

# PRAGMATIC ACTS IN SELECTED PLACARDS ON THE 2024 END BAD GOVERNANCE PROTEST IN NIGERIA

Daniel Abuh

## Abstract

This study seeks to investigate the pragmatic acts in selected placards on Nigeria's 2024 End Bad Governance protest. Previous studies on pragmatic acts have focused more on courtroom discourse, religious discourse, political discourse, business discourse, EndSars Protest 2020, the Subsidy Removal protest in 2012, among many others. Based on the domains of the language mentioned above, the pragmatic acts on protest placards have not been adequately represented in linguistic scholarship. Protest is an indication of conflict. Conflict arises against perceived discontentment and disagreement between groups of persons. Language is an important tool which the protesters used to channel their grievances to the appropriate authority. The data for the analysis were sourced from social media platforms such as Facebook and Google engine search. 50 placards were downloaded and subjected to linguistic analysis using Jacob Mey's (2001) aspects of Pragmatic Acts Theory as its theoretical framework. Certain linguistic features such as demanding, appealing, advising, informing, questioning, directing, and inciting were identified. The findings revealed that the #EndBadGovernance placards performed many pragmatic acts, such as demanding, appealing, advising, informing, questioning, directing, and inciting and they conveyed a deep message to the rest of the world about the plights of Nigerians in their current state. The study concludes that the linguistic items the protest's aim and forecast the government's reaction and experiences as evident in the demonstration and consequent response.

**Key words:** Pragmatics, protest, placards, conflict, EndBadGovernance.

## **Introduction:**

Language is a powerful tool of communication which distinguishes man from other creatures of the world. It allows man to effectively communicate and relate with one another using the appropriate language in relevant context(s). Without communication the world is useless. Communication is key in human existence as its absence will make the world useless. The efficacy of communication in human growth and development cannot be over emphasized. Within the scope of existing communication modes, (verbal, non-verbal, written and visual), this paper focuses on the pragmatic acts which capture communication through the use of placards. A placard is a printed handwritten notice or sign for public display either fixed to a wall or carried during demonstration or protest.

The movement tactically used word of mouth alongside posters, illustrations, icons and symbols, etc. to communication to the government and to strengthen their testaments. Since images, placards, and other forms of visual representation can convey verbal meanings, they can be subjected to pragmatic analysis.

## **Background**

Nigerians are enduring people and have endured the problems in Nigeria for decades. Nigerians have contended with so much corruption, banditry, kidnapping, and lack of security of lives and property. The situation has been aggravated by frequent dishonours involving public officers, who frequently remain unpunished, further eroding public trust in the government. Profitable rigors, amplified by a global downturn and mismanagement, have pushed numerous Nigerians into poverty. Naira has declined in value, and essential goods have become decreasingly unaffordable. Also, the security situation has deteriorated, with rampant banditry, hijackings, and mutinies making life dangerous for numerous citizens. These factors created a rich ground for wide disgruntlement, setting the stage for the protest.

Still, as the protesters gather, they also attracted a more different crowd, including groups with varied intentions. This diversity, while

originally a strength, soon became a challenge as it led to the emergence of clashing strategies and objects among the protesters. Some groups supported peaceful demonstrations, while others, frustrated by times of unheeded demands, resorted to more aggressive tactics. In Kano, protesters defaced the NCC Industrial Park, causing significant damage to the installation. Tragically, two individuals were killed when protesters strongly gained access to the Kano State Government House. In Katsina, police arrested several gangbangers who were trashing parcels amid the protesters. In response to the rising violence, the Kaduna State Government assessed a 24-hour curfew in an attempt to restore order and help further uneasiness. Also, some protesters in Kano were seen signalling a Russian flag, adding a complex dimension to the protest dynamics.

The convener and the organizer of the protest, Peter Ameh, in an interview on African Independent Television (AIT), affirmed that there was no going back on the protest despite the apprehensions allocated on some of his members and the importance of intelligencers in the course of carrying out their duty. Though their demands have not been met, arrangements have been made for dialogue between the organizers and the government. The protesters carried posters with eulogies expressing dissatisfaction, hunger, and poverty. Language is a means people communicate and show their identity; the protesters took advantage of this by casting captions, designs, posters, and pictures that went with their communication. This paper addresses pragmatic acts in 2024 EndBadGovernance posters placards using the verbal characteristics of some named posters with a special interest in constructing meaning.

Words are potent tools in the hands of a creative writer, when properly manipulated can make or mar a situation to a certain advantage. However, the linguistic items that appear on the placards can make or mar Nigeria. The protesters carefully selected their words to drive down their points through acts of sympathy, commanding, insulting, assault, questioning, resisting, intimidating, condemning, crying, and accusing the government against bad leadership.

Language is an important aspect of communication as it revolves around human endeavours. Human interaction is important in our society today. People communicate based on social needs, political, economic. Language has become the most important information carrier not only for semiotic systems but also for storage and construction of information.

Discourse of protest is a form of political study that is scarcely new. There exists a fairly broad literature on the discourse of social movements, more particularly on the linguistic items on protest placards. Linguists at different levels have researched on courtroom discourse, (Ibiley 1994), religious discourse (Okpe 2020, 2021, 2023), Protest discourse (Ukor 2022), political discourse (Clilton, 1985; 2024; Wodak, 1989; Van Dijk, 1998), and business discourse (Osayande 2024), among others. However, scholars have not analysed the pragmatic acts deployed in End Bad Governance protest on some selected placards on the 2024 End Bad Governance protest in Nigeria. The present study thus seeks to interrogate the pragmatic acts deployed on the placards by the protesters. The aim of this study therefore is to identify and discuss the pragmatic acts used by the protesters in the End Bad Governance placards in the 2024 protest with the following objectives: to identify and discuss the pragmatic acts on the protester's placards, to explicate the pragmatic function of the acts, to see how the discursive strategies are being deployed in meaning construction through the use of placards.

The study hopes to answer the following questions on the aim and objectives raised above. What are the various pragmatic acts found on the placards? What are the pragmatic functions of the linguistic items on the placards used by the protesters?, What are the discursive strategies deployed through the placards?

The scope is limited to the pragmatic acts on the placards used by the protesters in the 2024 End Bad Governance protest in Nigeria. The study will contribute to the body of existing knowledge in the area of literature in pragmatics and also expand knowledge in this area. The study will also make language users to be more aware of the significance

of the use of placards especially during protest. Furthermore, this study will contribute to the area of protest discourse especially for non-linguists to learn more on how to select choose words especially in protest situation.

## **Conceptual Clarification**

### **Pragmatics**

Pragmatics is an important branch of linguistics English language. It helps us look beyond the literal meaning of words and utterances and allows us to focus on how meaning is constructed in specific contexts. When we communicate with other people, there is a constant negotiation of meaning between the listener and the speaker. Pragmatics looks at this negotiation and aims to understand what people mean when they communicate with each other. Pragmatics deals with studying language in context—how context influences the interpretation of meaning in communication. It focuses on how people use language in social situations, considering factors like implied meaning, context, intentions, and presuppositions to understand communication beyond literal words used.

Levinson (1983) defines pragmatics as a language study that learns about language connections with the terrain. The terrain in question is dramatized and codified so that it cannot be removed from the structure of language. Pragmatics is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language. Pragmatics studies all those aspects of meaning not captured in a semantic theory.

Pragmatics is part of semantics (the general study of meaning). Udofot (1998:126-146) states that while nominal propositions, abstract propositions, and contextual propositions are the early propositions of semantics, componential analysis, and corroborate- tentative semantics are its after-propositions, pragmatics is an order of the proposition of semantics which evolved as a result of further advances in the study of meaning. Adegbite (2000:60) stresses that pragmatics can be studied, as a part of semantics, only if semantics is considered with the wider

consideration of meaning”. But “if semantics is considered in the narrow sense of cognitive meaning alone, also pragmatics will serve alone to feed for the remaining aspects of meaning.

In the context of this study, pragmatics is the study and analysis of language use, meaning of utterances and understanding and interpretation in a particular communicative situation (specifically the #Endbadgovernment situation), which especially takes cognizance of the communication being passed, the protesters’ intention and the subject of protests.

## **Protest**

Protests are social movements increasingly drawing global attention at variance, some having become truly historical landmarks, viz.: the nonviolent marches of the Civil Rights Movement in segregated United States in the 1950s and 1960s; the youth revolt in France in 1968, known as May 1968; the Soweto uprising in 1976 against the apartheid regime in South Africa; the Tiananmen Square protests of 1989 in China; and recently the so-called Arab Spring revolution which still reverberates around the world. Each has generated its own unique pragmatic elements.

According to Amnesty International (right to protest), protest is an invaluable way to speak verity to power. The protest has been the driving force behind some of the most important social movements, exposing injustice and abuse, demanding responsibility, and people to keep hoping for a better future. Unfortunately, these precious rights are under attack and must be defended from those who are hysterical about change and want to keep us divided. Governments and others with power are constantly changing new ways to suppress protesters and silence critical voices. Global trends towards the demilitarization of police, the increase in the abuse of force by police on the protesters, and shrinking communal space mean that it's getting more delicate to stay safe while making your voice heard.

In its flagship campaign, cover the Protest, Amnesty International is working to expose when the right to protest is violated

and support movements worldwide as they strive for positive change. The crusade calls on governments to shoot a clear communication that protesters should be defended and to remove gratuitous walls and restrictions to peaceful demonstrations. One action can spark a movement. However, we can produce a better world where everyone is equal and free from inequalities if we work together.

People have a right to protest peacefully, and countries must admire, grease, and cover this right. This means they should not intrude with demurrers unless there's licit trouble to the safety and rights of others. Still, in numerous cases, intervention from state authorities is what causes else peaceful dislocations to become dangerous and violent. The likes of Twitter, Facebook, and Instagram have become necessary in bringing people of like minds together as well as informing others about what is going on. The #EndBadGovernance, #FixNigeria went viral, spotlighting Nigeria's suffering internationally.

Inspired by the tenacity of Nigerians, the researcher has stylishly and craftily looked at the placard inscription by bringing out the salient linguistic relevance in the posters displayed.

## **Empirical Review**

The compass of visual pragmatics spans across pragmatics and semiotics. In recent times, converse judges have shown great interest in examining realistic features in converse; others have been interested in interpreting visual rudiments in certain surrounds. In the literature, some affiliated workshop on the interpretation of pragmatic features or visual elements of converse are( Odebunmi et al, 2009; Ademilokun & Olateju, 2016; Osisanwo, 2017; Lamidi, 2018; Adediran, 2020; Odogwu, 2021).

Odebunmi et al. (2009) delved into the use of sayings in Soyinka's Death and the King's Horseman employing Mey's (2001) pragmatic act theory and insights from the literature on adage studies. They examined the 57 sayings in the textbook and discovered that 17 yielded practs of encouraging, 13 practs of assuring, 9 practs of scolding, 5 practs of justifying 4 practs of prevailing , and 3 practs of gruelling ,

praising, and advising each. Their work was especially unique because it contributed to the study of sayings in African erudite workshop.

Ademilokun and Olateju( 2016) employed Halliday's ( 1985) systemic metafunctional principles and Barthes'( 1977) generalities of harbourage and relay to examine named political visual vestiges from political rallies across the six South- western countries of Nigeria to dissect the meaning expressed through them and explore aspects of visual representation in Nigerian political rally converse. They linked visual vestiges similar as vests, caps, and Ankara, and affirmed that those vestiges reflected the identity and testaments of the political parties and the position of fidelity/ commitment of politicians and political sympathizers. Their study revealed that visual vestiges are of great significance in political rallies to communicate essential political, artistic, and social values.

Osisanwo (2017) delved into the choice of words in the initial speech of President Muhammadu Buhari delivered on 29th May 2015 to identify the realistic acts involved and the functions of the acts. He linked 99 acts in the speech which were categorised into 19 realistic functions. These functions include proposing( 20), admitting( 17), promising( 10), thanking( 10), stating( 9), assuring( 6), remarking( 4), appealing( 3), reminding( 3), instructing calling( 2), advising( 2), and others, similar as cheering, hoping, charging, informing, extending, relating, describing, and defining, being just one time.

Lamidi (2018) anatomized the realistic presumption in Facebook- patronized announcements. 10 patronized announcements were subordinated to analysis using the pragmatic theory of presumption. She discovered that advertisers employ empirical, factive, and verbal presumptions to produce product mindfulness, consumer demand, and inform consumers of their capability to satisfy the demand created and produce driving response and deals. She further revealed that advertisers construct declarative, interrogative, and imperative rulings as well as noun expressions with multiple adjectives to achieve the purpose of the announcement.



Adediran (2020) linked the pragmatic functions essential in humorous illustrations in named homilies of E. A. Adeboye and D. K. Olukoya. 15 homilies were intentionally tried and six extracts replete with humorous expressions were anatomized guided by a combination of Mey's (2001) pragmatic act theory, Meyer's (2000), Wilkins and Eisenbraun's (2009), and Scheel and Gockel's (2017) approaches to the humour propositions of contradiction, superiority, and relief, and Jauregui's (1998) humour types. She discovered that out of the six extracts, two were encouraging with Irish and situational humour while the other six were tutoring, advising, affirming, and condemning with verbal, grim, sarcastic, and grotesque humour.

Odogwu (2021) conducted a realistic disquisition of print captions on the Amòṭekùn security outfit of Southwest, Nigeria using the realistic act theory of Mey (2001) and the visual act theory of Hoyer and Kaiser (2007). She tried a qualitative analysis of eight prints sourced from Twitter to expose the opinions of the millions and their position of acceptance of the recently introduced security outfit in the right. She discovered that five of the prints yielded assertive allopracts, two suggestive allopract, and one directive allopract.

Jonathan Ihunayachi Ukor (2022) wrote about the #EndSARS protest using Visual pragmatics and pragmatic act theory to decisively deal with the #EndSARS movement in Nigeria.

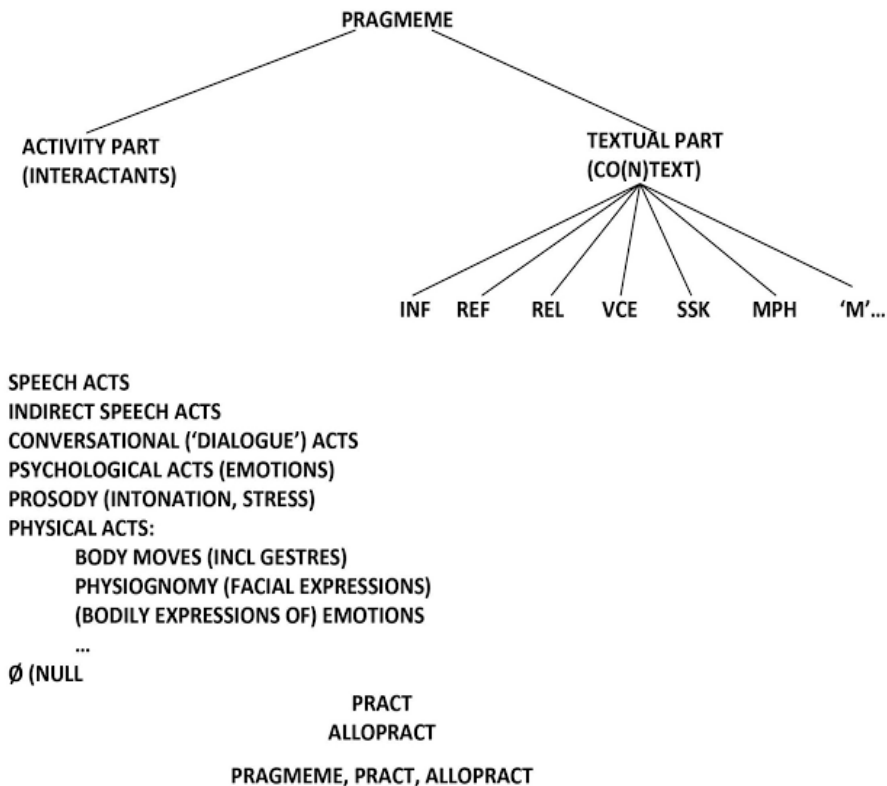
## **Methodology**

The paper adopted a qualitative approach to data analysis. The data for this study was sourced from Facebook posts and Google search engine. The relevant data were identified, downloaded and analysed in line with the theory. The placards on social media were inciting, requesting, demanding, and drawing the attention of the Nigerian government and international communities to help in reverting fuel pump prices, end hunger, and end food hikes among other national issues. The analysis considers the linguistic aspects of the placards using Mey's (2001) Pragmatic Act Theory.

### **Theoretical Framework: Mey's (2001) pragmatic act theory**

Mey's dissonance with the theory of the Speech Act led to the creation of the Pragmatic Act Theory. Mey opines that not all speech acts have a corresponding speech act verb except for the obvious ones which are performatives in nature: to pronounce as husband and wife, to baptize. According to Hoye and Kaiser (32), as cited by Omolabi and Durosimi (2017), Mey's area of strength is "on the abstract idealization of the intentional speaker and hearer and not on social reality". In other words, the speaker/writer and the listener/hearer cannot be distanced from the speech act processes as the speech act cannot act on itself as it needs participants and a situational context to exist. Odebunmi (157) affirms this fact when he states that a pragmatic act "is not on conditions and rules for an individual speech but on characterizing a general situation prototype, capable of being executed in the situation". The major difference, therefore, between speech acts and pragmatic acts is that pragmatic acts do not depend solely on utterances (actual speech) like speech acts rather they focus on the "circumstances that led to, and accompany these words... its focus on use, users and context" (Omolabi & Durosimi, 2018).

Pragmatic act is made up of pragmemes which is the generalized pragmatic act and it is expressed in utterances/context as a pract.



**Figure 1: Mey’s scheme of a pragmeme (Mey, 2001:222).**

The above schema is a representation of the parts of a pragmeme: the activity and textual part which must coexist in every communication process. In other words, for communication to be possible, the interactants draw from speech acts, indirect speech acts, conversational (dialogue) acts, psychological acts, prosody, and physical acts are placed in a co(n) text which manifests itself in INF inference, REF reference, REL relevance, VCE voice, SSK shared situation knowledge, MPH metaphor, and M metapragmatic joker. The interaction/synergy between the activity and textual parts results in a pract or an allopract.

### Data Presentation and Analysis

SN	Texts	Pract	Psycho logical Acts	Contextual features
1	END BAD GOVERNANCE END FOOD HIKE END HARDSHIP	Directing		
2	WE ARE HUNGRY HUNGER DEY NAIJA	Informing		
3	MR. PRESIDENT THIS IS NOT THE HOPE YOU PROMISED END EMILOKAN NO MORE ELOFOKAYBALE NIGERIANS ARE TIRED OF BAD LEADERS	Informing		
4	BRING BACK FUEL SUBSIDY PLACE POLITICAL OFFICE HOLDERS ON MINIMUM WAGE PAYMENT OF MINIMUM WAGE TO ALL NIGERIAN WORKERS IN PRIVATE AND PUBLIC EMPLOYMENT	Directing		
5	TINUBU LET NIGERIANS BREATHE THIS SUFFERING IS TOO MUCH JOIN THE MOVEMENT TO FIGHT FOR BETTER NIGERIA HUNGER IS TOO MUCH	Appealing / Inciting		Reference. Reference is being made to the President who is the addressee
6	SOCIALIST MOVEMENT: UNITE AND FIGHT! NO TO HARDSHIP, HUNGER, AND SLAVE WAGES!	Appealing		
7	SCRAP THE 1999 CONSTITUTION AND	Directing Informing		

<p>REPLACE IT WITH PEOPLE MADE CONSTITUTION FOR THE FEDERAL REPUBLIC OF NIGERIA THROUGH A SOVEREIGN NATIONAL CONFERENCE IMMEDIATELY FOLLOWED BY A NATIONAL REFERENDUM TOSS THE SENATE ARM OF THE NIGERIAN LEGISLATIVE SYSTEM, KEEP THE HOUSE OF REPRESENTATIVES (HOR), AND MAKE LAWMAKING A PART-TIME ENDEAVOR PAY NIGERIAN WORKERS A MINIMUM WAGE OF NOTHING LESS THAN #250,000 MONTHLY INVEST HEAVILY IN EDUCATION AND GIVE NIGERIAN STUDENTS GRANTS, NOT LOANS, AGGRESSIVELY PURSUE FREE AND COMPULSORY EDUCATION FOR CHILDREN ACROSS NIGERIA. STABLE ELECTRICITY IS A MUST CHILDREN OF POLITICAL OFFICE HOLDERS MUST STUDY IN NIGERIA NO MORE FOREIGN LOANS, THE DISGRACE MUST STOP, ALL OUR REFINERIES MUST WORK TO REVERT FUEL PRICES TOPRE-MAYY 29TH 2023 PRICE WE WANT FOOD PRICE CONTROL,</p>			
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	WITH IMMEDIATE EFFECT HUNGRY DEY			
8	NIGERIANS SAY NOT TO: FUEL HIKE, ELECTRICITY AND FOOD. NIGERIA IS SINKING REVOLUTION NOW!	Informing inciting		
9	OPEN BORDER END HARDSHIP	Requestin g		
10	REVERSE ALL ANTI-PEOPLE NEOLIBERAL POLICIES OF PRIVATIZATION, DEREGULATION & DEVALUATION OF THE NAIRA	Directing		
11	ENOUGH IS ENOUGH TO HUNGER AND HARDSHIP JAIL ALL CORRUPT POLITICIANS	Informing Directing	Anger	
12	TAKE IT BACK MOVEMENT MAKE LAWMAKING A PART- TIME JOB	Informing advising		
13	PAYMENT OF LIVING WAGE TO ALL NIGERIAN WORKERS IN PUBLIC AND PRIVATE EMPLOYMENT	Directing		
14	END BAD GOVERNMENT TINUBU SORIBU #PEACEOUT	Informing		Reference
15	POLITICIANS MUST ENROLL THEIR CHILDREN IN PUBLIC SCHOOLS	Directing	Anger	
16	WE SAY NO TO INJUSTICE	Inciting		
17	NIGERIANS HAVE LOST CONFIDENCE IN INEC CORRUPTION IS KILLING NIGERIA	Informing		

18	LET THE POOR BREATHE REMOVE TASK	Appealing		
19	END INSECURITY CREATE JOBS AND ECONOMIC PROSPERITY	Advising		
20	REMOVE TAKS ON DRUGS	Directing		
21	WE NEED STUDY GRANTS NOT LOANS	Requestin g		
22	ADEQUATE PROVISION AND FUNDING OF PUBLIC EDUCATION AND HEALTHCARE	Demandin g		
23	REVERSE FUEL PRICE HIKE NOW	Directing	Anger	
24	MR. PRESIDENT LISTEN TO THE POOR	Advising		
25	TINUBU ECONOMIC REFORMS IS A SCAM			Reference
26	REVERSE ELECTRICITY TARIFF NOW	Directive	Anger	
27	HOW CAN A BAG OF RICE BE MORE THAN MINIMUM WAGE?	Questioni ng		Emphatic statement
28	NIGERIANS ARE SUFFERING STOP THE HARDSHIP NOW!	Directing	Anger	
29	END INSECURITY POLICE BRUTALITY AND KIDNAPPING ALLOW PEOPLE'S CHOICE SAY NOT TO GODFATHERISM SAY NO TO MULTIPLE TAXATION IN LAGOS STOP IMPORT DUTIES OPEN BORDERS FOR FOODS	Directing		

	EXTORTION IS KILLING PEOPLE ETC			
30	NATIONALISE THE POWER SECTOR UNDER DEMOCRATIC WORKERS' CONTROL AND MANAGEMENT	Directing		
31	REVERSE FEE HIKES IN PUBLIC TERTIARY INSTITUTIONS	Directing		
32	ONE DAY THE POOR WILL HAVE NO FOOD TO EAT BUT THE RICH OPPRESSORS.	Informing	Anger	
33	TINUBU YOU MUST WORK 4 THE MASSES NOT FOR THE CABALS	Directing		Reference
34	REMOVE CORRUPTION NOT SUBSIDY	Directing		
35	WE REGRETE BUHARI AND TINUBU TO BE OUR PRESIDENT. JONATHAN	Regretting		Reference SSK, to the past two presidents of Nigeria
36	NO MORE CHEATING	Informing		
37	TINUBU'S REFORMS: SOURCE OF UNREST FOR NIGERIANS?	Questioning		Reference to the President
38	NO TO POOR LIVING CONDITIONS	Directing		
39	SCRAP THE SENATE #REVOLUTIONNOW	Directing		
40	WHERE ARE THE PALLIATIVES GOVERNMENT MUST ACT FAST TO END HUNGER	Questioning Directing		



41	WARNING: IF ANY PROTESTER GETS ARRESTED, HURT OR KILLED, OUR DEMANDS WILL CHANGE TO #TINUBUMUSTGO!!	Directing		Reference
42	WE ARE HUNGRY WE NEED TO EAT. WE TIRED OF STARVATION.	Directing		
43	PMB HATES SOUTHERNERS	Informing		Reference
44	TINUBU IS NOT OUR ELECTION WINNER FROM OUR LAST ELECTION	Informing		Reference
45	REJECT & DEFEAT THE PLANNED INCREASES IN FUEL PRICES! REJECT THE HANDOVER PHCN TO PROFITEERS & LOOTERS SO CALLED INVESTORS! REJECT PRIVATIZATION AND DEREGULATION IN ITS ENTITIES! PREPARE FOR A GENERAL STRIKE/MASS ACTIONS NOW!	Informing	Anger	
46	WE STAND WITH PMB IN SUSPENSION NATIONAL CHIEF JUDGE	Informing		Reference SSK to the past leader
47	A CORRUPT JUDICIARY IS A THREAT TO ALL MEN OF GOOD CONSCIENCE LET SANITY IN NIGERIA CONTINUE	Informing		
48				
48	END THE HUNGER NOW! DIALOGUE TIME IS NOW	Directing		

49	END BAD GOVERNANCE IN NIGERIA 2024 AREWA MUFEKA	Directing		Deployment of indigenous language
50	WONT TI LULE			Deployment of indigenous language
51	NA BECAUSE OF BAD GOVERNMENT I NEVER SEE HUSBAND @ 37 YEARS	Informing		Deployment of Nigerian Pidgin

## Discussion

This section focuses on the discussion of findings arising from the data. The discussion has been sectionalized according to the study's aim and objectives for easy comprehension. In carrying out the research, the study discovered that the pragmatic acts in the placards are mainly that of directing, questioning, advising, demanding, appealing, requesting, informing, and inciting. On a general note. Except on a few placards, the most prominent pragmatic act is directive. It is directive due to the nature of the protest and the demands made by the protesters. In the table above, the protesters used the placards to direct the government on the need to do the right thing. In the process of directive, some acts lead to inciting comments that may cause unrest among the citizens.

The nature of data determines the kind of speech acts that are made prominent in the work. This is because it is a protest and the protesters aimed at getting their demands attended to by the government. From the table above, some pragmatic acts are clear and straight to the point. For example, on text 15, POLITICIANS MUST ENROLL THEIR CHILDREN IN PUBLIC SCHOOLS. Is a clear directive and it is speech acts at work. Other instances drawn from the table include REVERSE ALL ANTI-PEOPLE, NEOLIBERAL POLICIES OF PRIVATIZATION, DEREGULATION & DEVALUATION OF THE NAIRA. This is also a clear analogy of the directives given to the government by the protesters.

In the case of psychological acts, the protesters also engage the government using such acts. For instance, NIGERIANS ARE SUFFERING STOP THE HARDSHIP NOW! The inclusion of “Now” in the above statement means a lot. It is a directive but has an implication. The psychological practs are that of anger and vexation. This can be seen on some of the placards too. REVERSE ELECTRICITY TARIFF NOW, REVERSE FUEL PRICE HIKE NOW, ENOUGH IS ENOUGH TO HUNGER AND HARDSHIP, and so on. The pragmatic acts of questioning were also employed in the texts by the protesters. The question that was asked is rhetorical, HOW CAN A BAG OF RICE BE MORE THAN MINIMUM WAGE? I guess the government would not have answered this question. This is for the purpose of emphasis.

We also saw the practs of appealing to the president to listen to the poor. Another says LET THE POOR BREATHE. Reference (REF) is also made to our two past leaders. That is Shared Situational Knowledge (SSK), about the personalities mentioned in the texts, that is, President Buhari and Jonathan.

## **Conclusion**

The discussion focused on 50 selected placards of the #EndBadGovernance which revealed that the textual parts of the pragrameme agree with the general aim of the protest. The #EndBadGovernance placards performed the pragmatic acts of demanding, questioning, informing, intimidating, commanding, asserting, and directing. The protesters were able to express dissatisfaction, anger and frustration as well as present their pitiable conditions to the government through their linguistic choices of words such as hunger, killing, tiredness, sinking, suffering, hardship and so on. By the pragmatic acts, the #Endbadgovernance protest like other protests functioned in rejecting the heinous and inhumane treatment experienced by Nigerians and the unjust norms of the dominants of such evil in Nigeria.

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