plans into detail. The study concludes that the NPP employs political register to persuade the electorates to vote for the party based on the promises they made under the various fields in the manifesto while the lexical cohesive devices used in the manifesto help to establish ties and links between the lexical items. The study recommends the use of adjectives and nouns in manifestoes and also computerised software should be used to analyse such data in order to make the analysis easier.

CHAPTER ONE

INTRODUCTION

1.1 Background to the study

This research analyses registers and lexical cohesive devices in the 2012 manifesto of the New Patriotic Party in Ghana. In doing this, an attempt is made to look at the background to the study which includes an overview of register, political discourse and cohesion.

Political speeches are very powerful and influential in nature. Aspects of political communication include speeches that are delivered by politicians, writings of politicians, election campaigns, parliamentary debates, political interviews etc. Political speeches range from campaigns, manifestoes, speeches at rallies, other election messages, inaugural speeches, victory speeches, Independence Day speeches, May Day speeches and many other speeches depending on the situation. Political discourse has become a popular concept especially in the area of discourse analysis.

Ayeomoni and Akinkuolere (2012, p. 462) explain that „language has been a powerful tool in the hands of political leaders; they manipulate the tool to suit their purposes‟. Since politics is basically about struggling to control power, it is only through language that such could be accomplished, thereby making language a very strong political weapon. And indeed, this language is used in manifestos to persuade the electorates to vote for them.

According to Robertson (2004) a manifesto is a public declaration of principles, policies or intentions especially that of a political party or government to coerce and persuade group of people to vote for them. Fordjour (2012) highlights the role of political speeches such as

manifestos play in Ghana. He asserts that even though the country has enjoyed a stable democracy since the re-introduction of constitutional democracy in 1992, the only thing that could derail this current democratic gain is hate speech, especially, by political actors. This gives credence to the crucial role language plays in the practice of politics in Ghana.

Generally, all text-types have their own system of linguistic, rhetorical and organisational characteristics which manifestos are not in exception. Therefore, genre analysts set out to investigate what makes a letter a letter, or what makes a radio announcement a radio announcement. A genre comprises a class of communicative events and the members who participate in it share some set of communicative purposes. These purposes are recognised by the expert members of the parent discourse community, and thereby constitute the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constrains choice of content and style. Exemplars of a genre exhibit various patterns of similarity in terms of structure, style, content and intended audience.

It is interesting to know that every genre and discourse employ and require a particular register and language that will be used appropriately in order to suit and fit that particular field or topic which is under consideration. In the employment of the registers to suit that particular genre, it is also necessary and expedient to ensure and achieve cohesion in the view of selecting the registers to match with the topic under study.

Cohesion also helps a text to be more comprehensible and, therefore, reader-friendlier by forming a unified whole rather than a collection of unrelated sentences. In this study, the analysis is done considering the register as well as lexical cohesion in NPP manifesto in Ghana.

According to Crystal (1991) register is a variety of language that is defined according to its use in social situation. Wador (2001) opines that a register is a set of language items associated with discrete occupational or social groups. Register or language at risk according to Halliday (1994) has it that, language users make choices and the choices they make will lead to other choices or network of choices. For that matter, language is organised around these choices. Choices are vocabulary at one‟s disposal or one‟s linguistic repertoire. According to Halliday (1994) there are three dimensions that correspond to social functions of language and these dimensions affect the choices of a register. The three dimensions are: field, tenor and mode. Field refers to the topic or the genre or what is happening to the nature of the social action that is being held. It also looks at what participants are engaged in. Mode on the other hand refers to the role a language plays in the social interaction. Renkema (2004) suggests that mode refers to what part the language is playing as well as the channel and medium the language is introduced to the participants. Finally, the tenor refers to the relationship between the interlocutors in the discourse. *Tenor* again refers to the participants, their nature, statuses and roles. The relationship among the participants could be both permanent and temporary.

This presupposes that depending on what you want to say, who you want to say it to, how you organise what you want to say and the lexical structures you will want to employ are all said to be at risk. Every genre employs a particular register relating to it and this makes every discourse sui-generis – one of its kinds. For example, fields such as sports and law will employ their own registers relating to them.

And also, why do we know what words to use in one register whilst in others we do not? For instance, the word *suit* denotes for most of us „a set of outer clothes made of the same

fabric and designed to be worn together, typically consisting of a jacket and trousers or a jacket and a skirt" (www.dictionary.com); however, for others it denotes „a claim or dispute brought to a court of law for adjudication". The latter users might be lawyers, and to paraphrase the above quotation, it is the legal register in which the word *suit* bears a different meaning.

As in the example above, we can see that different registers give words different meanings. We come across various registers in our daily lives, no matter whether in the spoken or written language, and we usually orient ourselves in these registers without deeper thinking, and we know exactly what words to use. Such registers can be *baby talk*, the *language of high school students,* or the *language of biological research lab*. On the other hand, there are registers which can cause difficulties to people who are not familiar with them, and such registers also require at least some background knowledge when being analysed, or put differently, they require a kind of *literacy* on the part of a linguist, which is the case in legal English (Chromá 2007).

On the other hand, cohesion refers to the formal grammatical and lexical relations between two or more linguistic units in a piece of discourse. These units may be words, phrases or clauses. Cohesion is said to occur when there is an interconnection between linguistic items within the discourse. This is to say that, the meaning of one linguistic unit cannot be effectively decoded without reference to the meaning of another linguistic unit or item.

Halliday and Hasan"s (1976) cohesion theory provided a system of text analysis whereby the relationships that hold between textual components are discovered by means of identifying those cohesive connectives that bring together textual components. According

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to Halliday and Hasan (1976), the semantic unity of a text is achieved by means of cohesion. According to Hoey (1991) cohesion is the grammatical and lexical linking within a text or a sentence that holds a text together and gives it meaning. Also, to Huang (2000), cohesion is the use of linguistic devices to achieve logical development of ideas in writing. Carino (1995) points out that cohesion occurs in a paragraph when a sentence follows logically and clearly from the one before it and leads likewise to the sentence following it. A cohesive text is created in many different ways. In the course of discourse analysis, Connor (1996) defines cohesion as the use of explicit linguistic devices to signal relations between sentences and parts of texts. These cohesive devices are phrases or words that help the reader to associate previous statements with subsequent ones. Beaker (1992) perceives cohesion as the network of lexical, grammatical, and other relations which provide links between various parts of a text. Reah, in her *Language of Newspaper* also reveals that cohesion as a part of the system of a language does not only help to form complete coherent units, but also allows the ideological approaches of the texts to develop coherently.

Halliday and Hasan (1976) dichotomise two types of cohesive devices; grammatical and lexical devices. Grammatical cohesive devices help to sort the grammatical structure so that they will be clear and comprehensible. Grammatical cohesion embraces four different devices: reference, substitution, ellipsis and conjunction (Halliday& Hasan: 1976). While lexical cohesion contributes to the specification and explanation of the text meaning, it also helps to interconnect parts of the text (Urbanová & Oakland 2003).

Halliday & Hasan (1976:288) distinguish lexical cohesion of the following types: Reiteration which comprises repetition, synonym (or near-synonym), superordinate word, general word and collocation.

Also, Crystal (1991) defines discourse as a continuous stretch of language larger than a sentence. Gee (1999) also defines discourse as language in use. Fairclough (2005) used the term discourse to refer to a whole process of social interaction of which a text is just part. Discourse is the connected series of utterances produced during a conversation, a lecture, a story or other speech act (O‟Grady and Archibald (2002).

1.2 Statement of the Problem

Scholars such as Haig (2000); Dolezal (2008) and Anamarija (2006) have researched on register and cohesion in manifestos in their electoral context. In the area of cohesion, scholars such as; Azzouz (2009) analysed grammatical cohesion in expository essays; Tsareva (2010) cohesion in students‟ argumentative essays; Abdurahman (2013) also analysed cohesion in students‟ thesis writing; Hussein (2014) cohesion in expository writing; Ye (2013) achieving cohesion in persuasive writing Sharifa (2015) cohesive devices in Psychology researched papers and Qudah (2016) also analysed lexical cohesive devices in political discourse in president Obama‟s 2009 inaugural Address. From extant literature on cohesion and register, it is explicitly reviewed that there is a great deal of research conducted on cohesion and register. However, according to Tsareva (2010) and Qudah (2016), the extant literature does not cater for the effects and importance on the use of these registers and cohesive devices on political manifestoes. This current study

therefore seeks to analyse register and lexical cohesive devices and their effects on the 2012 manifesto of the New Patriotic Party, NPP.

1.3 Purpose of the Study

The goal of this research is to analyse and establish registers and lexical cohesive devices and their effects on the 2012 manifesto of the New Patriotic Party (NPP) in Ghana.

1.4 Objectives

In order to achieve the above purpose, the specific objectives are: To

- identify register and lexical cohesive devices in the 2012 manifesto of the NPP
- analyse the identified register and lexical cohesive devices in order to establish their persuasiveness in the language of the manifesto
- examine the effects of the register and lexical cohesive devices on the manifesto

1.5 Research Questions

This research seeks to provide answers to the following questions:

- What are the registers and lexical cohesive devices used in the 2012 manifesto of the NPP?
- How do the registers and lexical cohesive devices identified establish their persuasiveness on the language of the manifesto?
- What are the effects of the use of the registers and the cohesive devices on the manifesto?

1.6 Significance of the Study

This study makes a modest contribution relating to the issues with register and also informs researchers about the registers and lexical cohesive devices that are employed in manifestos. This research is also beneficial to politicians and presidential speech writers in respect of selecting the appropriate registers as well as achieving lexical cohesion in writing their speeches. It also serves as a guide to language practitioners in general.

This research also helps to enrich literature to the benefit of other researchers.

1.7 Delimitation

This aspect of the research deals with the scope and extent to which this research covers. Based on the existing literature, there are a lot of political speeches such as inaugural speeches, Independence Day speeches, May Day speeches and victory speeches. The focus of this study is to analyse register and lexical cohesion that are employed in the 2012 manifesto of the New Patriotic Party (NPP).

1.8 Organisation of the Study

This research is organised in five broad thematic areas. Chapter one includes; background to the study, statement of the problem, research questions, objectives, purpose of the study, significance of the study, limitation, delimitation, the organization of the study and the theoretical framework. Chapter two reviews related literature on the topic under study, this review is done in some thematic areas. Chapter three of this research considers the methodology which is employed in under taking this research this is also thematised around nine topics; research approach, research design, population, sampling procedure, instrument of data collection and treatment of data. Chapter four concentrates on analysis

of the data that is collected and this analysis is done with regards to the two theoretical frameworks. Finally, chapter five presents findings, gives recommendation and conclusion on the research.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This aspect of the research discusses works on what other scholars have done on the topic under consideration. This aspect is done into ten thematic areas: review of empirical studies, the concept of language and politics, the concept of register, the concept genre, the concept of cohesion and its importance in the discourse, the concept of grammatical cohesion, the concept of lexical cohesion, the concept of discourse, and the concept of political discourse, political manifesto and lexical categories.

2.1 Review of Empirical Studies

Some scholars have worked on political discourse from different perspectives. In order to establish the empirical significance of the present study, the study first has to be properly situated in the extant literature through a review of studies that examine various political speeches from register and cohesion point of view. Analyses of political speeches have been conducted by (Adjei-Fobi 2011; Balogun 2011; Djabatey 2013; Anderson 2014; Mensah 2014; Quinto 2014; Adjei & Ewusi-Mensah 2016).

2.2 The Concept of Language and Politics

Every speech community is made up of a speaker(s) and the hearers, as it is not possible for everybody to do the speaking and listening at the same time in any occasion. For this reason, there is the need for every community to have a leader, and leaders most often than not, communicate with their subjects through speeches which employ the use of language.

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Since politics is basically about struggling to control power, it is only through language that such could be accomplished, thereby making language a very strong political weapon. Opeibi (2009) postulates that no matter how good a candidate‟s manifesto is; no matter how superior political thoughts and ideologies of a political party may be, these can only be expressed and further translated into social actions for social change and social continuity through the facilities provided by language.

The role and relevance of language use in political discourse cannot be over emphasised since the role of language in political discourse is highly explicit. Ayeomoni & Akinkuolere (2012:461) postulate that „language is essential in the implementation of successful democratic rule in any country‟. This draws a very strong tie between politics and language in any system of government. Taiwo (2007) opines that language is a heavily loaded vehicle and that our words are never neutral, transparent or innocent. Words always carry the power and ideologies that reflect the interests of those who speak or write them. This implies that the choice of certain words over others may reflect conscious and unconscious ideologies held by those who produce them. In simple terms, the use of language reveals who we are and what we think about and wish to pass on to others.

Taiwo (2007) again, postulates and argues that „language is the conveyer belt of power, it moves people to vote, debate or revolt, and it is therefore a central explanation of political stability or polarization. Taiwo considers language metaphorically as a conveyer belt. The conveyer belt plays a key role in transporting objects from one place to another. Comparing language to a conveyer belt means that language serves as the transporter of ideas to a particular people. As language is compared to a conveyer belt, so do the ideas transmitted through language can also be compared to the objects transported by the conveyer belt?

Language is purposefully used by politicians to carry their ideas across just as the conveyer belt carries objects to a particular destination. The destination for the transport of these ideas is to the people just as the objects conveyed by the conveyer belt are deposited at a particular point. The ideas carried by political language induce people to vote, debate or revolt. This makes language play a central role in creating political stability or conflict. Taiwo (2007, p. 192) further describes politics as „the struggle for and control of resources, values, norms and behaviour of a social group". It is very obvious that one needs language as a powerful tool to attain political power. It is true that the politicians" targeted struggle and control of whatever resources, values and norms will be a fiasco without the use of language. Edelman (1985) confirms the potency of language in political speeches by saying that political speeches assume traits such as subtle mystification and distortion in their quest to persuade the audience to accept the stance of the speech maker through his use of language.

In the struggle for political power between those who seek to assert and maintain power and those who seek to resist it for instance, the ability of a political speech to mystify and distort becomes very crucial. Language in political speeches therefore serves as the life jacket used by politicians to sail through the dangerous turbulent storms activated by their opponents. The pivotal role a life jacket plays in the midst of a storm in a sea can be compared to the role of language in political speeches. Language is essential to politicians. Most, if not all, activities performed by the politicians are done through the avenue that language creates.

2.3 The concept of register

The concept of register is central to Halliday‚‟s model of language. It is central not only in the sense of being important to the theory, but central also in the sense of „at the centre of‟ the theory.

The concept of register according to Halliday (1994) is variation according to use, and arises from a concern with the importance of language in action. Halliday notes it was Reid (1956) who first used the term „register‟ to capture the notion of „text variety‟ (Halliday 2007). Although the idea of looking at the importance of situation on language was in use much earlier for instance by proto-pragmatists such as Wegener (1990) who considered both the „user‟ and „use‟ in his concept of situation.

Although, it seems obvious that people speak differently in different situations, systematic analysis of variation according to what might be considered contextual features such as setting, addressee, subject and formality is relatively recent. Both Firth (1950) and Hymes (1969) developed accounts of the elements of context relevant to the act of speaking. The concept was developed by Ure (1969); Ure and Ellis (1972); Halliday et al. (2007) and Hill‟s (1958) "institutional linguistic" framework‟ where the concepts of „field‟, „mode‟ and „style of discourse‟ were introduced.

Later, Halliday adopted the term „tenor‟ from Spencer and Gregory (1964). Matthiessen et al (2008), recent „typology of registers‟ draws directly on Ure‟s work. The notion of register has helped shape many approaches to language, including the Birmingham school (Sinclair and Coulthard (1975) and corpus linguistics. Biber (1995),

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In differentiating this approach from the general move of stating that language varies according to situation type, Halliday (1978) suggests that what „register does is to attempt to uncover the general principles which govern this variation, so that we can begin to understand what situational factors determine what linguistic features to employ". Register is defined again by Halliday (2002, p. 89) as a semantic configuration. As such, this strata designation reveals something about what Halliday means by register, and how Halliday conceptualizes the semantic stratum, register is a semantic phenomenon in the sense that register is the clustering of semantic features according to situation type.

According to Halliday (1994), there are three functions which underpin the use of register these are field, tenor and mode. Field refers to the subject matter and it may be similar to certain uses of the term domain in computational linguistics: what is happening, to whom, where and when, why it is happening, and so on. Tenor also refers to the social relation existing between the interactants in a speech situation. It includes relations of formality, power, and affect for instance, (manager/clerk, father/son). And indeed, tenor influences interpersonal choices in the linguistic system, and thereby it affects role the structures and the strategies chosen to activate the linguistic exchange. Mode on the other hand, describes the way and the role language is used in speech interaction, including the medium (spoken, written, written to be spoken, etc.) as well as the rhetorical mode (expository, instructive, persuasive, etc.).

These three elements make possible for the speaker/writer to orient himself in the context of situation. The translator must try and maintain the situational and cultural context by finding the corresponding three components in the target language. Considering the field,

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the speaker or writer will have to take decisions about what terminology to use, to what extent the writer's context is familiar to the target language reader, the type of grammatical structures to adopt (active or passive). Tenor is a variable which allows the speaker or the writer to frame the right choice of register be it formal or informal, modern or archaic, technical or non-technical. Mode is the way the text should be organised where the information focus lies, what is given and what new information is provided.

2.4 The Concept of Genre

 According to Fang (2012) the term "genre" is derived from the Latin word "genus" which means "kind" or "class". It traditionally serves to indicate different kinds of literary and artistic works. In the past, the concept of "genre" was always confined to the field of literature, which was mainly divided into three types: prose, poetry and drama. However, the extension to "genre" has expanded dramatically since its introduction into the field of applied linguistics in the 1970's. Such types of literature as novel, essay, biography and non-fiction are classified into the category of genre.

In recent years, language educators and linguists have extended it to identify classes of language use and communication in all areas of life. Since 1970s, the focus in stylistics, text linguistics and syntactical features or formats of discourse has been transformed into a deeper and multi-layered explanation of the macro-structures and communicative functions of discourse, and thus genre analysis emerges and becomes an important branch of discourse analysis.

There are two major schools in the field of linguistics concerning the concept "genre", the Swalesian School with the representatives of John M. Swales and Vijak K. Bhatia, and the Australian School with the representative of Jim R. Martin. Swales (1990) describes genre as a recognizable communicative event characterized by a set of communicative purposes identified and mutually understood by the members of the professional or academic community in which it regularly occurs. Most often, it is highly structured and conventionalised with constraints on allowable contributions in terms of their intent, positioning, form and functional value. These constraints, however, are often exploited by the expert members of the discourse community to achieve private intentions with the framework of socially recognised purposes.

Bhatia (1993) expands Swales" term by bringing in the psychological, particularly cognitive, level of genre construction. Bhatia argues that although there are a number of other factors, like content, form, intended audience, medium or channel, which influence the nature and construction of a genre, it is primarily characterised by the communicative purpose that it is intended to fulfil. The shared set of communicative purposes shapes the genre and gives it an internal structure. Any major change in the communicative purposes is likely to give a different genre; however, minor changes or modifications help distinguish sub-genres. Bhatia finds that, specialists of any professional or academic community are generally credited with the knowledge of not only the communicative goals of their community but also the structure of the genres in which they regularly participate as part of their daily work.

2.5 The Concept of Cohesion

The term cohesion refers to the formal grammatical and lexical relations between two or more linguistic units in a piece of discourse. These units may be words, phrases or clauses. Cohesion is said to take place when the interpretation of one linguistic item occurs within the discourse. This is to say that the meaning of one linguistic unit cannot be effectively decoded without reference to the meaning of another linguistic unit or item.

Halliday and Hasan‟s (1976) cohesion concept provided a system of text analysis whereby the relationships that hold between textual components are discovered by means of identifying those cohesive connectives that bring together textual components. According to Halliday and Hasan (1976) the semantic unity of a text is achieved by means of cohesion.

According to Hoey (1991) cohesion is the grammatical and lexical linking within a text or sentence that holds a text together and gives it meaning. Also, to Huang (2000) cohesion is the use of linguistic devices to achieve logical development of ideas in writing. Carino (1995) points out that cohesion occurs in a paragraph when on sentence follows logically and clearly from the one before it and leads likewise to the sentence following.

Halliday and Hasan (1976) posit cohesion as the set of possibilities that exist in the language for making text hang together. Clark (2006) opines that cohesion is the use of repetition, transitional expressions and other devices called cohesive cues to guide readers and show how the parts of a composition relate to one another. A central objective of linguists working on the discourse level is to characterize this connectedness. Linguists have traditionally approached this problem by looking at overt linguistic elements and

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structures. Cohesion is related to the broader concept of coherence. There are two main types of cohesion; grammatical cohesion which is based on structural content, and lexical cohesion which is based on lexical content. A cohesive text is created in many different ways. In the course of discourse analysis, Connor (1996) defines cohesion as the use of explicit linguistic devices to signal relations between sentences and parts of texts. These cohesive devices are phrases or words that help the reader associate previous statements with subsequent ones.

Again, the concept of cohesion, according to Halliday and Hasan (1976) is a semantic one. It deals with the relations of meaning within any text. It occurs where the interpretation of some element in the discourse is dependent on that of another and, thus, a relation of cohesion is set up. The one presupposes the other, and cannot be effectively decoded except by recourse to it. The two elements, the presupposing and the presupposed, are integrated into a text. It is also cohesion that helps a text to be more comprehensible and therefore, reader – friendlier by forming a unified whole rather than a collection of unrelated sentences or as Thombury (2005:19) puts it, hangs the text together.

2.6.1 Grammatical Cohesion

This part of the discussion focuses solely on grammatical cohesion. According to McCarthy (1996), grammatical cohesion refers to the type of links that exist among grammatical elements or expressions in a text. As mentioned, Halliday and Hasan (1976) propounded four grammatical cohesive devices which are used in achieving cohesion in a text. These are; references, substitution, ellipsis and conjunction. These are discussed below.

2.6.1.1 Reference

Reference is an act in which a linguistic expression is used to refer to another linguistic form within or outside a text. According to Halliday and Hasan (1976) reference is defined as a semantic relationship in which one item in a text refers to another by means of identity of meanings. There are two major forms when dealing with reference, these are exophora and endophora. Exophora, is when the linguistic expression refers to an entity which is outside the text that is to say that, the entity is mentioned for the first time. Endophoric reference, on the other hand refers to the linguistic expression that can be found within the text. And this endophoric reference is especially achieved by the use of personal pronouns, demonstrative pronouns and possessive pronouns. When the endophoric reference is a personal pronoun or demonstrative pronoun the reference is made explicit by means of identification with the reference item. When on the other hand, the endophoric reference item is a possessive pronoun, an objective pronoun or the definite article, the reference is made explicit through a comparison to the reference item (Halliday and Hasan 1976). Hadley (1987) posits that when references appear in a text more than once, they produce a network of meaning among the various parts of the discourse.

An anaphoric reference, refers to another expression that precedes it. That is to say that there is the backwards reference to the linguistic expression.

Example 1

President Kufour led the NPP into victory 2001. He was a strong trade political leader.

In the example above, the meaning of the pronoun **he** cannot be effectively understood without the resource to the noun *president Kufour*, which it refers to. So in effect, we can

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establish that the personal pronoun *he* made an anaphoric reference to the noun *president Kufour*.

Example 2;

It rained day and night for two weeks, the basement flooded and everything was under water, it spoilt all our documents.

In the example 2 above, the first "it" refers to the discourse itself, the second "it" refers to the event of two weeks, or the fact that it rained or flooded; i.e., the whole situation rather than an event in particular.

Anaphoric reference can also be seen through the use of the demonstrative pronouns. See example below

Mr. Mahama and Nana Addo stood for the presidency in 2012. These were the only contestants for the post.

The above example presupposes that the meaning of *these* can only be understood effectively by referring to *Mr. Mahama and Nana Addo* in the preceding sentence.

Interestingly, anaphoric reference can also be comparative as in the example below.

Ghanaians had been subjected to the PNDC system of government for too long. This time, they wanted something different.

In the above example, the meaning of *something different* can only be recovered by comparing it with the *PNDC government*.

Further, the anaphoric reference can also be achieved through the use of the possessive pronouns. For instance,

The book on the table is <u>mine</u>.

In the sentence above, the possessive pronoun *mine* makes an anaphoric reference to the expression *the book on the table*.

 Example 3

John took his hat off and hanged it on a peg.

In the example 3 "his" referred to "John" and "it" referred to "hat"

At this point, my attention will be focused on the cataphoric reference. In the case of cataphoric reference, it makes forward reference to a linguistic expression within the text.

For example

 He was not good in Mathematics. He did all kinds of preparation towards his examination but Kwaku still failed the paper.

The above sentences exemplified some cataphoric reference items which refer to the linguistic element at forward. In the example above, all the pronouns used; *he and his* refer to *Kwaku*. This is to say that the referent has been withheld to the last sentence. This is done purposefully to sustain the interest and engage the attention of the readers or listeners.

This example also supports the cataphoric reference.

She was terribly afraid .All kinds of black memories of her childhood came up to her mind.

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She could not fight against them as had been her custom because simply Mrs. Adjei was dying at that moment.

This short text above displays a number of cataphoric reference items which involve looking forward to determine what they refer to. In this example, all the pronouns *(she /her)* refer to

Mrs. Adjei. In this cataphoric reference, the referent has been withheld to the last sentence in order to engage the reader‟s or the listener‟s attention. Thus, Brown and Yule (1983) state that exophoric and endophoric co- reference need a processor based on mental representation. Halliday and Hasan (1976) summarise the types of references in the following diagram:

Figure 1: Types of References

Reference

Textual endophora

Situational Exophora

To preceeding text
Anaphora

To following text
Cataphora

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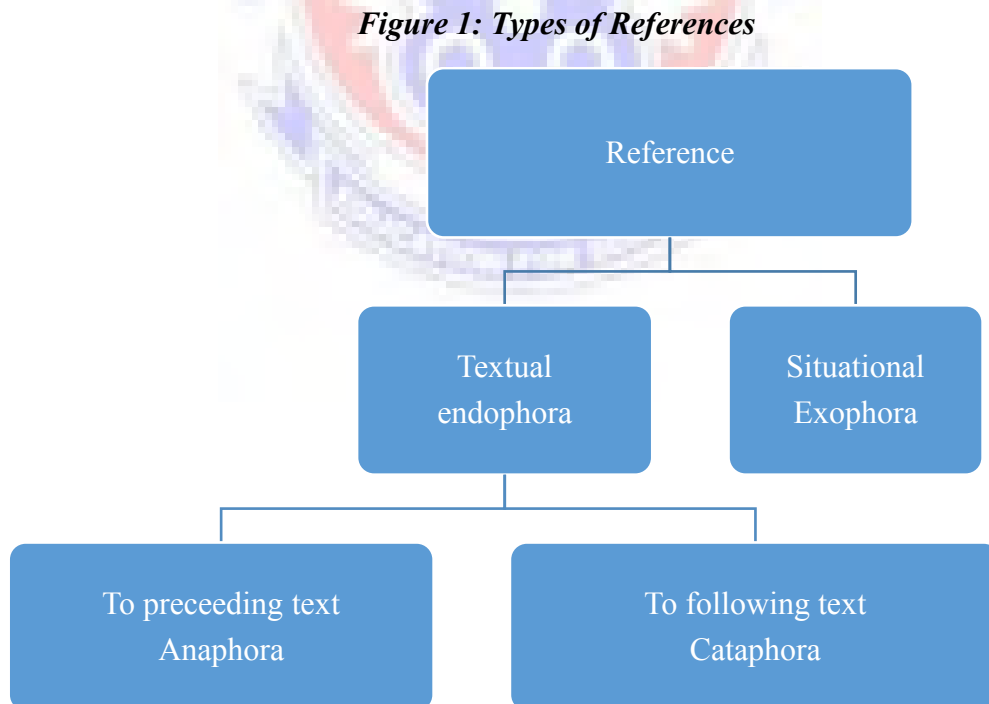
2.6.1.2 Substitution

Substitution is a formal connection between linguistic forms but not between meanings. A specific linguistic structure is substituted by another identical linguistic form that is substituted for it, though their meanings are not the same (Halliday and Hasan (1976). Again, substitution is used when an author wants to avoid repeating a particular lexical item and can replace it with another lexical item that will not impair and distort the structural function of the previous item (Bloor and Bloor 1995).

According to Halliday & Hasan, there are three forms of substitution, these are; nominal substitution, verbal substitution and clausal substitution. In the case of the nominal substitution, a noun or nominal group can be replaced. With regards to **nominal substitution**, **one or ones** always operate as a head of the nominal group. See examples below.

Example 4

This novel is boring. Can I have that one?

 In the example 4, **one** replaces the noun **novel.**

Example 5

I forgot my cutlass in the farm, do you have one?"

In the example 4, "one" is replaced or substituted for "cutlass".

Example 6

I've *read several novels by this author. But this one is the best, I think*.

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Example 7

‚*One*‟ substitutes ‚*novels*‟ in the example above.

A: *I'll have a glass of orange juice, please.*

B: *I'll have the same.*

‚*Same*' also substitutes *orange juice* in the above example.

Example 8

I am a social smoker, and so is my wife.

In the example 8, „so‟substitute ‚a social smoker‟

Example 9

Which kind of engines do you want? Ones with whistles or ones without?

In the example 9, „ones‟ substitutes ‚engine‟.

Verbal substitution

In the case of verbal substitution, a verb or verbal group can be replaced by another verb which is **do.** This is normally put at the end of the sentence which functions as a head of the verbal group.

Example 10

A: *Alex says you eat too much.*

B: *So do you*?

Here, "do" substitutes "eat too much".

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Example 11

The citizens did not vote the way they used to do in the second republic.

In the example 11 above, **do** substitutes for the verb **vote**.

Does he sing? Yes, he does.

„Does" is the substitute for „sing" in the example above.

Clausal substitution.

This is where a clause is substituted by **so** or **not.**

Example 12

A: He is coming to beat me?

B: I think so

In the example 12, "*so*" substitutes the clause "*coming to beat me*"

Example 13

Are you feeling good? I think so.

„So" substitutes the clause „I am feeling good".

Example 14

Did she stand up to be counted among the old ladies? I think not

In the above example 14, „not" substitutes the clause „she didn"t stand up to be counted among the old ladies.

Example 15

 Dr. Bawumia thought that the NPP would win the election. Mr. Afoko did not think so.

In the example 15, *so* substitutes the clause *that NPP would win the election.*

Example 16

Is there going to be an earthquake? - It says so

In the example 16, *so* substitutes the clause *there is going to be an earthquake.*

2.6.1.3 Ellipsis

The next grammatical cohesive device that will be discussed is the ellipsis.

Ellipsis is defined as "… the omission of elements required by grammatical rules" (Cummings 2009, p. 124). It is the deliberate omission of words in a sentence whereas the meaning is still obvious (Harmer 2006). A rationale for ellipsis, as introduced by Carter, Hughes and MacCarthy (2000), is that it occurs in texts to avoid redundancy which is caused by repetition of words. Halliday and Hasan (1976) point out that ellipsis and substitution are very closely similar because ellipsis is the replacement of elements within a text by nothing, though readers can recover omitted elements by referring to their antecedents in the text. Ellipsis occurs when a specific structural component is left out and another component fills in the missing information.

Ellipsis as a linguistic mechanism helps to express specific linguistic structures more economically in order to avoid repetitions of familiar words, phrases or clauses within the text.   The relation between substitution and ellipsis is very close because it is merely that ellipsis is "substitution" by zero (0). Like substitution, ellipsis is categorized by Halliday

and Hasan (1976) into three categories, nominal ellipsis, verbal ellipsis and clausal ellipsis. These three categories will be considered below.

2.6.1.4.1 Nominal Ellipsis

Nominal ellipsis, "…often involves omission of a noun headword" (McCarthy 1991, p. 43). Examples 17

The men got back at midnight. All were tired out.

In the example 17 provided under this category shows that the two sentences are cohesive because all functions elliptically and refers anaphorically to the nominal group the **men**. This is so in the sense that in the second sentence *men* have been omitted.

Example 18

Ghanaians continued shifting from one political party to another.

In the example 18 above, _another' functions as head of the elliptical nominal *political party* which is omitted after it.

2.6.1.4.2 Verbal Ellipsis

Verbal ellipsis occurs in the verbal group when a verb is omitted from a sentence, but the meaning can be recovered from a previous one.

Example 19

A: Have you been swimming.

B: Yes I have.

The example 19 cited for this category shows that the verbal group *been swimming* is omitted from the answer speaker B gave.

Example 20

NDC supporters voted for John Mahama, NPP supporters for Nana Addo while the rest stayed at home.

In the example 20, the verb „*voted*' is omitted between „*supporters* and *for*' in the example above.

2.6.1.4.3 Clausal Ellipsis

Clausal ellipsis, the third category, refers to the partial or entire omission of a clause.

Example 21

A: Who was going to plant a row of poplars in the park?

B: *The Duke was*

In this example the omission falls on the "*going to plant a row of poplars in the park*"

Example 22

Dr. Bawumia complained that some Ghanaians did not vote. He said he did not understand why.

In the example 22, **why** functions as head of the elliptical clause „*some Ghanaians did not vote*' in the first sentence.

2.6.2 Conjunction

Conjunction is the cohesive device that specifies how the immediately forth coming segment of the discourse is systematically connected in the preceding segment. Williams (1983) refers to the conjunction used in this way as discourse markers to distinguish them from conjunction as defined and used in traditional grammar

Nunan (1993) points out, they use features to refer to the other parts of the text in order to make relationship between sentences. Halliday and Hasan state that there are four types of conjunctions which operate as cohesive devices.

The four types of the conjunction: additive, adversative, causal and temporal are discussed below. The **additive** conjunction is illustrated below.

Example 23

Prof. Mills won the elections. And he beat the incumbent by a wide margin.

In the example 23, the additive conjunction is **and** it links the first sentence to the second one by introducing additional information to that contained in the preceding clause.

Example 24

Perhaps, she missed her train. Or else she's changed her mind and isn't coming

In the above example 24, the alternative relation is established by the additive conjunction **or** that takes the initial position in the second sentence. Why she isn't coming is interpreted alternatively by means of or that introduces another possible opinion and connects this information to the one expressed in the previous sentence.

Other additive types of conjunction include; furthermore, moreover, again, in addition etc.

Additive such as **or** expresses alternative others such as **likewise, similarly, in the same way,** indicate similarity, while **on the other hand, in contrast**, indicate dissimilarity.

An example of **adversative** conjunction is illustrated in the following sentences.

Example 24

Nana Addo had all the advantage over Prof. Mills yet he lost the elections.

In the example 24, **yet** links the two sentences by introducing information that is contrary to expectation this context. This marks an adversative conjunctive cohesive relation.

Let us consider the **causal** type of conjunction; this is illustrated in this example,

Example 25

Ghanaians wanted chang,. So they voted for Prof. Mills in 2008 elections.

In this example, **so** links the first sentence to the second one in the causal relation indicating that the need for change caused Ghanaians to for Prof. Mills.

Example 26

I was not informed. **Otherwise** *I should have taken some action*.

Otherwise serves as causal conjunction in the above example.

The last type of conjunctive devices is the **temporal one**.

Example 27

Voting took place between 7: am. And 5: pm. afterwards, the ballot boxes were sealed and

taken to the counting centres.

In the text above, **afterwards** signal the time relation linking the two events of voting in

the first sentence and the counting of votes in the second sentence.

Example 28

*He stayed there for three years. **Then** he went on to New Zealand.*

In the example 28 above, the temporal conjunctive link is established by means of the

simplest form of the temporal conjunction **then**. It serves to create a sequence in time

showing that one event happens after another.

2.6.3 The Concept of Lexical Cohesion

According to Halliday & Hasan (1976) Lexical cohesion is „phoric‟ cohesion that is

established through the structure of the vocabulary. According to Flowerdew and Mahlberg

(2009), lexical cohesion is related to the meaning in a text which the lexical items connect

to each other and other cohesive device to build the continuity of the text. Lexical

cohesion, is also referred as the texture builds by words with related meanings were

supplied by the readers‟ schemata or background knowledge (Klebanov and Shamir, 2008).

"The way lexical items are woven together through a text" is called lexical cohesion

(Carter et al. 2001, p.187). Each individual lexical item carries certain information in a text

and creates a lexical environment. This environment includes all the words that form

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relational patterns in a text in a way that links sentences. The way the content of sentences is linked contributes to a specific interpretation of a text. Lexical cohesion is one of the dominant factors in coherence of text structure which involves association relation of mutual knowledge based on the dependency relationship between words. It is a relationship between words which indicates the alike or semantically associated concepts of common knowledge (Fox 1987).

Lexical cohesion occurs when two words in a text are related in terms of their meaning. Halliday and Hasan (1976) distinguish between the two major categories of lexical cohesion as reiteration and collocation. Under the notion of reiteration we can realise repetition, synonym, subordinates or hyponyms and superordinate or hypernyms and general word. In addition, reiteration "involves the repetition of a lexical item, at one end of the scale; the use of a general word to refer back to a lexical item, at the other end of the scale; and a number of things in between" (Halliday and Hasan 1976, p. 278). An important feature of reiteration is that the reiterated lexical item shares a common referent with the original. The following examples show how cohesion is achieved by the selection of vocabulary through repetition which is an example of reiteration.

Figure 2: Lexical cohesive devices

```
                    ┌─────────────────────────┐
                    │    Lexical Cohesion     │
                    └─────────────────────────┘
                       │                   │
          ┌────────────────────┐   ┌────────────────────┐
          │    Reiteration     │   │    Collocation     │
          └────────────────────┘   └────────────────────┘
                    │                        │
     ┌─────────────────────────┐  ┌─────────────────────────┐
     │       Repetition        │  │     Complimentaries     │
     │  Superordinate/Hyponym  │  │   Converse and Antony   │
     │   Synonym/Near Synonym  │  │  Part/Whole and Part/Part │
     │                         │  │   Co-hyponyms and Links  │
     └─────────────────────────┘  └─────────────────────────┘
```
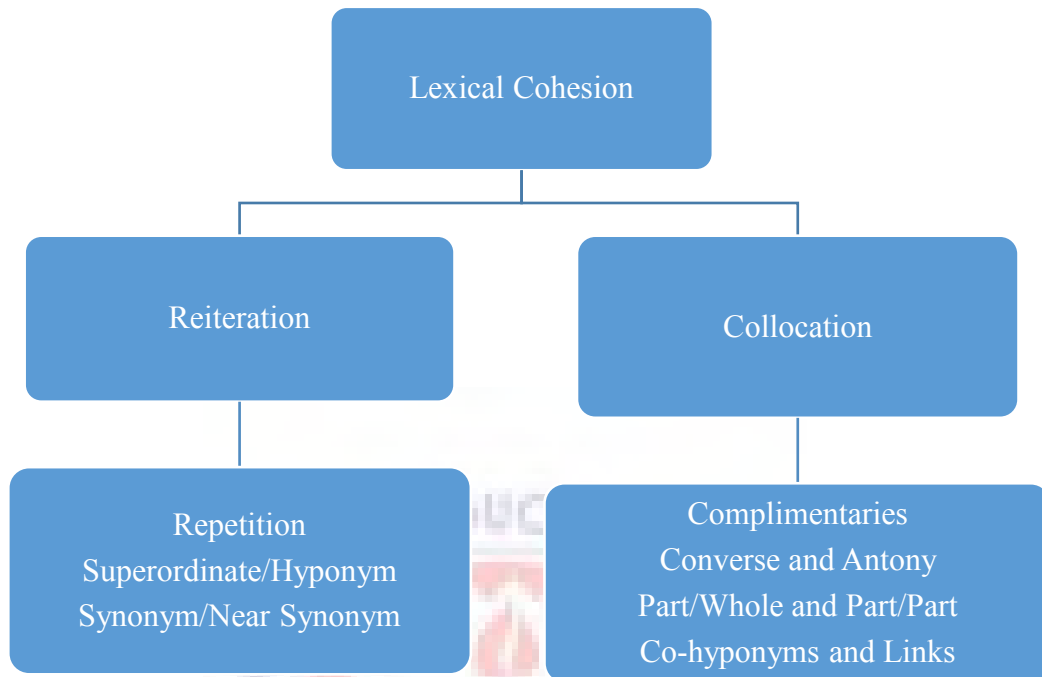
2.6.3.1 Reiteration

Reiteration is applied to the sentences where one lexical item refers back to another, and they share a common referent. Under the notion of reiteration we understand repetition, synonym, superordinate and general word. Reiteration "involves the repetition of a lexical item, at one end of the scale; the use of a general word to refer back to a lexical item, at the other end of the scale; and a number of things in between" (Halliday and Hasan 1976: 278)

2.6.3.2 Repetition

In Hoey´s view, simple repetition embraces cases when „one lexical item is repeated within the text with no greater alteration than is explicable in terms of a closed grammatical paradigm‟ (Hoey 1991: 112). Again, lexical repetition can be defined as the „most stable way of pointing at a particular referent‟ (Yankova 2005). Repetition of the same lexical item is the easiest form of reiteration.

Example 29

*What we lack in the **article** is what we should get. In a word, a ‗popular' **article** may be the winning ticket.*

In the above example 29, repetition is realised in instance of the word **article** which is an example of reiteration as a way of achieving lexical cohesion.

Hoey (1983) distinguishes between simple and complex lexical repetition. The simple lexical repetition occurs when a lexical item is repeated with no alteration while the complex lexical repetition occurs when two lexical items share a lexical morpheme, but are not formally identical, or when they are formally identical, but have different grammatical functions (Hoey 1991).

2.6.3.3 Synonym or Near-Synonym.

A synonym is a word that has the same or similar meaning as another word. Synonyms are used to avoid repetition of the exact same word.

Example 30

The elections were held in December, 2012. The polls were free and fair.

In the example 30 above, *elections* and *polls* are synonymous.

Example 30

At 6 a.m. I called a taxi, but because of the rain the cab arrived late and I came late to lectures.

In the above example, cab and taxi are synonyms.

2.6.3.4 Hyponym

Another aspect of achieving lexical cohesion under reiteration can also be done through hyponym. Hyponymy is a lexical item whose meaning is included within that of another word.   Under hyponymy two kinds of relationship can be established superordinate term and the subordinate term.

Example 31

Pneumonia *has arrived with the cold and wet conditions.* **The illness** *is striking everyone from infants to the elderly.*

In the above example 31, *illness* is superordinate to pneumonia.

Example 32

This **car** *is the best* **vehicle** *for a large family.*

In the above example 32 vehicle is a superordinate of car.

Example 33

Pawpaw is a kind of fruit that I like.

In the example 33 above, *frui*t is a superordinate term of *pawpaw*.

2.6.3.5 Collocation

Another type of lexical cohesion is **collocation**. According to Halliday and Hasan (1976), the term collocation is pairs or chains of lexical items that tend to share the same lexical environment. They can occur freely both within the same sentence and across sentence boundaries. Moody (1988) also opines that collocation is the association of lexical items that regularly co-occur in similar context.

Example 34

Libyans were fed up with one party system of government. They wanted to have a multi-party system.

Considering the example 34 above, *one -party* and *multi-party* stand in the lexical semantic relation of systems of government. The two occur in a complementary relation in which the presence of one implies the exclusion of the other.

Example 35

The teacher taught the students very well.

In the above example 35 *teacher* collocates with *students.*

Example 36

The woman warned the man not be going out in the night.

In the above example 36, *woman* collocate with *man*.

2.6.3.6 Complementary Antonyms

Lexical cohesion can also be achieved by the use of complementary antonyms, or different kinds of pairs of opposites as in (*boy - girl), (like - hate)* and converse antonyms for instance, (*order – obey).*

General words can be characterized by familiarity. Many general words carry a connotation of attitude on the part of the speaker (Halliday and Hasan 1976: 280). These can be general nouns, like thing, stuff, person, woman, man; or general verbs, like do and happen. General nouns and verbs do not carry much information. They depend mostly on the co-text for

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their meaning, so that the hearers or readers can identify what a particular word is referred to. General words are also described as superordinates of a higher level.

Brown and Yule (1983) introduce some other notions for lexical relationships. They speak about hyponymy, part-whole, collocability, comparison.

For instance, *daffodil – flower* (hyponyms), *arm – a man* (part-whole) *Monday – Tuesday* (collocability)

My *thumb* is stronger than that *hammer*. (Comparison)

Finally, collocates can be words used in the same context or it can be words that contribute to the same area of meaning (Kennedy 2003). For example, a text dealing with the chemical treatment of food contains lexical chains such as: f*ruit, skin, citrus, lemon, orange, chemicals*, products, and laboratory etc. these words can be said to belong to the same register and contribute to the same topic.

2.6.4 Importance or Purpose of Cohesive Devices in a Text

The following are the importance of achieving cohesion in a text. The use of cohesion in a text makes the text to have coherence or ensure coherence in a text.

2.6.4.1 Coherence

Coherence in linguistics is what makes a text semantically meaningful (Bloor 2004). It is especially dealt with in text linguistics. Coherence is achieved through syntactical features such as the use of deictic, anaphonic and cataphoric elements or logical tense structure as

well as presuppositions and implications connected to general world knowledge. The purely linguistic elements that make a text coherent are subsumed under the term cohesion.

Dressler (1996) defines coherence as a continuity of senses and the mutual access and relevance within a configuration of concepts and relations. The use of cohesive devices establish links between the sentences in their paragraphs. The links make texts easy to read since they facilitate the smooth flow of ideas from one sentence into another when ideas flow smoothly and effortlessly, the reader does not feel that he is reading isolated and unconnected sentences. When the sentences are isolated and not connected the reader gets the impression that something might have been consciously or unconsciously left out of the paragraph of the text by the writer. The next importance of using cohesive devices in a text is to ensure that there is unity in the paragraphs in the text.

2.6.4.2 Unity

Using cohesive devices ensure unity in the paragraph in text. This means that all sentences in the paragraph in the text contribute to the development of the controlling idea, and that there is no sentence in the paragraph that is not related to the controlling idea this is done through the use of cohesive devices (Halliday and Hasan 1976). A paragraph that has unity contains only one topic or main idea and it is this that the paragraph the text concentrates on without deviating from it. All the sentences in the text support and clarify the controlling idea or the main thought. Lack of unity in a paragraph creates confusion because the reader finds it difficult to know the purpose of the paragraph in the text and to follow the development of the controlling idea.

2.6.4.3 Logical Arrangement of Material

The use of cohesive devices ensures that the materials used in the text are logically arranged in the text. This implies that ideas and thoughts must follow one another in a logical order, usually in the order that you want them to be. This is done through the use of cohesive devices.

2.6.4.4 Order

The use of cohesive devices in a text ensures orderliness in the presentation of ideas in the text. Order refers to the logical presentation of details, ideas, and points etc. in a paragraph of a text.

If the supporting details in a text are systematically arranged through the use of cohesive devices the reader can follow what the writer is saying without difficulty. The reader should, for example find it easy and convenient to it more from the first sentence of the paragraph to the second if the idea in the second sentence is closely related to the one in the first. All these are done by the use of cohesive devices.

2.7 The Concept of Discourse

According to Crystal (2005) research in discourse analysis and text linguistics has shown a growing interest – in text as a unit of language beyond the sentence. Fairclough (2005) defines discourse as a stretch of language above a sentence.

Gee (1999) made a distinction between "Discourse, with a "big D" and discourse with a "little d". He refers to discourse with the big „D‟ as language in – use and the discourse with the "small d" he refers to it as language in use and other stuff.

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To Simpson (2001), discourse is the language used by people in communication. Simpson again likens language to a discourse which is characterized as a means of human communication that comprises speaking, writing, and nonverbal expressions. He argues that communication itself refers to the process via which individuals and institutions exchange information among them. Tracy (2001) postulates that discourse mostly refer to people's language in use. Gee (2011, p. 30), for example, defines discourse as "a characteristic way of saying, doing, and being", and it contains different features that distinguish individuals and contexts. Moreover, Scollon and Scollon (2001) add a social dimension to discourse by explicating that it is also concerned with habits and social conventions, because people in any community are shaped and recognized through discourse and social interaction.

2.7.2 The Concept of Political Discourse

According to Quinto (2014, p.1) political speeches by various political actors and in different contexts have been widely investigated in various linguistic fields. The literature on political speeches is rich on studies that draw on traditions from sociolinguistics, discourse analysis, critical discourse analysis, and semantics and pragmatics. Hence, tools of analysis from these linguistic traditions have been extensively utilised, not to mention the rich resource they have accounted for in understanding the dynamics of language in political speeches.

Edelman (1988) also notes that the functions of political discourse is to present proposals, manifestoes concerning actions and policies that ought, should, or must be pursued as well

as what future realities must be prevented and what future realities are desirable. Agreeing with Edelman, Dunmire (2005,p.484) posits a key ideological component of political discourse, that is, "its construction and representation of future realities and the rhetorical function those representations serve in implicating more immediate material and discursive practices and actions". Language plays an important role in manifesting political wills and accompanying political actions. However, as Schaffner (1996, p. 201) states, "in political discourse linguistics have always been interested in the linguistic structures used to get politically relevant messages across to the addressees in order to fulfill a specific function, but narrow linguistic analysis of political discourse cannot ignore the broader societal and political framework in which such discourse is embedded".

Therefore, Schaffner (1996), Sauer (1996), and Fairclough (1996) claim that the analysis of political speeches in political discourse should relate linguistic structures to larger contexts of communicative settings and political functions, and they recommend using critical discourse analysis (CDA) as the integrated approach. CDA, as Fairclough (1996, p. 287) claims, is "a perspective which is concerned with showing up often opaque connections between language and other aspects of society and culture". In addition, van Dijk (1993) suggests examining the style, rhetoric or meaning of texts for strategies that aim at the concealment of social power relations and the exercise of power. In order to obtain certain ideologies that the group with power wants to construct, the circumstances of text construction such as who, when, where, and how, and a deep analysis of the texts themselves cannot be ignored, as CDA suggests (Van Dijk, 1993).

2.8 The Concept of Political Manifesto

During election, campaign is very important for the candidates to introduce their objectives through manifestoes to the voters. Manifestos are the messages used by candidates and parties to implement if they win the election. According to Robertson (2004) a manifesto is a public declaration of principles, policies or intentions especially that of a political party or government to coerce and persuade group of people to vote for them The manifesto contains the promises use to attract voters (Muhamad Fuzi, 2007). Othman and Omar (2014, p.32) also assert that those manifestoes usually highlight issues like religion, education good governance, economics, social services and many others. Moreover, parties or candidates will try to promote their capabilities compare to their opponents through the content of the manifesto.

2.9 Lexical Categories

Adane (2012, p.13-15) posits that a lexical category is a syntactic category for elements that are part of the lexicon of a language. These elements are at the word level.

Leech and Short (1981) divide the checklist for the lexical categories into five points: general, nouns, adjectives, verbs and adverbs. Leech & Short (2007) say the lexical category looks at the general use of vocabulary and the stylistic import on the use of the use of lexical items. In considering the general use of vocabulary, cognizance is given the nature of the lexical items used regarding their complexity or simplicity. This also considers the emotive value of the words used.

2.9.1 Noun

Nouns are the most common class of lexical items. Nouns are a class of lexical items that name places, people, things, ideas and emotions. Leech and Short (2007) say that nouns can be analysed based on how they are used in texts. Nouns can generally be analysed based on their proper or common nature. Basically, proper nouns are considered to represent specific entities and common nouns represent general entities.

2.9.2 Verbs

Verbs are categorised as the third sub-section in the lexical categories. Quagie (2012) argues that verbs are considered as a class of lexical items which are used to indicate action, possession or a state of being. Verbs form a very integral part in the analysis of lexical items since they indicates actions, states of being as well as possession. The stylistic value of the use of verbs can be analysed generally and specifically. The general stylistic value of verbs is analysed by comparing the usage of verbs to other lexical items. The use of verbs can be said to be dominant if the verbs in the text outnumber the other lexical items in the text. Verbs in a text can further be analysed based on the sub-classes they belong. Verbs can therefore be categorised based on parameters such as time and action. Based on time, verbs can be categorised into past, present and progressive verbs. Verbs can also be sub-categorised based on action into action and stative verbs.

2.9.3 Adjectives

Adjectives form the third unit of analysis in the lexical categories. Adjectives form a class of lexical items that are used to express the quality and quantity of an entity. Adjectives help in giving more details about nouns by further describing nouns. Adjectives can refer to

physical, psychological, colour, referential visual, Auditory, emotive or evaluative attributes in texts.

2.9.4 Adverbs

Adverbs constitute the last component of the four components in the classification of the lexical categories. Adverbs are lexical items that modify verbs, adjectives as well as other adverbs in the grammatical structure they are used. Leech and Short (2007) say that the stylistic value of adverbs is indicated through the semantic function of adverbs in text. Adverbs play semantic roles such as referring to time, manner, place, direction or degree. Adverbs form part of the least used lexical items in text.

2. 10 Theoretical Framework

This research employs two theoretical frameworks; Halliday‟s (1994) register theory and Halliday and Hasan‟s (1976) cohesion theory. The register theory presents three dimensions that affect register. These are; field, tenor and mode. The registers that will be established from the manifesto will be analysed around the three dimensions mentioned. Having done that, the researcher will also make effort to analyse lexical cohesion in the manifesto. This analysis is done by the use of lexical cohesive devices as propounded by Halliday and Hasan (1976). Halliday & Hasan (1976:288) distinguish lexical cohesion of the following types:

1. Reiteration

   - same word (repetition)

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- synonym (or near-synonym)

- superordinate word

- general word

2. Collocation

- Complimentary antonyms

The researcher chooses the above theories for the study even though there are a lot of theories such as Critical Discourse (CDA), Systemic Functional Grammar (SFL), Enkvist theory of cohesion, Transitivity Model etc. The researcher chose the register and cohesion theory in the sense that these theories are more relevant and related to the study than those theories enumerated above.

Chapter Summary

In this chapter, the literature was reviewed empirically and thematically. The empirical review looked at works that researchers conducted on the topic. The thematic review was based on these areas. The concept of language and politics, the concept of register, the concept of genre, the concept of cohesion, the concept of discourse, the concept of political discourse, the concept of political manifesto and lexical categories.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This section discusses the methodology that is employed in this research.

A research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically (Creswell 2007). This sections looks at the research approach, research design, source of data, population, sample size, sampling procedures, methods of data collection and methods of data analysis.

3.1 Research Approach

The research approach employed for this study is qualitative approach. Creswell (2007) posits that qualitative approach is a means for exploring and understanding the meaning which individuals or groups ascribe to a social or human problem. According to Dornyei (2007) qualitative research makes use of analysis of corpus data and words which does not make use of numerals and statistical analysis.

This research is qualitative in approach considering Dornyei"s definition in the sense that it dwells on corpus which is made up of words; no statistical tool is used and above all the data analysis is done based on themes and thick descriptions. It makes use of interpretive analysis which means that research outcome is ultimately the product of the researcher"s subjective interpretation of data.

3.2 Research Design

This research adopts textual analysis as the research design for the study. Textual analysis is a method of analysis that interrogates content of a text especially the structure, discourse and many more (Creswell 2007).

Also, Vanderstoep and Johnston (2009) postulate that textual analysis involves the identification and interpretation of a set of verbal or nonverbal signs. The researcher is the interpreter of the selected text or texts. According to the assumptions of textual analysis, there are an infinite number of possible interpretations of any given text and each interpretation is equally valid to the extent that it reflects the meanings attributed to the text by the interpreter. The researcher"s interpretation is, therefore, only one of many possible valid interpretations of a given text. In textual analysis, the researcher seldom seeks the interpretations of others; the researcher"s own interpretation is salient.

They continue to identify three broad types of textual analysis, each of which takes a slightly different perspective on meaning: the rhetorical perspective, the critical studies perspective, and the discourse analysis perspective. The rhetorical perspective focuses on persuasion and influence. An assumption underlying the rhetorical perspective is that texts have meanings and these meanings influence people"s thought and ideas. Textual analysis is again conducted wherever you find a text. Any object or verbal or visual text that carries symbolic meaning is a source for textual analysis. In this sense, a film, a speech, an advertisement, a magazine, a book, a television show, a statue or memorial, a landscape and a music video are all texts that carry interpretive meaning and can therefore be analysed. Summarising from Vanderstoep and Johnston"s exhaustive view on the textual

analysis design, some issues are identified. These issues are identified and rationalised. These issues include

- A text can be a document

- The text becomes central in the analysis

- Rhetorical perspective is one of the types of textual analysis

- Every text carries interpretive meanings

This study employs textual analysis because it analyses manifestos from selected political parties in Ghana (2012 manifesto of the NPP) and as such manifestos are typical example of text.

3.3 Sources of Data

The source of data for this work is the 2012 manifesto of the NPP in Ghana. According to Beard (2004), language tells us a great deal about the ideology of those who use it including politicians, and those who report on the work of politicians.

3.4 Population

Research population talks about the people and where the data will be collected from. This is so in the sense that it is not necessary to collect data from everyone in the community.

Kusi (2012 p.80) defines a population as a group of individuals or people with same characteristics in which the researcher will like to employ in the research work.

 In this research, my target population is the NPP 2012 manifesto.

3.5 Sample Size

A sample is a small subgroup chosen from the larger population (Bordens and Abbott 208).

Kusi (2012) also argues that the sample is a sub-group of the entire population under study.

The process of selecting the sample population or sub-group is called sampling. Kusi

(2012) continues to say that it is imperative to determine aspect(s) of the population to be

involved in the research and justify why the sample size is chosen.

The sample size of this research consists of 2012 manifesto of the NPP. The sample size of

one manifesto is selected due to the fact that, a manual lexical analysis is conducted on the

manifesto sampled, so that it can bring up superficial results due to the laborious nature of

the data.

3.6 Sampling Procedures

Even if it were possible, it is not necessary to collect data from everyone in a community in

order to get valid findings. In a qualitative research, only a sample (that is, a subset) of a

population is selected for any given study**.**

The researcher chose purposive sampling in the sense that this is the sampling method that

allows researcher to select his population at his own convenience that will help him to

arrive at the required and accurate data. The type of purposive sampling which encourages

this approach is the theory-based or operational construct sampling. This allows the

researcher to sample data based on the manifestations and revelations of a theoretical

construct of interest so as to elaborate and examine the construct. In this sense, data is

chosen to fit into a mimic favoured phenomenon chosen by the researcher.

The sampling size comprises one 2012 manifesto of the NPP. Portions of the manifesto were further sampled for the analysis.

3.7 Method of Data Collection

The data that is used for this research is solely the manifestos delivered by some political parties in Ghana during the 2012 electioneering season precisely the 2012 manifesto of the NPP. This manifesto is collected from the internet (cyber data). And in order to be sure that what is on the internet is the faithful copy of the original manifesto, the hard copy of the manifesto was obtained from the party‴s headquarters. And after the collection, the data was categorised into themes to make it easy for the researcher in the course of his analysis. According to Dornyei (2007) analyzing qualitative data thematically is one of the characteristics of qualitative research.

3.8 Method of Data Analysis

Kusi (2012) explains that there are several ways of analysing qualitative data and the analytical framework should depend on theoretical and philosophical perspective which will inform the goal of the study, questions addressed and the methodology to be used.

The initial step which is carried out is that the researcher has done a thorough and a close reading of the available manifesto which helps the researcher to become accustomed to it.

The corpus in the data are tagged based on lexical or grammatical categories i.e. noun, verb, adjective and adverb, and placed in tables depending on the headings in the manifesto. Based on this analysis, the interpretation is done into themes in the manifesto using Halliday‴s (1994) register theory. Lexical cohesion is also analysed in the manifestos to see which of the lexical cohesive devices dominate and its implications on the manifesto.

Lexical Density is also calculated to see which grammatical structures are more at risk. The findings are based on the final outcomes of the analyses.

3.9 Summary of Chapter

This chapter has described the research design, research approach, data collection methods, population, sample size, sampling procedure and data analysis procedure together with explanations that influence their selection for the study. The next chapter presents and discusses the results from the analysis of the 2012 manifesto of the NPP. The next chapter identifies the various classes of lexical items and how these lexical items depict manifesto register. In addition, the next chapter examines the lexical cohesive devices employed in the manifesto.
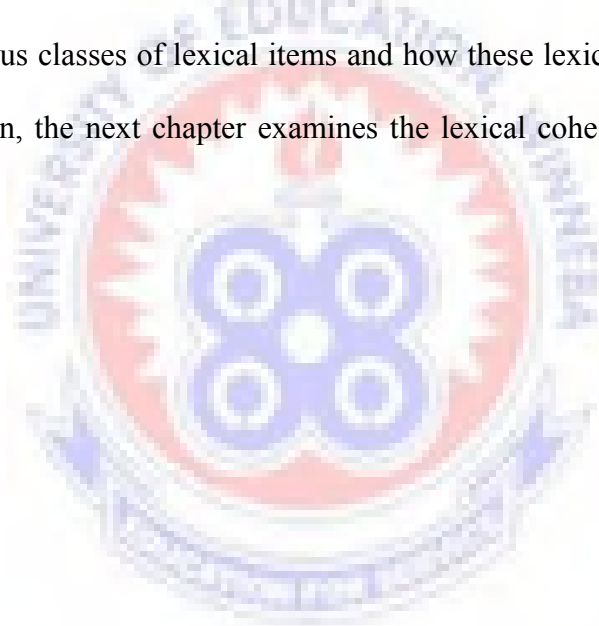
CHAPTER FOUR

DATA ANALYSIS AND DISCUSSIONS

4.0 Introduction

This chapter considers the analysis and discussion of the data collected. In doing this, the analysis is done in line with the two theoretical frameworks underpinning this work. The first one considers the registers used in the 2012 manifestoes of the NPP. This analysis is done with the Halliday's 1994 register theory which considers the three social functions known as field, tenor and mode. The second part of the analysis considers the lexical cohesive devices in the manifestoes.

4.1 Analysis of Registers in the NPP 2012 Manifesto

In this part of the research, the researcher analyses the registers in the entire manifesto on the basis of lexical categories; noun, verb, adjective and adverb. The analysis is done thematically with respect to some selected headings and topics in the manifesto. The lexical categories are put in tables based on sampled headings in the manifesto and how the various registers relate and depict the issues being talked about in the manifesto. This is done respectively with the use of the register theory propounded by Halliday.

4.2 Leadership matters

The field of this topic is „leadership matters‟ considering the registers that are employed in the above topic it is evident that the registers are carefully selected in order to convey the message that is related to the field of „leadership matters. The sentences below are some excerpt from the manifesto which contain registers which are related to the field of leadership matters.

> In this changing, competitive global environment, good **leadership**, good **governance** and good **policies** hold the answer to the success of a **nation**. Weak, ineffective and visionless leadership is a sure way to become a failed state.
> Our nation‗s potential for greatness is immense. This potential can only be harnessed and achieved with the right leadership.
> The **NPP** sees the task ahead as two-fold: transformational **leadership** and, competent management of national affairs.
> By tackling our leadership and **management** weaknesses, we will unleash the talents of the Ghanaian people and build a great nation.
> Our leader and presidential candidate**,** **Nana Akufo-Addo**, is competent, committed, ...experienced, honest, and has a clear vision to lead the transformation of Ghana. **(CHP.1.PAR. 1-2)**

From the above excerpt, the nouns, *leadership, policies, candidate, Nana Akufo Addo, nation, management, success* and *NPP* etc. are used as appropriate registers which are related to the field of leadership matters. For instance*, Nana Akufo Addo* reflect the name of the leader and *NPP* denotes the party of the leader.

The use of nouns in the field of "leadership matters" in table 1, appears as the second most predominantly used lexical items with a frequency of 49 which represents 27% of the number of lexical items used by the party in the field of leadership matters.

 The use of nouns in the "leadership matters" subsection indicates leadership since leaders usually occupy specific positions and rule in specified territories which are captured in the use of the nouns. The use of the nouns indeed established and revealed and above all made

the manifesto persuasive in the sense that the main objective and aim of this manifesto is to lure and cajole the electorates to vote for them. These have been brought to bear through the use of the nouns since the nouns are concrete and tangible things that electorate can perceive.

> *In this changing, competitive global environment, **good** leadership, **good** governance and good policies hold the answer to the success of a nation. **Weak, ineffective and visionless** leadership is a sure way to become a failed state.*
> ***Nana Akufo-Addo**, is competent, committed, experienced, honest, and has a clear vision to lead the transformation of Ghana. **(CHP.1.PAR. 1-2)'***

Adjectives are preponderantly used from table 1 with a frequency of 70 representing 39% of the total number of lexical items which are used in the field of "leadership matters" The preponderant use of adjectives indicates the party"s intention of describing various concrete and abstract promises of the party.

Adjectives such as *good, great, experienced, honest and clear, competent, committed* etc. are used to project and described the kind of leadership that the party hopes to employ while *Weak, ineffective and visionless* are used to describe the leadership style of the incumbent government which will not be encouraged by the party voted into power.

The tenor that"s the relationship between the participants in this field is formal and permanent. It is formal in the sense that the manifesto is a formal document which is delivered at formal functions such as manifesto and rallies etc. this also demonstrated through the nature and the type verbs which are employed in this field.

The use of verbs from table 1 appears to be the third most frequent lexical items with a frequency of 45 which represents 25% of the total number of lexical items used in the sub-

section "leadership matters". The verbs in the "leadership matters" sub-section are used to indicate the actions that the party has done in the past, in the present and will do in the future through the use of past tense, present tense and progressive verbs.

There are no contracted form of verbs employed in this field. There are employment of some passive constructions which also contribute to the formal nature of the field. For instance,

> This potential can only be **harnessed** and **achieved** with the right
> leadership.
> **(CHP.1.PAR. 1-2)**

These verbs form an appropriate register since they revealed the verbal actions related to leadership in respect of time. The employment of these verbs as well indicated the tenor and mode of the manifesto. According Halliday and Hasan tenor refers to participants" roles and the relationship between the participants whether permanent or temporal. And in this manifesto, the verbs that are used established permanent relationship between the electorates and the party executives since no political party will wish to come to power and to lose power within the shortest possible time.

Adverbs occur as the least used lexical items in the sub-section "leadership matters" with a frequency of 7 which represents 3% of the total number of lexical items. The adverbs are dominated by adverbs of manner which indicate the various manners in which the party hopes to carry out its abstract and concrete plans in order to convince the electorate on issues relating to leadership matters.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of

some attractive adjectives such as *experienced, honest, competen*t etc. to imply that the governance system the party hopes to achieve will be a lasting one.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 1: Frequency distribution of lexical items under leadership matters

Lexical items	Frequency	Percentage
Noun	49	27%
Verb	45	25%
Adjective	70	39%
Adverb	16	9%
Total	**180**	**100**

4.3 Good governance matters

The field of this section is ‚good governance matters‟ the registers that are employed in this field are all carefully selected in the sense that they correlate well to the field. The use of the nouns in table 2, formed the most predominantly used lexical items with a frequency of 87 which represents 41% of the lexical items used which indicate some elements and characteristics of good governance that party hopes to execute to the electorates when voted to power. The sentences below are some excerpt from the manifesto under the field of ‚good governance matters‟.

*The NPP has an enviable record of good **governance**. Indeed, the **principles** of democratic **accountability**, **rule of law**, respect for human rights, individual freedom, and **developmen**t of a market economy are core to the party‘s beliefs. Under the leadership of Nana Akufo-Addo, the NPP will continue to uphold the **separation of powers**, the independence of the*

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***Judiciary** and strengthen the capacity of the **Legislature**, including the key area of its oversight responsibility, (**CHP.1.PAR. 5-6**)*

From the above sentences, the nouns, *governance, principles, accountability, rule of law, freedom, development, independence, separation of powers, judiciary and legislature* etc. are the registers which are employed and are appropriately related to the field of ‚good governance matters" The employment of nouns by the party in the field of "good governance matters" also indicates the three main organs of the state which include the executive, legislature and the Judiciary.

The use of adjectives from table 2 constitute the third frequently used lexical items with a frequency of 42 representing 20% of the total number of lexical items used in the field of "good governance matters". The use of these adjectives revealed the party"s preparedness to rule Ghanaians very well when they are voted into power.

> *‗The NPP has an enviable record of **good** governance. Indeed, the principles of **democratic** accountability…' (**CHP.1.PAR. 5-6**)*

The adjectives; *good, democratic and individual etc.* in the above sentence are used as appropriate register since they dominantly refer and relate to some good governance matters. The use of these adjectives also renders the manifesto persuasive in nature in the sense that these adjectives described how the party will go about its governance issues.

The tenor of this field ‚good governance matters" is also permanent and formal. The formality of this field is demonstrated through the use of registers. Especially the verbs which are employed are formal because there is no employment of contracted form of the verbs which are employed in the field of good governance matters. The use of verbs

appears to be the second most frequent lexical items in table 2 with a frequency of 76 which represents 36% of the total number of lexical items used in the field of "good governance matters" For example the verbs, *will* and *are etc.* employed in below sentences are not contracted because the manifesto is a formal document which is supposed to be delivered at formal functions.

> _the NPP **will** continue to uphold the separation of powers,"
> …….....of a market economy **are** core to the party's beliefs
> We **will** vigorously pursue the National Decentralisation (**CHP.1.PAR. 7)**

The mode of the field „good governance" is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform for the majority of the electorate to understand the good and attractive ideologies the party hopes to employ when given the mandate to rule. This is captured in the use of such registers such as *vigorously, pursue and uphold* etc. as captured in the above excerpt from the manifesto under the field of „good governance matters"

The adverbs comprised only adverbs of manner which is an indication of the various ways the party plans to rule the country with regards to governance matters.   In effect, all the lexical items that have been employed are appropriate registers chosen and are carefully related to the field of "good governance matters"

Table 2: *Frequency and percentage distributions of lexical items under good governance matters*

Lexical items	Frequency	Percentage
Noun	87	41%
Verb	76	36%
Adjective	42	20%
Adverb	7	3%
Total	**212**	**100**

4.4 Access to quality education

This section has „Access to quality education" as it field. The following sentences below

contained some of the registers that are employed under field of quality education.

> *Our **education** system is in serious crisis. Out of 100 of our **children*** *that starts kindergarten only 71 end up in primary school.* ***University admissions*** *have been growing at about 10 percent per annum.* ***(CHP.1.PAR. 17)***

From the table 3 below, nouns are the highest number of lexical items representing

frequency of 64 which constitute 52 percent of the total number of lexical items employed.

The nouns; *children, kindergarten, school, university, admission, institutions, education*

and *Science and Technology* etc. are used in the field of "access to quality education"

which are appropriate registers in the sense that they are carefully chosen and solely

related to the above field under discussion. The nouns which are used also made the

manifesto very persuasive in the view that education is one of the relevant sectors which

the electorate are much more concerned with so the choices of registers are persuasive

enough to convince the electorate to give them the mandate to rule.

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With regards to the adjectives in table 3, they constitute the second highest of the total number of registers used under this field. They represent a frequency of 31 denoting 25% percent of the total number of registers chosen. The employment of these adjectives also described the nature and the quality of the education they are promising the electorates.

> _We need to build a lot more schools and ensure **good quality** education '
> based education for everyone is the basis of a **successful** education, a
> successful society and a successful people…'(CHP.1.PAR. 18)

The following lexical items; *high, quality, competent, confident, successful, good, Specific etc.* are used to bring forth the nature of education the party hopes to offer the electorates. These attest to the assertion that the registers employed are appropriate to the field.

The verbs which are used are related to the field under consideration because the verb registers denote the actions and the state in which this access to quality education will be achieved and carried out if the electorates give them the mandate. The sentences below captured the verbs which are employed in this field.

> _There the is a need for more tertiary institutions to **accommodate** the
> growing demand.' _…many of our children and youth fall out because
> they cannot **afford** to go on.' _The aim at the primary and secondary
> levels is to **get** all our children to be functionally literate, numerate, ICT
> competent, and equipped for the job market and…' (**CHP.1.PAR. 17**)

The choices of the following verbs; in the above excerpt *accommodate, fall-out, afford, prepared, tackle, achieve, facilitate, offers, build, determined, need, ensure, get equipped, transform, improve and address* are all appropriate registers employed which depict the field of this genre "access to quality education".

The tenor employed in this field is formal. This is evident in the choices of registers especially the verbs in table 3 which constitute the third highest of lexical items with a

frequency of 22 which represents 18% of the total registers that are made use of under the field of "access to quality education". The verbs which are used are formal in the sense that they are devoid of contraction. For instance, cannot in the sentence below,

> *… many of our children and youth fall out because they **cannot** afford to go on*.' **(CHP.1.PAR. 18)'**

Apart from this, the sentences are also constructed formally devoid of colloquialism. This also reflect some identity of the party executives as learned and intellectuals. The sentences below are formally and well-constructed.

> *The aim at the primary and secondary levels is to get all our children to be functionally literate, numerate, ICT competent, and equipped for the job market and/or further education with greater sense of civic responsibility.* ' **(CHP.1.PAR. 19)**

The mode of this field is written and spoken. The written mode rendered the manifesto as formal document. It also employ the spoken mode in the sense that the manifesto is composed to take care of all manner of participants including those who can read and those who cannot read.

Adverbs in table 3 below constitute the final lexical items that are used this field. They represent 6 of the total number of the frequency representing 5% of the total percent of the registers employed. These adverbs are made-up of adverbs of manner and adverbs of degree. They are used to indicate the way and the manner the party plans for the people to get access to quality education which they are promising. In this regard, all the lexical items which are used are carefully and selected appropriately to match the field of "access to quality education."

Table 3: Frequency and percentage distributions of lexical items under access to quality education

Lexical items	Frequency	Percentage
Noun	64	52%
Verb	22	18%
Adjective	31	25%
Adverb	6	5%
Total	123	100

4.5 Quality health and safety matter

The field of this section is „quality health and safety matters". The nouns which are used in table 4 constitute a frequency of 31 representing 44% of the total number of lexical items used. The nouns that are used are related to the field of "quality health and safety matters" the choices of the registers are very appropriate to the field.

> *Currently, access to good quality **health care** is poor and too expensive the most important of these being the NHIS.*
> *We expanded the training of health personnel and established the College of **Physicians and Surgeons,** which has led to a dramatic improvement in the retention of **doctors'. (CHP.1.PAR. 42)***

The following nouns are used as appropriate registers to describe the field of 'quality health and safety matter"

They are *healthcare, areas, delivery, medicine, coverage, NHIS, physician, surgeons, and doctors.* The registers which are employed in this field imply that this communicative event is in the domain of health matters.

The adjectives which are used are also related to the field in the sense that it captures exactly what is expressed in the field. Adjectives which are used in table 4 constitute the

second most dominant lexical items. They are made of a frequency of 20 representing 28% of the total number of lexical items. The adjectives are appropriate registers chosen which specifically describe the way the party hopes to deliver when it comes to health and safety issues to the electorates.

*Currently, access to **good quality** health care...' **(CHP.1.PAR.42)'***

The adjectives; *good, quality* etc. are used to describe the nature of health care that the party hopes to provide to the electorate when is given the mandate to rule. Also, the party employed some derogatory adjectives such as *poor, expensive* etc. to describe the health delivery of the incumbent government. This captured in the sentence below.

> *Currently, access to good quality health care is **poor** and too **expensive** the most important of these being the NHIS.' **(CHP.1.PAR.43)***

The verbs in table 4 below appear as the third highest lexical items with a frequency of 13 which represents 18% of the total number of lexical items. The verbs are used to convince the electorates to realise that their health issues will be handled in a good manner.

The sentence below captured some of the verbs which are used.

> *We **expanded** the training of health personnel and **established** the College of Physicians' **(CHP.1.PAR.42)***

In that regard, the registers which are used are appropriately chosen to suite the communicative events. *Introduced, expanded, established etc.* are the registers which are used relate to the field of quality health matters.

With regards to the tenor, it is formal and permanent. The choices of the verbs and the sentences used are well chosen. The registers such as *college, surgeon and physicians* etc. that are used attest to the formal nature of the tenor. The party also uses some passive verbs

and adverbs of manner to establish permanent relationship between them and the electorates. For example the verbs *expanded and established* and the adverbs definitely, *additionally currently* etc. imply what they did in the past with regard to health issues and what it hopes to do for the electorate to be in power permanently.

Adverbs are the least lexical items used which has a frequency of 7 representing 10% of the total number of lexical items used. The adverbs that are used are mostly adverbs of manner and these registers explained how the NDC government mismanaged health issues.

The mode of this field is written to be spoken. The mode is revealed through the tenor which is formal and permanent. As the manifesto is a formal document it has to be documented for the purposes of references. The spoken aspect is revealed in the way the party enumerates and articulates the party"s good promises to the electorate on a political platforms and rallies through simple languages for the masses to understand. Some of the examples are captured in the sentences captured in the manifesto.

'*We have a record of care and achievement*' **(CHP.1.PAR.43)**

All the registers used in the above sentence are simple and they contribute to the mode and the understanding of the manifesto.

Table 4: Frequency and percentage distributions of lexical items under quality health and safety matter

Lexical item	Frequency	Percentage
Noun	31	44
Verb	13	18
Adjective	20	28
Adverb	7	10
Total	**71**	**100**

4.6 Housing matters

The field of this section is „housing matters" the registers which one should expect are supposed to refer to or relate to housing matters. It is evident that the nouns lexical items are employed vividly which explain the communicative event or the field under consideration.

The nouns in the table 5 below have the highest occurrence among the lexical items with a frequency of 119 representing 45% of the total number of lexical items used in the field of housing matters.

> The NPP believes that every Ghanaian should aspire to own
> Descent **home.**
> *...inner city **dwellings**, uncompleted **houses**, **containers**, **shops'***
> **(CHP.1.PAR.45)**

The registers are; *home,, deficit, units, houses, dwellings, containers, shops, kiosks, structures, developers, housing, infrastructure, accommodation, district housing fund, rents, maintenance, home ownership, housing agency, government, township, banks, funding, funds, loan, settlement, materials and construction e*tc. are the registers that are

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used and they are properly related to the field of housing matters. The nouns also reveal how the party hopes to help the electorates for that matter, to aid workers to own their own houses. This will be done by the party helping the electorates to have access to loans facilities to be able to carry out their housing projects.

The adjectives which are used to describe the nature of housing infrastructure that the party hopes to build for the electorate when the party comes to power.

The adjectives which are presented by table 5 have a frequency of 78 with a representative of 29% of the total number of lexical items used.

These are captured through the adjectives; *descent, affordable* etc .used in the following sentences.

> _*The NPP believes that every Ghanaian should aspire to own*
> *descent* home.' **(CHP.1.PAR.45).**
>
> *Firstly, we will build **affordable** housing units for rental*
> *across Ghana in a partnership between the proposed*
> *Housing Agency,* **(CHP.1.PAR.47)**

The adjectives *descent, affordable* etc. describe the quality of houses the party hopes to help the electorate to acquire for themselves. Some adjectives; *sub-standard, deprived, uncompleted etc. are also used to describe* the kind of houses that the electorate are occupying under the incumbent government. These are adjectives captured in the sentences below.

> _*Ghanaians live in **sub- standard** houses*
>
> ***deprived*** *inner city dwellings,* ***uncompleted*** *houses, containers, shops…'*
> **(CHP.1.PAR.42)**

The verbs which are used also related to the field of „housing matter‟ and these verbs really bring out the actions and the seriousness that the party will attach to the idea of helping the electorates to own their own houses.

The verbs in table 5 however, have a frequency of 52 representing 20% of the total number of the lexical items used.

> *Ghanaians **live** in sub- standard houses‟*
>
> *The NPP believes that every Ghanaian should aspire to **own** houses.‟*
>
> *...the NPP will **introduce** a paradigm shift in solving the accommodation needs of...*
> *…**develop** social housing programs to **address** the housing needs of vulnerable and marginal groups provide improved infrastructure and the quality of life in our existing communities.*
> *...**promulgate** the National Housing…‟ **(CHP.1.PAR.43)***

The verbs are; *own, estimated, live, address, improve, develop, provide, promulgate, encourage, partner, build, seek*, and purchase etc. these are all appropriate and accurate registers which are related to the field of „housing matters.‟

The tenor revealed in this field is formal and permanent. This is revealed through the use of some registers that are formal. For example; *purchase, promulgate, address* etc. used which renders the manifesto formal. There is hierarchical relationship between the party and the electorate in the sense that the party assume itself as more superior in the sense that they can address all the problems that the electorate are facing in the realm of „housing matters‟ this is captured in the following sentences;

> *The NPP **believes** that every Ghanaian should aspire to **own** houses.‟*
>
> *...the NPP **will introduce** a paradigm shift in solving the accommodation*
>
> *needs of... **(CHP.1.PAR.44)***

All the sentences above imply that the NPP is committed in addressing the housing policies of the electorates. The use of these verbs also bring to the formal and permanent nature of the tenor. The use of these verbs imply that the party will accompany a proactive actions in executing these plans which will help them to stay in power permanently to be solving the problems of the electorate. The verbs which are employed are all used in their full form without any contractions. The verbs *will, would* etc. in the sentences below contribute to the formality of the manifesto.

> *we **will** support the provision of affordable housing for Ghanaians eager*
> *We **will** further assist private sector operators by providing secure land banks,*
> ….**would** be encouraged based on successful models in other countries.'
> **(CHP.1.PAR.45)**

The mode expressed in this field is written to be spoken. This is established through the formal nature of the manifesto. This implies that all formal documents are supposed to be documented. This also shows the seriousness which the party attaches to its ideologies. The manifesto also used the spoken mode in order to explain the party's plans to the electorate for an in-depth understanding. This is captured through the use of some simple registers such as *housing, communities and township* etc. in the sentences below.

> '*The **Housing** Agency to be established by the NPP Government shall be dedicated to developing new **communities** and **townships***'
> **(CHP.1.PAR.45)**

The adverbs in table 5 have a frequency of 16 representing 6% of the total number of lexical items used in this field.

*Ghana, **currently**, has a housing deficit estimated at over 1500,000.*

> *In recognition of the fact that a majority of Ghanaians who **desperately** seek decent accommodation may not **necessarily** be in the position to purchase a house, the NPP will introduce a paradigm shift in solving the accommodation needs of Ghanaians across the length and breadth of the country.' **(CHP.1.PAR.47)***

They are; *every, currently, annually, accordingly, across, totally, necessarily, desperately, secondly and gradually* these are manner adverbs and they denote the process that the party hopes to follow to achieve its vision.

Table 5: Frequency and percentage distributions of lexical items under housing matters

Lexical items	Frequency	Percentage
Noun	119	45
Verb	52	20
Adjective	78	29
Adverb	16	6
Total	**265**	**100**

4.7 Economic transformation for prosperity and job creation

The field of this section is "economic transformation for prosperity and job creation". The registers provided in the field discussed the party˘s aim to transform the economy to be buoyant so that they can create jobs for the electorates. These are expressed through the following lexical items captured in the sentences from the manifesto below.

> *Transforming our **economy** will mean that instead of just exporting mostly natural resources and agricultural **commodities;** we will process and add value to our raw materials; we will diversify and move into higher value **exports**; we will grow our economy by increasing our **productivity**; we will include more **science and technology** in our economic activities; and we will capitalize on our endowment and*

> *comparative advantage to develop **export** oriented high **growth** and **employment** creating products and services… **CHP.2.PAR.2)***

From the excerpt above, the noun registers employed are appropriately chosen and they reflect the field under study. From the table, the nouns in table 6 have a frequency of 83 denoting 44% of the total number of lexical items employed in the manifesto the following noun registers‟ *growth, jobs, prosperity, productivity, science, technology, activities, growth, employment, products, agriculture, needs, industries, sector etc.* The following registers used pointed out how the party hopes to transform the economy of the electorates when it comes to power and this contribute to the development of the field of ‚economic transformation for prosperity and job creation‟ in the manifesto.

The adjectives used also help to develop the field of this section. The adjectives in table 6 have a frequency of 47 signifying 28% of the total number of lexical items. The adjectives that are at risk also have correspondence to the field being discussed. The use of these adjectives suggests that the field is about economic transformation and job creation

> ‚*...despite being **rich** in **natural** resources…'*
> *'… **high** growth and employment creating products and services.'*
> **CHP.2.PAR.3)**

The adjectives; productive*, rich, natural, raw, high, full, natural and agricultural etc.* are used to describe the nature of jobs that the party hopes to create for the electorate.

The verbs which are employed in the section also contribute immensely to the development of this field. The verbs in table 6 which are employed constitute the second dominant used lexical items with a frequency of 52 representing 28% of the total number of lexical items used. They are action verbs and these clearly demonstrated that the party is up to task

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creating jobs and transforming the economy of the electorate. Some of these verbs are captured in the excerpt from the manifesto.

> _We **export** our cocoa to **import** chocolate' **CHP.2.PAR.3)**
>
> grow, modernise, feel, need, tackle, shows, export , create, import,
> develop, industrialise, manufacture

Adverbs in table 6 are made of a frequency of 5 representing 3% of the total number lexical items. These adverbs show the manner in which the economy will be transformed and the jobs will be created. These registers are; _indefinitely, personally, backwards and fully_. The use of the adverbs also imply that the jobs that the party hopes create will exist indefinitely without going back. These adverbs are captured in the following sentences.

…the jobs that are going to be created are going to be relied on **indefinitely** by Ghanaians…

… and all Ghanaians will be absorbed **fully**…' **CHP.2.PAR.3)**

The tenor of this field is formal. The formal nature of the text is as a result of the nature of the verbs that are employed in the field. The verbs that are used do not contain any form of contractions. The form of these verbs make the manifesto highly formal. The following sentences attest to the above assertion.

> _We **cannot** rely indefinitely rely on this structure…_
> _Transforming our economy **will** mean that instead of just exporting mostly natural resources and agricultural commodities; we **will** process and add value to our raw materials; we **will** diversify and move into higher value exports; we **will** grow our economy by increasing our productivity; we **will** include more science…' **CHP.2.PAR.3)**_

The mode of this field is written in the sense that manifesto is a written document even though it spoken to the electorates on a campaign platforms. This can been seen in the

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nature of the registers that are used in the manifesto do not make use of any informal

registers as can been seen in the excerpt above.

Table 6: Frequency and percentage distributions of lexical items under economic transformation for prosperity and job creation

Lexical item	Frequency	Percentage
Noun	83	44
Verb	52	28
Adjective	47	25
Adverb	5	3
Total	**187**	**100**

4.8 Planning matters

This section presents registers that are related are used under the field of planning matters. These registers reveal how the party plans to institute developmental projects when they are voted for to rule the country. From the table 7 below, nouns have a frequency of 80 with a representative of 45% of the total number of lexical items. The employment of the nouns prove that the party hopes to achieve concrete and good developmental projects for the people. The registers that are used to achieve this are; *impediment, growth, development, programme ,projects, framework, infrastructure, aspect, planning, cities, towns, efforts, distribution, resources, structure, costs, transformation, agenda, data, conditions, security, country, employment, industry, agriculture, standards, indicators, capacity, challenge, Ghana, role, agency and stakeholders etc*. this are captured in the excerpt from the manifesto below.

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> *In our view, a major **impediment** to our country's economic growth and development is our weakness in planning and consistently implementing our development **programmes**.*
> *Additionally, most of our development **projects** and programmes are not an integrated and coordinated f**ramework** and, therefore, our **infrastructur**e in many aspects is fragmented.*
> *Poor, fragmented or no planning in our cities and towns has consequently resulted in arbitrariness in our development efforts, resulting in poor distribution of resources, poor social structure, huge economic and business costs …' **CHP.2.PAR.4)***

Verbs which are employed in table 7 are the third largest lexical items used with a frequency of 39 representing 22% of the total number of lexical items used. The verbs which are employed to explain the "planning matters" are closely related to it. The verbs do not have any contraction in them. These registers are; *Planning, resulted, resulting, strengthen, resource, use, harmonize, regulate, use, provide, ensure, improve, promote, regulate, deal, restructure, enhance, prepare, provide, required, include, fertilize and undertake are the registers which the party uses to explain the field of ―planning matters"*

These can be seen in the excerpt from the manifesto below.

> *We will **strengthen** and **resource** the National Development Planning Commission (NDPC) and **use** it as an organ for planning our economic transformation…(**CHP.2.PAR.7)***

> *We will **harmonize** and **regulate** all laws on land **use** planning, **provid**e for sustainable development of land and human settlements through a decentralized planning system, ensure judicious use of land in order to **improve** quality of life, **promote** health, safety and **regulate** national, regional, district and local spatial planning, and generally deal with spatial aspects of…"(**CHP.2.PAR.8)***

Adjectives which are used in table 7 formed the second dominant lexical items used in the manifesto and they occurred 55 times representing 31% of the total number lexical items. The registers used properly defined the field under consideration. Some of these registers are; *national, development, planning, sustainable, land, human, decentralized, judicious,*

regional, district, local, spatial, socio-economic, existing, new, transformational, economic, , comprehensive, all these lexical items are related registers to the field of "planning matters".

These adjectives can been seen in the excerpt

> *In our view, a **major** impediment to our country's **economic** growth and development is our weakness in planning and consistently implementing our development programmes.*
> *Additionally, most of our **development** projects and programmes are not an integrated and coordinated framework…* ' **CHP.2.PAR.9)**
>
> *The Ghana Statistical Service has not been **effective** in providing information to support the planning needs of the country. It will without timely and **reliable** data on **social** and **economic** conditions in the country.* **CHP.2.PAR.10)**

Adverbs however, have a frequency of 5 with a representative of 2% of the total number of lexical items which are used in the manifesto. The adverbs which are used indicate the manner in which the party plans to implement developmental projects the party hopes to achieve.

The table below shows frequency distribution of lexical items under field of planning matters.

Table 7: Frequency and percentage distribution of lexical items under planning matters

Lexical items	Frequency	Percentage
Noun	80	45
Verb	39	22
Adjective	55	31
Adverb	5	2
Total	**179**	**100**

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4.9 Industrialization for economic growth and development

Table 8 presents the registers which are used under the field of industrialisation for economic growth and development. From the table 8 below, nouns appear to be the highest lexical items with a frequency of 77 representing 49% of the total number of lexical items employed in this communicative event. The nouns that are used bring forth the commitment which the party hopes to employ in revolving and improving industrial and economic sphere of its country. The registers which are responsible for these work are; *industrialization, access, education, science, technology, research, production, products, processing, business, industries, entrepreneurs, substitution, oil, gas, salt, bauxite, iron ore, centre, region, program, planning, approach, power, supply, housing and road* etc. it can be seen that these registers are related to the above field.

These registers can been seen in the excerpt below.

> **Industrialisation** *is critical to solving our major socio-economic challenges of mass poverty, unemployment and limited social mobility. The objective of our industrial policy is to promote increased competitiveness and industrial* **production…'** *CHP.2.PAR.12)*
>
> '*…crease the share of manufacturing's contribution to GDP with We propose a new economy led and driven by competitive import* **substitution***, and an export oriented industrialisation policy, in which we will add value to our natural resources and agricultural raw materials. Key to success of our dramatic shift to industrialisation…'(* **CHP.2.PAR.13)**

As can be seen from tables 8 below, verbs which are used have a frequency of 22 representing 14% the total number of lexical items used. These lexical items are; *address, facing, declined, solving, promote, increase, achieving, propose, led, driven, add,*

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improving, increase, adding, supporting, promoting and developing etc. these verbs explicitly create and indicate how the party is committed to improving the economy of the country.

It is evident from table 8 below, adjectives occupy the second dominant lexical items which are used with a frequency of 55 denoting 35% of the total number of lexical items employed with regards to this field. The adjectives which are used describe the rate and the kind of industry that will introduced into the economy for it to be harnessed. The following registers attest to this assertion*; industrial, lack, long, national,, present, critical, major, socio-economic, industry, agro-based, , medium, competitive, import and pharmaceutical* etc. are the registers which are used describe the sort of economy the party hopes to establish.

These adjectives are seen in the excerpt from the manifesto below.

> *Industrialisation is **critical** to solving our **major socio-economic**
> challenges of mass poverty, unemployment and limited social mobility.
> The objective of our **industrial** policy is to promote increased
> competitiveness and industrial production…'* **CHP.2.PAR.14)**

Adverbs that are used have a frequency of 4 representing 2% of the total the number of lexical items used in the manifesto. The lexical items which are used to show the extent to which these projects will be executed are; *Very, 2011, especially and beyond*.

> *…improving access to quality education, **especiall**y in
> science, technology and research …* **CHP.2.PAR.15)**

The tenor of this field expresses formal and permanent relationship between the party and the electorate. This is realised in promises that party promised the electorate.

The field expresses written mode. This is expressed through the tenor which is formal.

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Table 8: Frequency and percentage distributions of lexical items under industrialization for economic growth and development

Lexical items	Frequency	Percentage
Noun	77	49
Verb	22	14
Adjective	55	35
Adverb	4	2
Total	**158**	**100**

4.10 A trade policy that creates jobs

It can be seen from table 9 below that, nouns have a frequency of 60 representing 45% of the total number of lexical items present. The lexical items are closely related to the field of policy that creates jobs. The nouns revealed the enthusiasms and the vim which the party has to create jobs for the electorates. The registers which are used as a vehicle to drive home the vision of the party are as follow. These registers are ; *revenue, industry, result, economy, expense, production, jobs, policy, competitiveness, markets, investors, sector, dialogue, needs, businesses, obstacle, acquisition, implementation, regime, reliance, goods technology, trade, business, efficiency, advantage, ports, collection, resources and laws etc.* these registers used are appropriately related to the field of "policy that creates job creation".

Some of these nouns can be seen in the in the following excerpt from the manifesto below.

> *...damages local industry and as a result, Ghana's **economy**. The short-term revenue gains from such taxes are attained at the expense of long-term production and jobs. Consequently, many of our SMEs are trade oriented, selling imported **goods**, and not in production and **industry**, where they can and should* be...' ***CHP.2.PAR.17)***

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From table 9, verbs that are employed have a frequency of 32 indicating 24% of the total number of lexical items present in this field. The choices of the lexical items used point out the practical policy and laws that the party will put in place that will help in creating jobs easily. The verbs which are used make the manifesto formal in the sense that they are devoid of contracted forms. The registers which are used are ; *maximize, damages, giving, attained, selling, improve, implement, works, creating, establish, identify, address, Remove, prevent, discourage, limit, access, transform and deal* the registers at risk are appropriately related to the field of job creation. Some of these verbs can be seen in the extracts from the manifesto below.

> *The lack of vision and confused objectives of the present government have made many of our businesses globally uncompetitive.*
> *We import much more than we export and we have a tariff regime designed to* **maximise** *revenue, but which, in fact,* **damages** *local industry and as a result, Ghana's economy. The short-term revenue gains from such taxes are* **attained** *at ...'* **CHP.2.PAR.18)**

Adjectives appear to be the second highest used with a frequency of 40 representing 30% of the total number lexical items. The adjectives are the registers that the party used to describe the nature and the kind of jobs and measures that will be put in place to pave way for the creation of jobs. This is done through the employment of the following registers; *uncompetitive, local, short, term, taxes, long-term, trade, imported, domestic, international, attractive, reassuming, government, private, constituent, better, aim, cheaper, capital, commercial, independent, international, trade and unfair* are all indicatives that show that the field talks about job creation.

These adjectives can be seen in the following excerpt from the manifesto below.

> *..tariff regime designed to maximise revenue, but which, in fact, damages* **local** *industry and as a result, Ghana's economy. The* **short-term** *revenue gains from such taxes are attained at the expense of* **long-term** *production and jobs. Consequently, many of our SMEs are trade oriented, selling* **imported** *goods, and not in production and industry, where they can and should be…* **CHP.2.PAR.17)**

Adverbs which are used constitute a frequency of 2 representing 1% of the total number of lexical items which are used in the field of job creation. The adverbs used are *globally and consequently* they show the extent to which the jobs will be created by the party. These adverbs can be seen in the following excerpt from the manifesto below.

The lack of vision and confused objectives of the present government
have made many of our businesses **globally** *uncompetitive…(* **CHP.2.PAR.17)**

> '**Consequently***, many of our SMEs are trade oriented, selling imported goods,..'*
> **(CHP.2.PAR.18)**

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as *long- term, domestic, international, attractive, etc.* to imply that the governance system the party hopes to achieve will be a lasting one in respect to revamping the economy to create more jobs for the electorate.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 9: Frequency and percentage distributions of lexical items under trade policy that creates jobs

Lexical items	Frequency	Percentage
Noun	60	45
Verb	32	24
Adjective	40	30
Adverb	2	1
Total	**134**	**100**

4.11 Transport

Table 10 presents registers which are at risk in the field of "transport sector". From the tables, nouns constitute a frequency of 26 representing 46% of the total number of lexical items present. The nouns which are used are appropriate registers selected in the sense that the registers are closely related to the field under consideration. The lexical items which are used to do this are; *transportation, network, linkage, roads, railways, ports, air, sea* and *transport policy etc.* these are the registers that are used and they relate to the field of transport sector. The use of these registers reveals the transport areas the party hopes to enhance.

Some of these registers can be seen in the excerpt from the manifesto below.

> *Our current t**ransportation** network is not integrated and is inadequate. Accordingly, we have not optimized the **linkages** between our **roads, railways and ports (both air and sea)** for… (**CHP.3.PAR.1**)*

Verbs have a frequency of 14 with 25% of the total number of lexical items used the field of transport sector. Verbs which are used explicate the process which the party plans to use in establishing and maintaining the transport sector. The verbs are: *implement, seeks,*

optimize, expand, maintain, seek, integrated, collocate, improve, cut, achieve and support etc.

> *Our current transportation network is not **integrated** and is inadequate. Accordingly, we have not optimized the linkages between our roads, railways and ports (both air and sea) for…* **(CHP.3.PAR.1)**

Adjectives which are used in the same vein have a frequency of 14 representing 25% of the total number of lexical items used. The adjectives that are used describe how the transport sector will be handled and managed to ease movement of the electorates. These are done through the use of the following adjectives: *current, integrated, inadequate, full, economy, social, Kufour, national and transportation etc*. The effects of the employment of these registers reveal how the past government handled the transport sector and how the party plans to improve the sector.

Adverbs occur in this field with a frequency of 2 representing 4% of the total number of lexical items employed in this communicative event. They are *accordingly* and *during*.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as *current, national, social and full etc*. to imply that the governance system the party hopes to achieve will be a lasting one in respect to improve the transport system of the electorate.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 10: Frequency and percentage distributions of lexical items under transport

Lexical items	Frequency	Percentage
Noun	26	46
Verb	14	25
Adjective	14	25
Adverb	2	4
Total	**56**	**100**

4.12 Water

Table 11 presents the registers that are at risk in the field of water. Nouns that are used

have a frequency of 42 representing 44% of the total number of lexical items in the field of

water. The registers which are employed in this field revealed where the party extended

water to and where it hopes to extend water to in the future. The following registers serve

as an evidence to this assertion; *supply, communities, needs, water, hygiene, sanitation,*

improvement, Kwanyarko, Agona, CWSA, PURC, Sogakope, Accra, East-West,

Interconnection, Tamale, completion, Systems, dams, rivers, plants, basin etc.

Some of these registers can been seen in the following excerpt in the manifesto below.

> *We are faced with inadequate supply of potable water in both urban and*
> *rural areas. Our urban **water** system is antiquated and saddled with*
> *frequent breakdowns in **supply** and needs serious investment. Many rural*
> ***communities** have no access*
> to *potable water at all...' **(CHP.3.PAR.4)***
>
> *We will continue the programme of the Kufuor government, which*
> *undertook major water systems improvements nationwide including **Cape***
> ***Coast, Mankessim, Koforidua, Kumasi,***
> ***Kwanyarku, Ada, Sogakope, the Accra East – West interconnection***
> ***and Tamale.** ... **(CHP.3.PAR.5)***

Verbs which are used have a frequency of 22 representing 23% of the total number of lexical items present in the entire field. The nature of the verbs revealed how the party perceives the suffering of the electorates in respect to water and also the steps the party hopes to employ to ameliorate these problems. The following registers are used to explain this view; *improve, ensure, continue, undertook, including, led, improve, build, sink, construct, ensure, gets and needs* etc. these verbs can been seen in the excerpt from the manifesto below.

> *We will ensure the water sector **gets** the investment it **needs**, by*
> *dramatically cutting down on non-revenue water **losses**, and empowering*
> *the PURC and the CWSA to oversee effectively the water delivery system*
> *in the country to **ensure** Ghanaians…*
> **(CHP.3.PAR.7)**

Adjectives that are used also occurred 27 times with a percentage value of 28 of the total lexical items used. The adjectives that are used vividly described the state in which the electorates are in dire need of water. The following adjectives are used to explain these views. The lexical items are*; inadequate, portable, rural, antiquated, frequent, supply, serious, strengthen, national, water, our, Kufour, major, systems, 9000, new, 500, pipe and treatment etc.* these adjectives can been seen in the following excerpt from the manifesto below

> *We are faced with inadequate supply of potable water in both urban*
> *and rural areas. Our urban **water** system is antiquated and saddled*
> *with frequent breakdowns in **supply** and needs serious investment.*
> *Many rural **communities** have no access*
> to *potable water at all...' **(CHP.3.PAR.4)***

The adverbs are the least registers used with a frequency of 5 representing 5% of the total number of the lexical items used. The adverbs are *greatly, nationwide, effectively, dramatically and additionally etc.* these adverbs shows where the water supply will cover.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as *frequent, portable and supply etc.* to imply that the governance system the party hopes to achieve will be a lasting one in respect to improve the water situation confronting Ghanaians.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 11: Frequency and percentage distributions of lexical items under water

Lexical items	Frequency	Percentage
Noun	42	44
Verb	22	23
Adjective	27	28
Adverb	5	5
Total	**96**	**100**

Providing energy to accelerate economic growth and enhance quality of life

The above table 11 presents the lexical items which are used in the field of providing to accelerate economic growth and enhance quality of life. As it is evident from the tables, nouns occurred 38 times representing 45% of the total number of lexical items used. The lexical items provided are related to the field under consideration. Some of these items are

projects, ability, power, 500MW, 210MW, dam, turbines, economy are all the registers

which are used in the discussion of this field.

These registers can been seen in the excerpt below.

> ‗*contracted major power generation projects, which would*
> *Funding for the implementation of mini-hydro **projects** have been*
> *diverted for non-energy projects, and active agreements and memoranda*
> *of understanding for more thermal as well as waste-to-energy **plants***
> *have sadly been abandoned by the NDC government. The net effect of*
> *this ineptitude on the part of the NDC Mills-Mahama government has*
> *been poor quality and supply, shown by the frequent power cuts and the*
> *consequent slowing down in …'* **(CHP.3.PAR.4)**

Verbs that are used have a frequency of 15 signifying 18% of the total number of lexical

items used. The registers revealed the party‟s aim of strengthening the energy sector. This

can be seen from the employment of the following registers which include *initiated,*

contracted, pursued, diverted, hinder, abandoned and transform.

> ‗*..as waste-to-energy plants have sadly been abandoned by the NDC*
> *government. The net effect of this ineptitude on the part of the NDC*
> *Mills-Mahama government has been poor quality and supply, shown by*
> *the frequent power cuts and the consequent slowing down in …'*
> **(CHP.3.PAR.4**

The employment of adjectives as lexical items also explains works that are expected to be

done in the energy sector. These adjectives occur 31 times representing 38% of the total

number of lexical items. Considering the lexical items employed, it is clear the following

registers are employed appropriately relate to the field. Some of the registers *are power,*

poor, generation, Bui, hydro, thermal, quality and energy.

Some of these adjectives can been seen in the excerpt from the manifesto below

> _..as waste-to-energy plants have sadly been abandoned by the NDC government. The net effect of this ineptitude on the part of the NDC Mills-Mahama government has been **poor quality** and supply, shown by the frequent power cuts and the consequent slowing down in ...'_ **(CHP.3.PAR.4)**

The absence of the use of adverbs signifies that, the field of energy does not give how the actions would be carried out but just the proposed plans

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as, quality *thermal etc*. to imply that the governance system the party hopes to achieve will be a lasting one in respect to the energy sector to improve the economy of the electorates.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 12: Frequency and percentage distributions of lexical items under providing energy to accelerate economic growth and enhance quality of life

Lexical items	Frequency	Percentage
Noun	38	45
Verb	15	18
Adjective	31	37
Adverb	0	0
Total	**84**	**100**

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4.13 Modernizing our agriculture and ensuring food security

The above table 12 gives an account on registers which are employed in the field of moderrnising our agriculture and food security. From the tables, nouns that are used are the highest lexical items used with a frequency of 86 representing 49% of the total number of lexical items used in this field. The nouns*: agriculture, anchor, workforce, transformation, self-sufficiency, Sahara, sophisticated and crop* are used to explain the above field.

Some of these registers can been seen in the excerpt from the manifesto.

> *‗**Agriculture** is considered to be an anchor of Ghana's economy,..'*
> *our **farmers**.*
> *We will target development in all four of Ghana's breadbaskets.*
> *Agriculture can be* a *major avenue for creating jobs, income and wealth.*
> *Our policy is primarily to tackle the interventions to increase production*
> *both in cash crops and **food crops** and encourage processing of our*
> *products…'* **(CHP.3.PAR.7)**

Verbs which are used occurred 24 times representing 14% of the total number of lexical items used. The verbs which are used outlined the approaches to be used in modernizing the agriculture sector. These verbs are also formal simply because there are no contractions in their forms. The verbs which are used are *considered, estimated, lack, dominated, indicate, modernize, achieve, support, increase* are use to describe the field under consideration. Some of these verbs appeared in some excerpt from the manifesto below.

> *‗Agriculture can be a major avenue for creating jobs, income and wealth.*
> *Our policy is primarily to **tackle** the interventions to increase production*
> *both in cash crops and food crops and **encourage** processing of our*
> *products. We will initiate*
> *dium and large-scale producers. Accordingly, we will **support** a number*
> *of private sector change agents in large-scale commercial farming whilst*
> *assisting small holders to **adopt** modern techniques and practises…*
> **(CHP.3.PAR.8)**

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Adjectives which are used appear 58 times representing 33% of the total number of lexical items used. The adjectives: *subsistence, small holder, large-scale, average, farm, agro processing, modern, food security, fertilizer and domestic* are used to describe the proposed nature of modernization that the party hopes to carry out in the agricultural sector.

> *dium and large-scale producers. Accordingly, we will support a number*
> *of private sector change agents in **large-scale** commercial farming whilst*
> *assisting small holders to adopt **modern** techniques and practises…*
> **(CHP.3.PAR.8)**

Adverbs which are used appear 8times representing 4% of the total number of lexical items used. The adverbs: *approximately, pervasively and particularly* are used to indicate the manner of the modernization to be carried out.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as modern*, domestic and large-scale etc*. to imply that the governance system the party hopes to revamp the Agriculture sector to improve food security.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 13: Frequency and percentage distributions of lexical items under modernising our agriculture and ensuring food security

Lexical items	Frequency	Percentage
Noun	86	49
Verb	24	14
Adjective	58	33
Adverb	8	4
Total	**176**	**100**

4.14 Finance

Table 14 presents lexical items which are used as registers to explain the field of finance. From the table nouns that are used have a frequency of 16 representing 36% of the total number of lexical items. The nouns ;*finance, capital, resources, ability, technology, government, fund, farmers, rates and* ADB are the registers which revealed the plans of the party in securing funds to help the electorates who are involved in agriculture. The registers which are related to this field can be seen in the following excerpt from the manifesto below.

> *We will reform security in title to land to make resources. Furthermore, to enhance the ability of Ghanaian farmers to acquire the relevant* **technology** *to make them competitive, our government will establish and Agricultural farmers at subsidised rates. We will also reposition the state…'* *We will also reposition the state owned Agriculture Development Bank* **(ADB)… CHP.3.PAR.15)**

Verbs that are used occurred 11 times representing 26% of the total number of lexical items. The verbs reform, *make, extend, enhance, acquire, establish* and provide are the registers which are used to denote how the party plans to get funds to help the agricultural sector.

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> _We will reform security in title to land to **make** resources. Furthermore,
> to enhance the ability of Ghanaian farmers to **acquire** the relevant
> technology to make them…
> competitive, our government will **establish** and Agricultural farmers at
> **subsidised** rates. We will also reposition the state… CHP.3.PAR.15)_

Adjectives which are used have a frequency of 16 representing 36% of the total number of lexical items. The adjectives _relevant, competitive, our, agricultural, small, large-scale and subsidized_ are used to describe the nature of the assistance the hopes to offer.

> _We will reform security in title to land to make resources. Furthermore,
> to enhance the ability of Ghanaian farmers to acquire the **relevan**t
> technology to make them…
> competitive, our government will establish and Agricultural farmers at
> **subsidised** rates. We will also reposition the state… ' CHP.3.PAR.15)_

Adverbs which are used are the least used lexical items with a frequency of 1 representing 2% of the total number of lexical items. The adverb _especially_ is used to show how the funds will be secured for the farmers.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as _relevant and subsidized etc._ to imply that the governance system the party hopes to make fund available for farmers to improve and enlarge their farms.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 14: Frequency and percentage distributions of lexical items under finance

Lexical items	Frequency	Percentage
Noun	16	36
Verb	11	26
Adjective	16	36
Adverb	1	2
Total	44	100

4.15 Infrastructure

Table 15 presents the registers which are used to discuss the field of infrastructure. From the table, nouns which are used have a frequency of 21 representing 41% of the total number of lexical items employed in this field. The nouns *roads, centres, dugouts, consumers, boreholes, sector, dams, facilities, places, warehouses and irrigation* are the some of the infrastructural development the party plans to implement to help the agricultural sector.

> *We will create more access roads to our farm-gates and market centres to mitigate post-harvest losses and ensure availability of foodstuff to consumers. Additionally,*
> *we will work with the private sector and traditional authorities to improve our market* **places,** *and to develop* **warehouses** *and to minimize post -harvest losses. We intend to expand irrigation coverage nationwide, especially in the Afram Plains*
> *and in Northern Ghana. We will develop and facilitate community-owned and managed facilities like* **dams, boreholes**, *and dugouts to expand* **irrigation***…' CHP.3.PAR.19)*

Verbs that are used also have a frequency of 11 representing 22% of the total number of lexical items present. The verbs *create, mitigate, ensure, work, improve, develop, minimize, intend and expan*d are the actions the party hopes to adopt to improve this sector.

> *We will **create** more access roads to our farm-gates and market centres to mitigate post-harvest losses and ensure availability of foodstuff to consumers. Additionally,*
> *we will work with the private sector and traditional authorities to improve our market places, and to develop warehouses and to minimize post harvest losses. We intend to **expand** irrigation coverage nationwide, especially in the Afram Plains*
> *and in Northern Ghana. We will **develop** and facilitate community-owned and managed facilities like dams, boreholes, and dugouts to expand irrigation…'* **CHP.3.PAR.19)**

Adjectives that are used have a frequency of 16 representing 31% of the total number of lexical items. The adjectives are properly used to reflect this field. The adjectives *access, farm gates, market, post-harvest, private, traditional, market, managed, effective, efficient and irrigation* are the registers the party uses to develop this field.

> *We will create more access roads to our **farm-gates** and **market** centres to mitigate **post-harvest** losses and ensure availability of foodstuff to consumers. Additionally,*
> *we will work with the **private** sector and **traditional** authorities to improve our market places,'* **CHP.3.PAR.19)**

Adverbs that are used form the least lexical items used in this field. They have a frequency of 3 representing 6% of the total number of lexical items. The adverbs *additionally, nationwide and especially* etc. are the registers used to the field.

> *harvest losses and ensure availability of foodstuff to consumers.*
> ***Additionally,***
> *we will work with the private sector and traditional authorities to improve our market…' '* **CHP.3.PAR.20)**

Table 15: Frequency and percentage distributions of lexical items under infrastructure

Lexical items	Frequency	Percentage
Noun	21	41
Verb	11	22
Adjective	16	31
Adverb	3	6
Total	**51**	**100**

4.16 Information Communication Technology

Table 16 presents registers which are employed in the field of "ICT". As can be seen from the table below, nouns which are used in the field of ICT have a frequency of 54 representing 43% of the total number of lexical items. The nouns; *information, services, online, incentives, content, designers, manufactures, internet, access, areas, objectives, sector, telecom, backbone* and ICT are some of the registers which are used to discuss the field under discussion. Some of these registers are realised in this excerpt from the manifesto.

> *...programme will not be complete. It is, therefore, critical that* **ICT** *development. Statistics from the International* **Telecom-***Broadband access is expensive and not available in all urban areas. Therefore, ICT access has not been fully integrated into our development* **objectives.**
> *Accordingly, working with the private sector, we will ensure that we have a national backbone, which will enable nation-reduce cost, and enhance* **access** *to education, social services and governance. We will encourage healthy competition in the private* **sector** *in the* **telecommunications** *industry, and ensure value for money in the administration of our frequencies...'* **CHP.3.PAR.22)**

Verbs that are used also have a frequency of 24 indicating 19% of the total number of lexical items used. The verbs that used revealed the actions the party hopes to adopt to

establish ICT facilities when it comes to power. The verbs; *complete, support, indicate, use, wired, integrated, ensure, enable, bring, reduce, enhance, bring, encourage, offered and computerize*d are the registers which are at risk in the field of ICT.

> *...reduce cost, and* **enhance** *access to education, social services and governance. We will* **encourage** *healthy competition in the private sector in the telecommunications industry, and* **ensure** *value for money in the administration of our frequencies…' '* **CHP.3.PAR.22)**

Adjectives that are employed have frequency of 44 representing 34% of the total number lexical items. The adjectives; *telecommunications, broadband, mobile, national, nationwide, efficiency, social, telecommunicate, service, internet and information* are the registers which indicates and describe the party"s position to revamp the ICT sector. These registers can been seen in this excerpt below.

...reduce cost, and enhance access to education, **social** *services and governance. We will encourage* **healthy** *competition in the private sector in the* **telecommunications** *industry, and ensure value for money in the administration of our frequencies…'* **CHP.3.PAR.22)**

From the tables above adverbs that are used have a frequency of 5 representing 4% of the total number of lexical items used in the field of ICT. The adverbs; *actively, fully, accordingly, effectively and mutually* are the registers at risk

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as*, internet, healthy etc.* to imply that the governance system the party hopes to improve the Information Communication Technology aspect make nation improve in this sector.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 16: Frequency and percentage distribution of lexical items under ICT

Lexical items	Frequency	Percentage
Noun	54	43
Verb	24	19
Adjective	44	34
Adverb	5	4
Total	**127**	**100**

4.17 Consolidating and protecting our democracy matters

Table 17 outlined the lexical items which are used as registers to discuss the field of "consolidating and protecting democracy matters" from the tables, the nouns which are used have a frequency of 36 as the highest lexical items representing 40% of the total number of lexical items used. The nouns; register*, belief, verification, democracy, rights, station, rule, past, values, justice, law, pant, party, constitution, precondition, granting, independence and elections* are the registers which are used to discuss and also point out how the hopes to deepen the democracy which the country is enjoying.

> *For the NPP**, belief** in **democracy, human rights***, **the rule of law***,
> and social **justice** represent our core **values…'** CHP.4.PAR.1)*

Verbs that are employed also constitute a frequency of 16 representing 18% of the total number of lexical items present in this field. Verbs such as; *request, formed, struggled, came, held, continues, carry, protecting, committee, begins, advocating, protect etc*. indicate the party‟s seriousness in protecting and building the democracy of the electorates.

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> _We are **committed** to a peaceful, stable and democratic Ghana.
> This **begins** with peaceful, free and fair elections. We shall
> **continue** our enviable tradition of **advocating** the enhancement of the integrity of
> the electoral process and calling for public vigilance to **protect** the ballot of every
> Ghanaian. We have been successful in our uncompromising **push** for a bio…'
> **CHP.4.PAR.2)**

Adjectives which are at risk in this field have a frequency of 32 representing 35% of the total number of the lexical items. The adjectives; *multiparty, successful, historical, fourth, republic, presidential, parliamentary, Danquah-Dombo, Busia, peaceful, stable, democratic, free-fair, enviable and electoral etc*. are used as registers which are used to describe the state of the democracy that existed before and that is still existing. The adjectives which are used revealed the genealogy and the historical background of the party.

> _We are committed to a **peaceful, stable and democratic** Ghana.
> This begins with peaceful, free and fair elections. We shall
> continue our **enviable** tradition of advocating the enhancement of the
> integrity of the electoral process and calling for **public** vigilance to
> protect the ballot of every Ghanaian. We have been **successful** in our
> uncompromising push for a bio… ' **CHP.4.PAR.2)**

Adverbs that engaged have a frequency of 6 representing 7% of the total number of lexical items used. The adverbs which are used are predominantly made up of time adverbs which revealed the time that Ghana starts enjoying their democracy. The adverbs; *1947, 1957, 1992, 1993, always and 2012* attest to the fact that the Ghana‟s democracy is successful from pristine years.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of

some adjectives such as, *stable, democratic and successful etc*. to imply that the governance system the party hopes to improve the democracy of the electorates. The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 17: Frequency and percentage distribution of lexical items under consolidating and protecting our democracy matters

Lexical items	Frequency	Percentage
Noun	36	40
Verb	16	18
Adjective	32	35
Adverb	6	7
Total	**90**	**100**

4.18 National security

Table 18 gives an account on the registers that are used in the field of "national security". From the tables, nouns that are used have a frequency of 59 representing 53% of the total number of lexical items present in this field of national security. The nouns; *robbery, resource, crimes, agencies, safety, threats, security, challenges, democracy, police, military and defence are* the registers employed to discuss national security matters.

> '*There is a growing sense of* **insecurity** *in our communities.*
> *In our newly developing settlement areas and on our highways,*
> *Ghanaians are living under siege from armed robbery and other crimes.*
> *There is a deep and profound yearning for a greater sense of personal*
> *and public safety, and* **security** *for all Ghanaians. Our ability to enjoy*
> *our developing* **democracy** *depends upon our ability to protect it…'*
> *The security agencies protect us against external and internal*
> *threats. They will receive the appropriate incentives to enable*
> *them to respond effectively to our growing security challenges.*
> *Incentives for the* **Police, Military, Fire Service, the Immigration***..*
> **CHP.4.PAR.5)**

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Verbs that are used have a frequency of 19 representing 17% of the total number of lexical items in this field. The verbs; *protect, seek, continue, promote, protect, secure, increasing, prevent, detect, apprehend and prosecute etc*. are the registers which the party employed to handle security issues of the country.

> *The security agencies **protect** us against external and internal*
> *threats. They will **receive** the appropriate incentives to **enable***
> *them to respond effectively to our growing security challenges.*
> *Incentives for the Police, Military, Fire Service, the Immigration..*
> ***CHP.4.PAR.5)***

From the table below, it is evident that adjectives have a frequency of 33 representing 29% of the total number of lexical items used. The adjectives; *settlement, armed, deep, profound, fundamental, greater, personal, public, political, national, security, territorial, constitutional, new and religious* are the registers which are used to describe how the party hopes to defend the electorates.

> *The security policy of a new NPP government will be to protect*
> *the rights of all citizens, regardless of gender, tribe, ethnicity, language,*
> *religious or **political** beliefs. All citizens are equal before the law. We will*
> *also seek the solidarity and cooperation of all citizens in defence of*
> ***democratic** values.*
> *Our party will continue to promote and protect **fundamental** human rights*
> *and secure the freedom and safety of communities across the country by*
> *increasing resources to prevent...'(**CHP.4.PAR.5)***

Adverbs occur once representing 1% of the total number of lexical items used.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as*, fundamental, enviable and political etc*. to imply that the governance system the party hopes to achieve will be a lasting one in respect the security situation of the country.

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The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 18: Frequency and percentage distribution of lexical items under national security

Lexical items	Frequency	Percentage
Noun	59	53
Verb	19	17
Adjective	33	29
Adverb	1	1
Total	**112**	**100**

4.19 Working against corruption

From the table 19 below, nouns that are used have a frequency of 35 representing 48% of the total number lexical items employed in the field of "working against corruption" the nouns; *corruption, nation, government, issues, criminality, governance, management, practices, enforcement, payment, judgment, debts, settlements and result et*c. are the registers etc. which reveal the party''s vision to eliminate corruption from the nation.

> '*There is intense public anger over the unprecedented levels of corruption the nation is witnessing under the NDC government.*
> *Among the major* **corruption** *issues are deliberate* **criminality***, bad public sector governance, poor management practices, weak law enforcement, payments of dubious judgment* **debt***s and questionable* **settlements***. The wide spread corruption is also the result of low levels of commitment to high ethics and integrity, as well as ineffectual policing and…*' **CHP.4.PAR.5)**

Verbs that are used appear with a frequency of 30 representing 41% of the total number of lexical items. These verbs; *usher, fight, give, tackle, based undertake* denote the action the party hopes to eliminate corruption when they assume power.

> _...*Our policy will be to **tackle** corruption head on through preventive, detective, corrective and punitive mechanisms. Our anti-corruption policy will be **based** on three key pillars. These pillars are institutional reform, legislative reform and attitudinal- government under these pillars are...'* **CHP.4.PAR.6)**

Adjectives which are employed in this field have a frequency of 7 representing 10% of the total number of lexical items employed under this field. The adjectives which employed revealed how the incumbent government did not deal appropriately with the issues regarding corruption. These registers also bring to bear the plans the party hopes to implement to curtail issues regarding corruption. The following registers attest to these assertions; *unprecedented, NDC, major, corruption, deliberate, bad, preventive, detective, corrective, punitive, institutional and anti-corruptio*n etc.

> _...*Our policy will be to tackle corruption head on through **preventive, detective, corrective and punitive** mechanisms. Our **anti-corruption** policy will be based on three key pillars. These pillars are **institutional** reform, legislative reform and attitudi- government under these pillars are...* **CHP.4.PAR.5)**

Adverbs that are employed in the field have a frequency of 1 representing 1% of the total number of lexical items used.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of

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some adjectives such as *punitive anti-corruption and bad etc*. to imply that the governance system the party hopes to tackle corruption issues in the country when it comes to power. The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 19: Frequency and percentage distributions of lexical items under working against corruption

Lexical items	Frequency	Percentage
Noun	35	48
Verb	30	41
Adjective	7	10
Adverb	1	1
Total	**73**	**100**

4.20 Creating opportunities and promoting enterprise - sports matter
From table 20 gave an account of registers that are used in the field of "sports matters". From the table, nouns that are used are the dominant lexical items with a frequency of 50 representing 53% of the total number of lexical items employed. Looking at the tables critically, the nouns; *sector, spending, field, partnership, investment, capital sport colleges, quality, schools, achievement, manufacture, pitches, equipment, Ho, delivery, stadia, hosting, events, halls, development etc.* are the registers which reveal the plans the party has for the sport sector.

Some of these registers can be seen in the excerpt from the manifesto.

> *In **partnership** with the private sector, we will provide stable investment in sports through a Sports Fund and establish **sports colleges** for academic and professional **studies** in sports. In schools and colleges, we will invest in **equipment**, sports halls, modern **pitches** and multi-purpose*

courts, and identify and train and provide incentives for talented sportsmen to pursue higher education. We will also increase spending on sports education to improve the quality of our sports development…' **CHP.5.PAR.2)**

Verbs which are employed in this field appear with a frequency of 21 representing 22% of the total number of lexical items. The verbs; *prepared, provide, invest, identify, train, pursue, increase, improve and build etc.* are the registers which reveals the party˴s vision to improve the sport sector.

> *In partnership with the private sector, we will **provide** stable investment in sports through a Sports Fund and establish sports colleges for academic and professional studies in sports. In schools and colleges, we will **invest** in equipment, sports halls, modern pitches and multi-purpose courts, and identify and train and provide incentives for talented sportsmen to **pursue** higher education. We will also **increase** spending on sports education to improve the quality of our sports development…'* **CHP.5.PAR.2)**

From the table below, adjectives which are used have a frequency of 22 representing 23% of the total number of lexical items these adjectives described the infrastructural development that the NPP party promises the electorates when they give the mandate. The adjectives; *modern, multi-purpose, talented, higher, Kufour, six, regional, private, public, possible and sport-related* are the registers that are at risk in field of sports.

> *In partnership with the private sector, we will provide **stable** investment in sports through a Sports Fund and establish sports colleges for academic and **professional** studies in sports. In schools and colleges, we will invest in equipment, sports halls, modern pitches and multi-purpose courts, and identify and train and provide incentives for **talented** sportsmen to pursue higher education. We will also increase spending on sports education to improve the quality of our sports development…'* **CHP.5.PAR.2)**

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Adverbs that are used in this field appear with a frequency of 2 representing 2% of the total number of lexical items. The adverbs; *currently and predictably* point out the current situation happening at the sport sector.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as, talented*, professional and stable etc.* to imply that the governance system the party hopes to improve the sports sector in the country.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 20: Frequency and percentage distributions of lexical items under sports matters

Lexical items	Frequency	Percentage
Noun	50	53
Verb	21	22
Adjective	22	23
Adverb	2	2
Total	**95**	**100**

4.21 Arts and culture

Table 21 brings forth registers and the lexical items which are used in the field of "art and culture". From the tables, nouns which are used have a frequency of 62 representing 52% of the total number of lexical items employed. Nouns; *arts, policy, culture, plans, role, projects, establishment, programmes, identity, preservation, foundations, value, peace, heritage, unity and institution etc.* are the registers which are used to show the concern of the party in the field of arts and culture.

> ***Arts and Culture*** *play a major **role** in the establishment of our cultural **identity** and are foundations of **peace and unity** industry was a marginalised sector of the Ghana economy.*
> *This was evident in the lack of patronage and support from government, as well as the little attention given to organizations operating in the sector…' **(CHP.5.PAR.4)***

Verbs that are used also appear with a frequency of 26 which represent 22% of the total number of lexical items used. Verbs; *believe, flourish, benefit, crafted, sought, initiate, formulate, ensure, increase, preserve, create, encourage and sustain* are registers which indicates how the arts and culture need attention and this is what the party hopes to do when it comes to power.

> *We will **create** a department under the Ministry of Chieftaincy and Culture to oversee the development of all creative industries and the development of a national creative development plan. Additionally, we will **encourage** the integration of Arts and Culture in all school curriculums and also **integrate** Arts and Culture into the transformation programme. We will build and support more museums and libraries, and promote a system of networking and linkages among members of the artistic…' **(CHP.5.PAR.4)***

Adjectives that are analysed in this field also have a frequency of 30 representing 25% of the total number of lexical items. The adjectives; *major, cultural, arts, culture, marginalized, Ghana, evident, little, national, vital, greater, foreign, strong, tourism, job and proper* etc. are the registers which are employed to describe how these sectors can generate income provide job opportunities for the youth and the party‟s interest in investing in these sectors.

*Arts and Culture play a **major** role in the establishment of our **cultural** identity and are foundations of peace and unity industry was a **marginalised** sector of the Ghana economy.*
*This was evident in the lack of patronage and support from government, as well as the **little** attention given to organizations operating in the sector…'* **(CHP.5.PAR.4)**

Adverbs occurred twice representing 1% of the total number of lexical items used. These are; *2001and particularly*. 2001 indicate how the party will handle these sectors.

The tenor of this field is also permanent and formal in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such major*, marginalized and cultural etc*. to imply that the governance system the party hopes to achieve will be a lasting one improve arts and culture sector in the country.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 21: Frequency and percentage distributions under arts and culture

Lexical items	Frequency	Percentage
Noun	62	52
Verb	26	22
Adjective	30	25
Adverb	2	1
Total	**120**	**100**

4.22 Women matter

The use of nouns in the field "women matter" in table 22 below appears as the most predominantly used lexical items with a frequency of 44 which represents 42% of the lexical items used. The use of nouns indicates the suffering as well as the measures that can be taken to improve the plight of women. The field of "women matter" made use of nouns such as *development, facilities, welfare, witches, transformation, violence, Human Trafficking Acts, mortality, revitalization and NHIS* indicate the plights of women and measures that can curtail these plights. The nouns used in the field "women matter" form an appropriate register because they refer to various challenges faced by women and measures to curtail these challenges which are related to the field "women matter". Some of these registers can be seen in the excerpt from the manifesto below.

> *The NPP is committed to the **development** and **welfare** of*
> *they face historical, social, political and cultural challeng…'*
> *Our achievements include: appointing cabinet minister in charge of*
> ***women** and children and girl child education, pass-protect women and*
> *children, appointing women to head key public service institutions, and*
> *providing free medical care for all pregnant women…'* ***(CHP.6.PAR.2)***

The use of verbs appears to be the third frequent lexical items with a frequency of 3 which represents 9% of the total number of lexical items that are used in the field "children matter". Verbs such as *advancing, unlocking, enable, contribute, providing, introduce, encourage, reduce* and *enforcing* are used in the field "women matter" to indicate the proposed effort that will be employed the party to alleviate the plight of women. These verbs suit the field "women matter" because they deal with alleviating the plight of women which is directly related to the field "women matter".

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> *＿..children and their rights. We will **support** the work of implementing agencies to **ensure** that lead agencies, such as the police, are given the power and resources they **need** against children. We will also **make** sure that we rationalise and strengthen the practice of data collection and **gathering, monitoring** and evaluation in the relevant agencies. ..'*
> ***(CHP.6.PAR.4)***

Adjectives which are used are the third frequently used lexical items with a frequency of 39 representing a 37% of the total number of lexical items used in the field "women matter". The use of adjectives indicates the various aspects from which women are abused. The aspects are captured through the use of adjectives such as *affirmation, action, traditional, oppressive, discriminatory, , so-called, special, widowhood, physical, emotional and sexual*.

> *…encourage young girls to go to school, stay in school and open up science and mathematics education for girls at all work with **traditional** authorities to free women from such **oppressive and discriminatory** practices as ostracisation of **so-called** witches in **special** villages and **widowhood** rites…**(CHP.6.PAR.5)***

These adjectives form a suitable register for the field "women matter" because they indicate the aspects of women˝s lives which are affected by various forms of maltreatments and also reveal how the party hopes empower women and also involve them in decision making regarding governance issues of the nation.

Adverbs which are used have a frequency of 1 representing 1% of the total number of lexical items used. The adverb *correctly* indicates how these maltreatment and marginalization mounted on women will be eliminated.

The tenor of this field is also formal and permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed

through the use of some adjectives such as oppressive, discriminatory and traditional *etc.* to imply that the governance system the party hopes to achieve to put a stop to maltreatment mounted on women in the country.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 22: Frequency and percentage distributions of lexical items under women matter

Lexical item	Frequency	Percentage
Noun	44	42
Verb	21	20
Adjective	39	37
Adverb	1	1
Total	**105**	**100**

4.23 Children matter

The use of nouns in the field "children matters" appear in table below 23 as the most predominantly used lexical items with a frequency of 19 which represents 58% of the lexical items used. The use of nouns in the field "children matter" indicates the various challenges faced by children as listed above. The nouns used in the field "children matter" form an appropriate register because they to various challenges faced by children. Some of these nouns are ; children, poverty, abuse, communities, disabilities and elimination etc.

These can be seen in the excerpt below.

> _Our **children** are our greatest assets. Research shows that many of our children suffer the effects of poverty, such as, inadequate access to food, safe drinking water, health and lack of quality education. Several are subjected to physical, emotional and sexual **abuse**. In many of our rural **communities**, children with **disabilities** still suffer neglect, denial of access to education and in extreme cases, **elimination** by parents and the community…'_

The use of verbs appear to be the third frequent lexical items with a frequency of 3 which represents 9% of the total number of lexical items used in the field "children matter". Verbs such as *suffer* and *subjected* are used in the field "children matter" to indicate the effect of the challenges faced by children. These verbs suit the field "children matter" because they indicate how children are affected by various forms maltreatments. These registers are seen in the excerpt from the manifesto below.

> _Our children are our greatest assets. Research shows that many of our children **suffer** the effects of poverty, such as, inadequate access to food, safe drinking water, health and lack of quality education. Several are **subjected** to physical, emotional and sexual abuse. In many of our rural communities, children with disabilities still suffer neglect, denial of access to education and in extreme cases, elimination by parents and the community…'_

Adjectives which are employed in this field are the third frequently used with a frequency of 11 representing a 33% of the total number of lexical items used in the field "children matter". The use of adjectives indicates the various aspects from which children are maltreated. These aspects are captured through the use of adjectives such as *physical, emotional and sexual rural, and inadequate etc.* The adjectives form a suitable register for the field "children matter" because they indicate the aspects of children˶s lives which are affected by various forms of maltreatments. These registers are seen in the excerpt below

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*Our children are our greatest assets. Research shows that many of our children suffer the effects of poverty, such as, **inadequate** access to food, safe drinking water, health and lack of quality education. Several are subjected to **physical, emotional and sexual** abuse. In many of our **rura**l communities, children with disabilities still suffer neglect, denial of access to education and in extreme cases, elimination by parents and the community…'*

This field did not make use of any adverb.

The tenor of this field is also permanent in the sense that the party want to be voted into power and remain in power for a longer period of time. This is expressed through the use of some adjectives such as *inadequate, physical, emotional and sexual* etc. to imply that the governance system the party hopes to achieve will be a lasting one in respect to the welfare of children.

The mode of this field is written to be spoken. This is in the sense that the manifesto is written and latter transmitted through the spoken form on a political platform since not all the electorate can read the print form.

Table 23: Frequency and percentage distributions of lexical items under children matter

Lexical items	Frequency	Percentage
Noun	19	58
Verb	3	9
Adjective	11	33
Adverb	0	0
Total	**33**	**100**

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Table 24: Summary of lexical items at risk in the entire manifesto

Lexical items	Frequency	Percentage
Nouns	1238	46
Verbs	610	23
Adjectives	756	28
Adverbs	95	3
Total	**2699**	**100**

Table 24 above presents and summarises all the lexical items which are at risk in the entire 2012 manifesto of the NPP. From the table above, it is evident and explicit that nouns which are employed are the dominant registers with a frequency of 1238 representing 46% of the total number of registers used in the entire manifesto. Nouns are used to name and indicate the concrete and abstract plans that the party wishes to carry out if given the mandate to rule the electorate. Nouns also are used to indicate the aspect of the economy that wasn't given attention by the previous government and how the party hopes to revamp and develop these areas.

As can be seen from the table 24, adjectives are the second highest lexical items with a frequency of 756 representing 28% of the total number of lexical items employed in the entire manifesto. The employment of these adjectives describes the kind and the nature of the plans and developmental projects the party promises the electorates. These registers are persuasive because they are used to describe the nature of the plans and these will lure and convince the electorates to vote for the party.

Verbs which are used in the entire manifesto appeared as the third lexical items used with a frequency of 610 representing 23% of the total number of lexical items used in the entire

manifesto. The verbs which are employed in the entire manifesto are used to indicate the kind of physical and psychological actions that need to be employed in order to achieve the concrete and abstract plans proposed through the use of nouns.

Finally, adverbs which are used in the entire manifesto form the least used lexical items with a frequency of 95 representing 3% of the total number of lexical items which are employed in the entire manifesto. The adverbs are dominated by adverbs of manner which indicate the manner and how the party hopes to achieve and carry out the developmental plans it promise the electorates.

4.24 Analysis of Lexical Cohesion

This aspect of study analyses lexical cohesive devices in the manifesto via the lexical cohesive devices propounded by Halliday and Hasan (1976)''s cohesion theory. These lexical cohesive devices according to Halliday and Hasan cohesive theory, these lexical devices are categorised into two dimensions. These include reiteration and collocation. Reiteration deals with repetition of lexical items, synonym or near synonym and super ordinate words.

Collocation, on the other hand, deals with complementary antonyms, part/whole or part/part. In doing the analysis, all the lexical cohesive devices that were used in the manifesto are identified.

4.24.1 Reiteration

 It should be stated from the outset that reiteration is an umbrella term that embraces five components namely: repetition, synonymy, antonymy, superordinate and general word.

These devices are deployed to convey emphasis and to tie the constituents of the discourse together.

4.24.2 Repetition

The party relied heavily on total repetition as a salient lexical cohesive device for achieving cohesion across the different parts of the manifesto and for emphasizing the party's ideas. By doing so, the party tried to persuade the audience of the truth of the ideas expressed including the bright future that was awaiting Ghanaians when the party comes to power. Thus, the party repeated words consequently and this contributed to the creation of the manifesto with a very strong passion.

The exhibitions of the repetition of some words throughout the manifesto create a sense of topic maintenance that contributes to the coherence of the manifesto where all parts are linked into one another. The most important of these are the word "leadership" which had a total occurrence of 30 times, "sector" which was used 34 times, and "development" which have a frequency of 42 and Nana Akufo Addo with a frequency of 26. The repetition of the aforementioned words assisted in unifying the ideas in the manifesto. The table below presents the words that are repeated in the entire manifesto.

Table 25: Repetition of words

LEXICAL ITEMS	FREQUENCY	PERCENTAGE
Leadership	30	4
Good	25	3
Nation	33	4
Partnership	22	3
Sector	34	4
Policy	33	4
Agenda	15	2
Nana Akufo Addo	26	3
Candidate	15	2
Management	23	3
Governance	25	3
Judiciary	32	4
Development	42	5
National	12	1
School	13	2
Finance	14	2
Transformation	20	2
Teacher	10	1
Education	23	3
Infrastructure	15	2
Kufour	14	2
Job	22	3
Employment	10	1
Government	22	3
Health	15	2
Ghana	35	4
Agriculture	22	3

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Industry	32	4
ICT	12	1
Democracy	15	2
Public	20	2
Private	25	3
Economy	16	2
Service	10	1
Project	21	3
Corruption	13	2
Institution	23	3
Programme	36	4
Total	803	100

4. 24.3 Synonym or Near Synonym

According to Abed-Raof (2001) "words which signify the same meanings are synonyms. Synonymy does not mean identical meaning between two words but the two words can be used in different contexts giving a similar meaning" (page: 50). In this respect, Koch (1983) examines synonymy in terms of what she calls "lexical couplet.

Synonymy is a common lexical cohesive device in political speeches and apparently, a manifesto is no exception. In line with this, germane examples need to be brought to the fore. Hence, NPP 2012 manifesto used the following synonyms. The overall aim behind using words that are semantically related is to create a kind of smooth transition from one sentence to another and to show how each sentence is related to one another. The pair of words below is the synonyms used in the manifesto and all these are semantic and syntactic substitutes. The synonyms occurred 29 times in the entire manifesto.

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Ineffective and visionless

Harnessed and achieved

Leader and candidate

Excel and deliver

Intention and goal

Assist and help

Assist and aid

Transform and change

Obstacles and challenges

Strong and firm

Job and employment

Dignity and integrity

Duty   and responsibility

Available and existing

Own and possess

Accommodation and house

Secure and protect

Money and fund

Technique and method

Agriculture and farming

Industry and factory

Election and poll

Robbery and crime

Prosecute and sentence

Freedom and liberty

Aircraft and helicopters

Salary and enumeration

Breach and go against

Narcotic and drug

Some of these registers can be seen in the excerpt from the manifesto below.

The NPP will build industry and factory for the Ghanaians…
The party hopes to improve the salary and remuneration to workers…'
Our country has enjoyed freedom and liberty from sometime now…'
(CHP 3.PAR. 2)

4.2.4 Hyponymy

Cruse (2002) defines hyponymy as a sub-group of a lexical cohesion, where the meaning of one item is included in that of another. Hyponymic relationship mainly involves a superordinate term which refers to word with more inclusive or general meaning, and hyponyms are words with more specific or narrower meaning.

4.24.5 Superordinate Words

Superordinate is a lexical cohesive device which belongs to the category of semantic relations, it adds lexical variety and word relations to the texts in general and political manifesto in particular. There are 8 superordinate words which have appeared in the entire manifesto.

School
Primary school
Kindergarten

University

Government
Legislature

Judiciary

Executives

Agriculture
Farm

Fisheries

Poultry

Livestock

Cash crops
Cocoa
Sheanuts

Cotton

Cereals
Maize

Rice

Millet   The police service

Cowpea   Fire services

Sorghum   Immigration service

Social amenities   Customs division
Water

Toilet   Prison services

Schools

Roads   **Narcotics/Drugs**

Health facilities   Cocaine

                                Alcohol

                                Marijuana

Security forces
The Armed forces

 Our security forces include the Armed forces, the police service, the fire service and the immigration…

*Our cash crops such as cocoa, sheanuts and cotton …' **(CHP 2.PAR. 3)***

4.25 Collocation

4.25.1 Complimentary Antonyms

Antonymy is used to express contrast between words and serves the purpose of emphasizing ideas. The results of the study have revealed that the lexical cohesive device of antonymy is among the ones which received attention in the manifesto. The complimentary antonyms are used in the manifesto to compare the disparity of work done by the incumbent government and what the party hopes to do to improve the economic sector of the nation. From the analysis, the complimentary antonyms occur 13 times in the manifesto.

Private – public

Prosperity –poverty

Good –bad

Manage – mismanage

Employment –unemployment

Competent – incompetent

Reduce – increase

Corruption –transparency

Maximize –minimize

Major – minor

Adequate – inadequate

Developed –underdeveloped

Graduate – non-graduate

*The NPP will not run an **ineffective and visionless** government as the NDC is doing... We will lead Ghanaians to **prosperity not into poverty**...' (CHP 3.PAR. 6)*

Table 26: Summary of lexical cohesive devices in the manifesto

Lexical cohesive devices	Frequency	Percentage
Reiteration –Repetition	38	43
Synonymy	29	33
Superordinate words	8	9
Collocation- complimentary antonym	13	15
Total	**88**	**100**

Table 26 above, presents a summary of lexical cohesive devices which are analysed in the entire manifesto. From table 49 above, repetition occur as the most dominant lexical cohesive devices which was used with a frequency of 38 representing 43% of the total number of cohesive devices employed in the entire manifesto. The heavy reliance on

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repetition as a salient lexical cohesive device in the manifesto helps to achieve cohesion across the different parts of the manifesto and also emphasise the party's ideas. By doing so, the party tried to persuade the audience of the truth of the ideas expressed including the bright future that was awaiting Ghanaians when the party comes to power.

As can be seen from table 26, Synonyms follow with a frequency of 29 representing 33% of the total number of lexical cohesive devices used. The effect of using synonyms or words that are semantically related in this manifesto is to create a kind of smooth transition from one sentence to another and to show that each sentence is related to one another.

Complimentary antonyms are the third lexical device used with a frequency of 13 representing 15% of the number of cohesive devices used in the entire manifesto. The antonyms are used in the manifesto to contrast and compare the disparity of work done by the incumbent government and what the party hopes to do to improve the economic sector of the nation.

Finally, superordinate words are the least used cohesive device employed with a frequency of 8 representing 9% of the total lexical items. The use of the superordinate term helps the manifesto to form complete coherent units not only that but also allows the ideological approaches of the manifesto of the party to develop coherently.

4.26 Summary of chapter

The analyses and discussions were carried out in two aspects in line with the two theoretical frameworks. The first aspect looks at register while the second part looks at lexical cohesion.

The use of the register theory identifies the field of the discourse as a political manifesto, the tenor as a formal and permanent relationship between the interlocutors while the mode as written to be spoken. On the hand lexical cohesive devices identified are repetition, synonym, antonym and superordinate words.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter of the research gives a synopsis of the preceding chapters of the study and also draws conclusions and implications from the findings of the study. The chapter comprises a summary of the goals or objectives, methods and approaches employed in this research and then continue to give the main findings of the research. This chapter again ends with conclusions, areas for further studies and recommendations.

5.1 Summary of Aims and Methods

The aim and the goal of this research is to analyse register and lexical cohesion in the 2012 manifesto of the NPP taking cognizance of the effects of these registers and lexical cohesive devices" contribution towards the development of the entire manifesto. To achieve these objectives, the study begins by identifying the various lexical items used in the manifesto.

The study employed two theoretical frameworks, namely the register theory of Halliday and Halliday and Hasan"s (1976) cohesion theory. The lexical items were analysed via these two theories.

The register theory considers three social functions that correspond to language. These social functions are field, mode and tenor. Field, is the subject or communicative event that the registers revolve round, mode refers to the medium that the field is presented to the audience and tenor also refers to the relationship which exists between the participants

whether permanent or temporal. The lexical items are analysed considering the effects and the appropriateness of the registers which are at risk in relation to these three factors.

The second theoretical framework is Halliday and Hasan‟s cohesion theory which also considers the lexical cohesive devices that are used in the entire manifestoes. These lexical cohesive devices are into two categories; reiteration which includes repetition, synonyms or near synonyms and superordinate terms. The second category is collocation which also includes complimentary antonyms. The manifesto is analysed in cognizance these lexical cohesive devices.

The study adopted the qualitative research approach and the textual analysis research design due to the descriptive and exploratory nature of the study. The qualitative research approach is interested in describing and interpreting data such as texts, pictures and/or observable behaviour which occur in natural forms. The study employed the textual analysis as the research design as well as the register and cohesion theories in analysing, interpreting and discussing the NPP 2012 manifesto. Register analysis was done especially by categorizing the registers into their lexical categories, that is to say that the lexical items were identified and isolated based on the major word classes; noun, verb, adjective and adverb. These lexical items were counted in their frequencies and percentages identified in order to support and check the effectiveness, appropriateness and their relevance to the field under which they are categorized.

 To respond and answer the research questions set in this research, the above mentioned procedures and methods were employed by the researcher to aid him arrive at appropriate conclusions. The research questions that the researcher formulated for the study were four which are: "What are the registers used in the 2012 manifesto of the NPP?", "what are the

lexical cohesive devices employed in the 2012 manifesto of the NPP?", How is the effect of the persuasive language used in the 2012 manifesto of the NPP?" and What are the effects of the use of the registers and the cohesive devices on the manifesto.

The data employed for this study is the 2012 manifesto of the NPP. The first stage in the analysis of this data involved the identification and quantification of lexical items used in the manifesto in terms of classes and frequencies of how they occur and their corresponding percentages regarding the field in which they are used. The study also employed Halliday and Hasan"s (1976) cohesion theory which lexical cohesive devices were analysed in the manifesto.

With regards to the analysis of lexical items in the register theory, it concentrated on how these lexical items are appropriately used under the field thus the topic or the subject matter being discussed in the manifesto and also how the registers employed in the manifesto reveal the tenor, mode and the field. The interpretation and discussion were also done based on the effects of the registers used in the various fields and how these registers reveal the party"s plans, ideology and vision for the electorates.

The second stage of the analysis also examined the lexical cohesive devices used in the entire manifesto. The discussions again looked at the dominant cohesive devices used and the effects these devices have on the composition of the manifesto.

The study employed a manual textual analytical approach in coding lexical items and cohesive devices into their respective classes and fields as well as quantifying these lexical items into frequencies and percentages to reflect how these lexical items are used as registers to relate to their respective fields in the manifesto.

5.2 Summary of Findings

The aim of the study was to analyse registers and lexical cohesive devices used in the 2012 manifesto of the NPP. The study also aims to look at the registers which are at risk, the lexical cohesive devices used, persuasive language used and finally the effects of the registers and the lexical cohesive devices on the manifesto. This section is organized based on the objectives formulated for the research.

- To identify registers used in the 2012 manifesto of the NPP

The analysis of lexical items based on the various fields reveals that the choices of the registers that are employed are appropriately related to the fields in which they are used. The registers that are at risk are the lexical items analysed; these are nouns, verbs, adjectives and adverbs. The party uses these lexical items to drive home their mission and vision for the electorates. The general field of this discourse is manifesto and the manifesto is a specific field which employed specific registers. The manifesto employed both written and spoken modes in the sense that the manifesto is first written and later introduced to the electorates through spoken medium or channel on campaign platforms. The tenor is the relationship between the participants in the communicative events whether permanent or temporal. In this manifesto the relationship established is permanent in the sense that the party hopes to assume and remain in power permanently. This is seen through the way the lexical items which are used as registers to discuss the various fields in the manifesto.

From the analysis, it has been found that the noun registers which are employed constitute the dominant lexical items used with a frequency of 1238 representing 46% of the total number of registers employed in the manifesto. The use of these nouns reveals how the

party hopes to carry out concrete, abstract, psychological and developmental projects in all aspects and spheres of the economy. Nouns also are used to indicate the aspect of the economy that wasn"t given attention by the previous government and how the party hopes to revamp and develop these areas.

The adjectives are the second highest with a frequency of 756 representing 28% of the total number of registers employed in the manifestos. These registers are used to describe the nature and the kind of infrastructural development the party promises to carry out for the electorates. The registers are also persuasive because they are used to describe the nature of the plans and these will lure and convince the electorates to vote for the party. This confirms Halmari (2005) who argues that adjectives are used as persuasive registers to persuade and convince voters about ideology of political parties in order to give them the mandate.

The verbs used as registers appear as the third most frequently used lexical items with a frequency of 610 representing 23% of the total number of registers employed in the entire manifesto. These verbs are used to indicate physical and psychological actions that need to be employed in order to achieve and execute the concrete and abstract as well as the developmental projects and plans which the party promises the electorates.

Finally, adverbs form the least used lexical items with a frequency of 95 representing 3% of the total number of lexical items that are employed in the entire manifesto. The adverbs dominated are adverbs of manner which indicate the manner and how the party hopes to achieve and carry out the developmental plans it promises the electorates.

- To analyse the identified registers in order to establish their persuasiveness in the language of the manifesto.

The party employed all these registers to persuade the electorates to vote for them base on the promises that are made through the various fields in the manifesto. The effects of this persuasive language used by the party are realised through the use of these registers to convince, cajole and persuade the electorates to vote for the party. This is seen through how the party used some derogatory adjective registers such as poor, incompetent, inefficient and corrupt to downgrade the incumbent government but used attractive adjectives such as *experience, efficient, transparent and vibrant* etc. to describe the governance system it hopes to put into practice. And the use of these registers in the manifesto confirms the characteristics of political manifestos according to Bhatia (1993) and Halmari (2005). In their study, they found that manifestos employ persuasive registers that are used response in the form of voting for the party is desired, capture the attention of the person reading the manifesto, are usually addressed to all potential voters, recipients are all adults who are eligible to vote in general elections, provide more information on the programme on ideologies of the party. All these characteristics are revealed through the registers in the manifesto.

- To identify lexical cohesive devices in the 2012 manifesto of the NPP

The lexical cohesive devices employed in the manifesto are reiteration which includes repetition of words, synonyms or near synonyms and superordinate words. The manifesto also made use of collocation. The specific collocation used in the manifesto is complimentary antonyms. From the analysis it found that the dominant lexical cohesive

device employed in the entire manifesto is repetition of words with a frequency of 38 representing 43% of the total number of lexical cohesive devices employed. The heavy reliance on repetition as a salient lexical cohesive device in the manifesto helps to achieve cohesion across the different parts of the manifesto and also emphasises the party's ideas. By doing so, the party tried to persuade the audience about the truth of the ideas that are expressed in the manifesto which includes the bright future that awaits Ghanaians when the party comes to power.

Synonyms occurred as the second highest lexical cohesive devices used with a frequency of 29 representing 33% of the total number of lexical cohesive devices. This reveals the effects of using synonyms or words that are semantically related in the manifesto. The use of this device creates a kind of smooth transition from one sentence to another and show how each sentence is related to one another.

Complimentary antonyms appear as the third lexical cohesive devices that are used in the entire manifesto with a frequency of 13 representing 15%. These antonyms are used in the manifesto to contrast and compare the disparity of work done by incumbent government and what the party hopes to do to improve the economic sector of the nation.

Superordinate terms constitute the least used lexical cohesive devices with a frequency of 8 representing 9% of the total number of lexical cohesive devices which are used in the manifesto. The use of these superordinate terms helps the manifesto to form a complete coherent unit not only that but also allow the ideological approaches in the manifesto of the party to develop coherently

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- To examine the effects of the register and lexical cohesive devices on the manifesto

The effects of the use of the registers and lexical cohesive devices in the manifesto are that; the choices of these registers make it possible for one to identify this genre as manifesto in the sense that the registers which are employed distinguish this genre or make this genre sui generis from any other kinds of genre. This is realised through the persuasive nature of the registers employed.

The effects of the use of lexical cohesive devices are that, the devices create some kind of connectedness among the registers which are used in the manifesto. The use of these devices leads to the understanding of the entire manifesto such that the devices establish link and logical presentation of the ideas in the manifesto. Also, the dominant use of repetition as a cohesive device demonstrates the degree of emphasis the party places on some of its pivotal plans for the nation when voted into power.

5.3 Conclusion of the Research Results

The aim of the study was to analyse registers and lexical cohesion in the 2012 manifesto of the NPP. From the analysis of the manifesto, it has been realised that nouns are the registers which are more employed than any other lexical items employed in the manifesto. These nouns reveal how the party hopes to carry out concrete, abstract, psychological and developmental projects in all aspects and spheres of the economy. Nouns also are used to indicate the aspects of the economy that was not given attention by the previous government and how the party hopes to revamp and develop these areas.

Adjectives occur as the second highest lexical items used as registers to describe the kind and the nature of developmental projects that the party hopes to establish for the

electorates. The persuasive nature of the manifesto is realised through the use of these adjectives.

Again, verbs form the third most frequent lexical items in the manifesto which indicate the actions that will be used to execute the developmental projects the party hopes to achieve.

Adverbs are the least lexical items employed and are predominantly made of adverbs of manner and these reveal how these action plans will be executed by the party.

The effects of the use of the persuasive language in the manifesto makes the manifesto distinct and appealing so that it can coerce the electorates to accept the ideologies of the party so that they can give them the mandate to rule the country.

The manifesto employed some lexical cohesive devices; these are repetition, synonymy, superordinate words and collocation which are complimentary antonyms. From the analysis, repetition is the most dominant cohesive device employed. The use of this device emphasises the massive projects the party hopes to achieve and also the commitment that the party hopes to attach to the execution of these plans. The uses of synonyms in the manifesto make it possible for the electorates to understand the ideology of the party well. The superordinate words are used to categorise the concrete plans into groups so that the electorates can better understand the plans into details. Finally, complimentary antonyms are used to compare the disparity of work done by the incumbent government and what the party hopes to do to improve the economic sector of the nation.

The effect of these lexical cohesive devices used in the manifesto help to establish ties and links between the lexical items such as nouns, verbs, adjectives and the adverbs in the manifesto.

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The study confirms the finding of Savola (2005) on analysis on the language and structure of general election manifesto of British Labour Party that manifesto employs persuasive registers to convince electorates to vote for that party through the use of adjectives.

The study also confirms the finding of a research done by Qudah (2016) that political manifestos made more use of repetition of words to lay emphasis in order to foreground the party‟s commitment to the plans it hopes to execute.

The study again confirms one of the findings of Savola‟s (2005) study that political manifestos are perfect examples of text or genre which seek to influence people, more precisely, the voters.

The study also confirms Reah‟s (1990) finding on the use of lexical cohesive devices that cohesion is the system of a language not only helps to form complete coherent units but also allows the ideological approaches of the manifesto to develop coherently. This is what happened exactly in the analysis of cohesive devices in the 2012 manifesto of the NPP.

5.4 Areas for Further Research

This study is explicitly limited to lexical items that are used as registers which are employed in the 2012 manifesto of the NPP. This does not include higher grammatical elements such as phrases, clauses and sentences. The study is again limited to lexical cohesive devices but not grammatical cohesive devices.

1. Further studies can be conducted on the use of register and lexical cohesive devices on different parties‟ manifestoes.

3. More studies can be conducted in cohesion and register on political manifesto to whether confirm or challenge the findings of this current study.

4. It would also be of immense importance for a comparative register and lexical cohesion analysis to be carried out in order to compare the uses and effects of lexical items of different political manifestoes in Ghana.

5. Apart from register and cohesion analysis, other models of linguistic analysis such as stylistic analysis, thematic analysis and pragmatic analysis can also be useful for studying political manifesto.

6. A comparative analysis can be done based on two party''s manifestos to identify which of them use more cohesive devices than the other. The current study will give political speech writers to have insight into which kind of registers and lexical cohesive devices will aid the write their speeches very well.

5.5 Recommendations

1. It has been found out that, the preponderant use of adjectives and nouns made the manifesto persuasive so it is recommended that political speech writers can use adjectives and nouns in their speeches and manifestoes.

2. This study employed manual way in analysing its data. This rendered the analysis tedious due to the laborious nature of the data. The researcher therefore recommends that computerised software should be used to analyse such data in order to make the analysis easy.

3. 3. The study should be replicated in other political discourse or genres such as: state of the nation addresses, independence speeches, inaugural speeches and

others in other parts of Africa to establish the current status of effects and the nature of registers in such genres.

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