

Strategies and Indicators of Elocutionary Power for Persuasion and Sustainability of People's Hope: Selected Speeches of the Fifth President of Kenya Hundred Days in Office

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Abstract: The fundamental issues with elocution still revolve around the skill of public speaking with the proper tone, inflection, and pronunciation. Voice techniques and body language are utilized to properly and convincingly give a speech. The purpose of elocution is to clearly and successfully communicate a message to an audience, be it for entertainment, education, persuasion or to sustain hopes and interests in the audience. Elocution is a key component of the speeches of political speakers. Politics has evolved into a component of the society that cannot be separated from the language of the society. It is impossible to imagine politics without language use since politics is a game in which language is one of the most effective tools in the hands of its participants, the politicians. Politicians must develop the ability, power, and elocutionary strategies necessary for clear and distinct communication with their various audiences if they want to be taken seriously and have their objectives met. This is done so that when the politicians speak, their audiences can hear them, and when they communicate, their audiences can easily understand them. Failure on the side of politicians in this respect will result in a great deal of difficulties in hearing and comprehending, as well as misinterpretations and unwanted reactions from the audience. When elocution is utilized appropriately and efficiently in political speeches, the audience can be persuaded, which may also lead to the sustaining of the audience's hopes and interests. This paper examines the indicators and strategies of elocutionary power as used by the fifth president of Kenya for the purpose of persuasion and sustainability of the people's hope and interest, within his first hundred days in office. This study employs qualitative research approach guided by the tenets of Critical Discourse analysis Theory and Relevance Theory. Using purposive sampling, data were collected from some selected speeches of the fifth president of Kenya, hundred days in office. Critical, descriptive and analytical research designs were used to analyze the data and the indicators and strategies of elocution identified and discussed. The findings of the study indicate that the speaker made use of some meaningful strategies to show his power of elocution employed to persuade the people and sustain their hopes and interests.

Keywords: Elocution, persuasion, hope/interest sustainability, Critical Discourse Analysis (CDA) and Relevance Theories, elocutionary indicators/strategies.

1. Introduction

The act of distinct public speaking is one that appeals to the sense of hearing regardless of the circumstances in which it occurs, much as eating and drinking appeal to the sense of taste and clear visions to the sense of sight. As a result of this, language has evolved into a potent instrument in the hands and usage of people in all spheres of life. Language is very necessary for efficient interpersonal and group communication because of humanity's social and communal traits. In view of this, language is present in every aspect of life that involves communication between two or more individuals or groups. It is common knowledge that language usage, both implicitly and explicitly, is a necessary component of politics, which is defined as the activities connected to the government of a nation or region. This is especially true of the discussion, talking, and speeches that occur between political parties and the general populace. If language is used incorrectly in politics, it leads to a lot of confusion, misinterpretation, and unfavorable reactions that can plunge the entire country into disorder, anarchy, and catastrophe. Therefore, it becomes essential for political speakers to have the required elocutionary tools, techniques, and tactics for the practice of their politics. This will eventually lead to the intended outcomes when political speakers become successful at persuading, convincing, winning over, and even sustaining the hopes and interests of their listeners through the trajectory of elocution. This is a fact that should be considered in some way in every type of politics. This is also the case with the fifth president of Kenya, as can be seen from a few of the political speeches he gave during his first hundred days in office starting from the 13th day of September, 2022. In his first hundred days in office, he delivered a lot of speeches, but the ones that were chosen came from the official public political speeches he gave at the events that corresponded with them. In this case, some elocutionary indicators and strategies stand out for their ability to persuade and uphold the hopes and interests of the general public.

Cathy (2018) notes that a persuasive speech is the act of speaking used to convince the audience of a particular point of view. To persuade others to pay attention, one must have a compelling argument. However, the manner of presenting the concept also counts a lot (which is where and when the tenets of elocution come into play). A great speaker can easily make listeners believe anything, even if it is technically impossible. On the other hand, an ineffective speaker might not be able to persuade others without a fundamental and established fact. The purpose of a persuasive speech is to talk one into or convince the audience of the validity of the speaker's claim(s). This might entail coaxing someone to rethink their mind or at the very least examine certain factors that haven't actually been taken into account before; and this makes persuasive speech one of the most difficult forms of speech. According to Simons (1976), persuasion is frequently defined as the human communication that is designed to influence others by modifying their beliefs, values, or attitudes. Admittedly, as cited in Joseph (2021), persuasion is an intellectual and formal procedure used by one person to influence another and seek to change or reform attitudes, ideas, views, or behaviors in order to achieve voluntary compliance with a predefined outcome (Mortensen, 2004). In order for something to be considered compelling, the sender, the means, and the recipient must all be satisfied, according to O'Keefe's (1990) theory. In order to persuade someone, one must first have a goal in mind and be motivated to work toward achieving it. Secondly, communication is the tool that will help one reach that objective. Thirdly, the message's recipient must be free to choose to accept it.

The elocutionary skills evident in the selected speeches of the fifth president of Kenya were not for nothing. They simply presuppose the reality and existence of some goals in the mind of the president who was highly motivated to achieve such goals through the means of communication meant to accomplish the objectives of such communication from the target audience that are marked with free will. The free will to accept or not, makes it inevitable that in politics and with politics, there are bound to be disappointments. The reasons behind some current disappointments from politics have been the subject of several recent significant studies, many of which have either attempted to defend politics against its most vociferous detractors or have offered recommendations for institutional or more widespread cultural reforms that could aid in lowering the dissatisfaction with politics (Flinders, 2012; Gamble, 2000; Hay, 2007; Riddell, 2011). For this reason, it becomes very necessary and extremely important that the political figures strategize on how best to sustain the hopes and interests of the people amidst all forms of disdain and disappointments.

It might be questioned whether disappointment is the appropriate response if success in politics is not to be expected. Disappointment can be minimized in politics by having the right disposition towards the people's hopes. It is either that one must abandon all hopes so that politics cannot disappoint, or that one should see the possibility of thriving in such hopes/interest by placing them not just on what the politicians say but also on how convincingly they say them. Outstanding among the goals of communication by the president to the people in these speeches, is the sustainability of the people's hopes and interests. In order to sustain the people's hopes and interests, the politicians must say the right things the right way, through their powers and strategies of elocution, which can be clearly understood the viewpoints of Critical Discourse Analysis (CDA) and Relevance Theories respectively.

2. Theoretical Framework

The two primary theories used in this work are the Relevance Theory and Critical Discourse Analysis (CDA) Theory. Theo van Leeuwen, Gunther Kress, Teun van Dijk, and Norman Fairclough were among the academics that helped develop the interdisciplinary area of critical discourse analysis in the early 1990s (Wodak & Meyer, 2001). Critical Discourse Analysis (CDA) is a framework for understanding statements beyond their literal meanings, or reading in-between the lines. According to Van Dijk (1995a), CDA is the most appropriate method for political speech analysis because it is based on a socio-political perspective, a completely different way of studying language, discourse, and communication. CDA seeks to describe, interpret, and explain the relationships between language, social practices, and the social world, Rogers et al. (2005) write. According to Fairclough and Wodak (1997), who advocate for CDA, language is seen as a social practice, hence the context of usage must be taken into account while analyzing discourse. Language is utilized in certain social, political, cultural, and psychological circumstances rather than in a vacuum. For the interest of this write-up and in the case of the selected speeches, there is the contexts of the society (Kenyan), politics, cultures (Kenyan and tribal) and the different psychological circumstances of all the participants. Van Dijk (1995) outlines some specific principles of CDA that are relevant to this paper and they include:

- CDA offers critical approaches or methods of studying spoken or written discourse
- CDA is characteristically multi-disciplinary and inter-disciplinary
- CDA focuses on power, dominance and inequality and how these are reproduced or resisted by various social groups in their discourses (determined by class, gender, race, ethnicity, sexual orientation, religion, etc.)
- CDA is not limited to verbal or written texts alone but studies other semiotic aspects including gestures, pictures, film, sound and music.
- CDA seeks to reveal implied or hidden social structures of dominance of one social group upon another as well their underlying ideologies. It focuses specifically on strategies of manipulation, legitimation and manufacture of consent used by groups such as the powerful elite or those in authority.

Complementarily, the Relevance Theory, a cognitive theory of human communication developed by D. Sperber and D. Wilson, which was fully described in their 1986 book (Sperber & Wilson, 1986; 1995), has also been used for this paper to point to the fact that humans possess the biological capacity to optimize the relevance of incoming stimuli, such as language utterances and other communicative actions. There is need for people to share some psychological connectedness for any communication to make meaning between such individuals or groups.

CDA and Relevance Theories were chosen for this study because CDA aims to dig out and expose political leaders' use of language control, persuasion tactics, political dominance, power play, and ideological orientation which must have to psychologically make sense to not just the politicians themselves but also the general public and all of these are somehow related to the power of elocution.

3. Procedure

A qualitative research approach was employed for this study, with an emphasis on the analytical and descriptive research designs that allowed the researcher to gather and qualitatively analyze the needed data (some selected speeches of the fifth president of Kenya within his first hundred days in office), which were purposively sampled from the target population of all his official political speeches of his first hundred days as the president of Kenya. The sampled data which include: President Ruto's Speech at the Swearing in of his Cabinet Secretaries; President William Ruto's Inaugural Address; President William Ruto's Speech during the 59th Jamhuri Day (celebrated at Nyayo Stadium, the second public holiday with Ruto as president); and President Ruto's First 100 days Speech at Imaara Mall Official Launch; were purposively picked by the researcher.

Audio-visual materials and contents available on YouTube were actually what formed the significant instruments for this research. These selected audio-visual materials capture the selected speeches of the fifth president of Kenya - William Ruto, whose skills and strategies of elocution were critically analyzed in this paper. The audio-visual contents have been documented in various platforms and media, but YouTube was used to access the contents. These audio-visual recordings were selected because they captured speeches while they were being presented, preserving all of the delivery details, including non-verbal cues. The researcher then transcribed (and translated where need be) the speeches from the YouTube recordings in order to carry out a content analysis of the same. The speaker's non-verbal cues were also put into considerations since they form a supportive system for the elocution of the speaker. This helped in painting a thorough and clear picture of the entire selected speeches of the president. For the sake of validity, findings from data analysis accurately reflect the phenomena being studied in accordance to the study's objectives. The reliability of the study instruments was deduced through a pilot test that was carried out using other selected speeches from the same president still within the same timeframe of hundred days in office as the president of Kenya.

For data collection, the researcher set aside enough time to carefully choose and listen to the four required presidential speeches delivered by President Ruto during his first hundred days in office, in order to elicit the elocution inherent in the chosen speeches of president, who has been in office for hundred days. As a result, the video-taped speeches were examined and written down as one of the procedures for the data analysis of this study. The researcher then carefully listened to the selected speeches, transcribed and translated (where there is need) them. The researcher also not only listened to but also sternly watched the video clips in order to draw out more hidden meanings and interpretations of the speeches through non-verbal cues. The elocutionary indicators and strategies of the president evident in the video-recorded speeches were analyzed via Critical Discourse Analysis and Relevance Theories.

4. Analysis and Discussion

I) The Examination of Elocutionary Strategies

a. Elocutionary strategies in President Ruto's Speech at the Swearing in of his Cabinet Secretaries (Speech I)

A key element that remains outstanding as one of the strategies of elocution is the knowledge of self and the audience which automatically informs what to be said and how they should be said. President William Ruto's Speech at the Swearing in of his Cabinet Secretaries was done by the president himself on the 27th day of October, 2022. The president on behalf of himself and his deputy (showing a knowledge of himself and his deputy as the first two Kenyan citizens politically in charge of all others), began on the note of congratulation to all the cabinet secretaries appointed and sworn in on that day. The term *congratulation* implies a sense of not just knowing whom one congratulates, but also why such congratulation is being expressed. He employed the use of this term at several intervals in the course of **Speech I**, an illustration that can be seen when he said "**To all of you, I have had the occasion to congratulate you personally, but let me also take this opportunity to congratulate each and everyone of you for the honour to serve as a cabinet of the Republic of Kenya**". The act and gesture of personally congratulating someone, suggests a knowledge of the person being congratulated

by the one doing the congratulation; hence it remains a significant strategy of elocution that brings about a sense of rapport between the speaker and the audience, making the environment conducive and friendly for further speeches and reception of such speeches by both the speaker and the audience. The Relevance Theory that establishes the psychological connection existing between individuals (the speaker and the audience) is at work in this instance, harnessing the entire speech into one whole encounter of meaningfulness to both the president and his audience. The hopes and interests of the people in this context can easily be sustained through the what and how of the speech, knowing that he who speaks, that is, the president knows the people.

A Latin adage states "*Nemo dat quod non habet*" meaning "*No one gives what he has not*". This makes the knowledge of the subject matter indispensable in the context of elocution. A good knowledge of what is to be spoken about by the speaker, that is, the subject matter of a speech is one of the major strategies of elocution. After having congratulated them and their families, the president went on immediately to make it clear to the newly sworn in cabinet secretaries that "***failure is not an option, my good people. We have a country to look after, we have a plan to implement, and we have the people of Kenya watching us***". This statement automatically brings out the deeper and clear meaning of the responsibility of the newly sworn-in cabinet secretaries, making critical discourse analysis (CDA) very needed in order to sieve out this deeper meaning. It is a candid call that rests not just on being one of the cabinet secretaries, but also on being mindful of the watchful eyes of the entire Kenyans. Being fully equipped with the subject matter of his speech, the president reechoed the contents of the oath sworn by the cabinets members by stating that "***You have sworn to the constitution. You have also sworn to serve the people and you have sworn that you have been appointed to the cabinet of Kenya***". Through this elocutionary strategy of knowledge of the subject matter, the president's speech brought out clearly the hidden responsibility of being a member of the cabinet of the whole Republic of Kenya and not some parts of Kenya, CDA still at play. Having a good knowledge of the subject matter as evident from this speech, equipped the president with the power to sustain the hopes and interests of the people through his style of speaking.

Elocution takes place not in the context of soliloquy, but expressly in the context of social communication between two or more people, and within the context public speaking in particular. Hence, the president in this speech (**Speech I**) made some statements that suggest his awareness of the social context under which he speaks. Some of such statements include: "***We will pray together. I will encourage you to travel to as many parts of Kenya as possible. We are going to make sure that we carry the whole country along.***" Through these statements the president makes himself one with the cabinet members and together they become one with the entire country, hence, the advice to travel round the whole country and to carry the whole country along. CDA seeks to reveal implied or hidden social structures of dominance of one social group upon another as well as their underlying ideologies, hence placing the president over the cabinet members and the cabinet members over the people, but at same time together forming part of the larger social group of the entire Kenya, irrespective of the different social responsibilities. The idea of existing in the same social environment and contexts can make the people feel one with the president especially through his skill of elocution and this can build up their hopes and sustain their interests.

b. Elocutionary Strategies in President William Ruto's Inaugural Address (Speech II)

The inaugural address by Dr William Ruto took place on Tuesday, September 13, 2022 which happened to be the exact day he was sworn in as the fifth president of Kenya at Kasarani International Stadium. This address was strongly characterized by its wonderful element of grammar and sentence structure which happens to be among the defining components of elocutionary strategy. The mannerism of presenting his inaugural address brought out the significant role of correct grammatical and sentence structure needed in public speaking. Speaking to the audience, he stated that "***Our politics and our elections have never failed to be emotive, engaging, and dramatic.***" He went on to say that "***in this process, we have demonstrated the maturity of our democracy, the robustness of our institutions, and the resilience of the Kenyan people.***" By mere listening to the president as he made these statements in this inaugural address, one observes the effective use of comma and full stop, which immediately brings out the effectiveness of the need to have well-sentence structures and

grammatical statement as a key strategy of elocution. The capacity of being grammatically correct and being able to use sentences in their correct structures requires some level of human cognition which is actually the concern of Relevance Theory, a cognitive theory of human communication. The ability of correct grammatical and sentence structure use exhibited by the president during this speech, elicits some amount of trust in his competence and eloquence by the people, and this can go a long way in making them place their hopes more not just in what he said, but in how he said them.

The individual words of any utterance or speech carry in themselves their own meaning which collectively translates into the meaning of the entire discourse. Therefore, vocabulary and word meaning are among the outstanding strategies of elocution that manifested itself in the inaugural address of President Ruto. In this address, he made use of words that appealed in meaning to his audience, making it possible for them to understand him. There was a shared meaning flowing from his speech between all the parties, pointing to the main idea of Relevance Theory. Through the use of certain terms like ***“installment, robust, vigorously, tremendous, dividend, concerted”*** and many others, he not only spoke to them but also communicated to them through those words that are laden with heavy and deep meaning. The deeper meaning of these words within the contexts of their use can be explored better through the theory of Critical Discourse Analysis (CDA). This made him drive home his points the best way, such that by the use of such meaning-laden words, the act of sustaining the hopes and interest of the people in what he said and in the speech itself, can also take place knowingly or unknowingly.

The president sounded it loud and clear that ***“I am aware that our uniform services effectively resisted concerted attempt to ferment unrest and subvert the will of the people”***. He made this statement to show appreciation to the security services for their commendable and heroic job at a critical moment (the periods before, during and after the elections) in Kenya. This is again a statement that brings out the reality of the knowledge of self, knowledge of the audience and knowledge of content as elocutionary strategies that must have to be put to use for effective public and political communication. The use of ***“I am”, “our”*** and ***“the people”***, in that statement shows that the president knows himself, knows the people and remains part of the security personnels and the whole people of Kenya. In that statement one also notices some hidden level of meaning and implications from what he said and how he said it (hence, the need for CDA). From the statement, one can infer that there are attempts from elsewhere by people unmentioned who wants to mutilate the will of the people and bring some sort of unrest to the nation. Thus, the people’s hopes and interests can be sustained knowing that the president (the speaker) shares in the effort of the security agencies to keep the will of the people alive and active.

In the same line of thought, the president knows the youths and knows that hustling forms part of their lives when he used the statement ***“for we believe strongly that every hustle matters”***, while encouraging them for their participation in the just concluded election that produced him as the new president. Using CDA and RT, one discovers that the president aligns himself with the youths and their hustles which is a deeper sense of meaning beyond the surface level of meaning inherent in that statement. Implicitly, their hustle (interests) is his (the president’s) hustle; their hopes his.

c. Elocutionary Strategies in President William Ruto’s Speech during the 59th Jamhuri Day (celebrated at Nyayo Stadium, the second public holiday with Ruto as president) –Speech III

On the 12th day of December, 2022, the President, Dr. William Ruto gave a speech in the event of the 59th celebration of the Jamhuri day at Nyayo Stadium, Nairobi. He began that speech by saying:

“Thank you very much. Your Excellency, Mr. Deputy President, and Pastor Dorcas; our Prime Cabinet Secretary, the Honourable Musalia Mudavadi and Mama Tessie; the Honourable Speakers of the National Assembly and Senate; Your Lordship, Chief Justice and President of the Supreme Court and your deputy; the Governor of the great city of Nairobi; Your Excellencies, high commissioners and ambassadors; cabinet secretaries; distinguished ladies and gentlemen, na wa Kenya wenzangu wote hamjambo Wakenya hamjambo Bwana Yesu asifiwe salaam aleikum Wakenya Hoyee! Asanteni Sana (My fellow Kenyans how are you, Praise Jesus, Peace be unto you, Kenyans Hoyee!)”

This is a clear manifestation and use of the elocutionary strategy of knowledge of one's audience which informs one's speech. It simply suggests that through such entry behaviour and salutation, the president truly knows the audience he has come to address. In this way he established the style of speaking with which he carried all parties along irrespective of the social and political strata of the people in attendance. Such context of communication brings Relevance Theory into practical use because there must be some level psychological synergy that should exist amongst all the participants in order that the message of the day might make sense to all. To know the people is to know what interests them and as the president in the context of his speech, he was ready to lead their hopes and interests towards their actualization and this informed his style of speaking to the people in that event.

Repetition is one powerful strategy of elocution that has also been deployed by the president in the context of rendering his speech on this day of the 59th celebration of Jamhuri. He made a great mention of what that particular Jamhuri day has been dedicated to, which is "technology and innovation". He states ***"we deliberately chose that this Jamhuri is going to be about innovation and is going to be about technology and we did so deliberately for various reasons which I will elaborate"***. In this very statement, the use of the term ***"deliberately"*** obviously stands out to be a form of repetition that points to the why of the choice of technology and innovation for the day. It shows that the reason for picking technology and innovation has been carefully decided by the president and all others responsible for that event. More so, in the course of the whole speech, the president intermittently made use of the terms ***"technology"*** and ***"innovation"***, all for the sake of emphasis and making clear his speech for the needed understanding to take place. The act of repetition does not only suggest knowledge of and emphasis on the points being stated, but also some sort of determination that is geared towards the actualization of the dreams (hopes and interests) of the people.

Logicity and sequence of thoughts in speaking is again one of the strategies of elocution. This brings out the coherence and cohesion encoded in the spoken words used during speaking, such that one thought, word, phrase, sentence, paragraph and point, connectedly flow onto another in a consistent and stable fashion. The president moved from welcoming and saluting the people to outlining the contents of his speech and the reason for the event. As a continuation of the statement he made, as contained in the above paragraph, he continued ***"... and we did so deliberately for various reasons which I will elaborate. First, we went around, the people of Kenya told us that we want technology to drive our economy ...; Let me also announce that this is a technology and innovation Jamhuri because we intend to transfer 85% of the remaining government services to the digital space...; Let me also say that we intend to deliver our subsidy program on fertilizer on e-voucher ..."*** when these statements are closely observed, one discovers the flow of logic and the sequence of thoughts progressively translated into speech by the president. This belongs to the sphere of cognition which the Relevance Theory focuses on. Analysis of the same statement brings out the reality of the people's hope and interest in technology and innovation which was being guaranteed in the words of the president as he spoke.

d. Elocutionary Strategies in President Ruto First 100 days Speech at Imaara Mall Official Launch

The event of the President Ruto First 100 days Speech at Imaara Mall Official Luanch took place on the 25th day of December, 2022. Addressing his audience, the president made use of the term ***"congratulations"*** a number of times at different intervals of his speech. For instance, after mentioning the distinguished ladies and gentlemen and greeting them, he said ***"I want to congratulate you...; I want to stand here and say congratulations...; Congratulations for what we see in Tuff Steel and in this Imara Mall...; So, congratulations..."***. By using this expression repeatedly, the president employed the elocutionary strategy of repetition for the sake of emphasis that suggests the height of the investment and achievement made by the company. In that form of the repeated congratulations, one discovers a hidden and deep meaning of the sense of appreciation, gratitude and support from the president himself to those responsible for the accomplishment made. This hidden meaning can be accessed through the lenses of CDA as has been used in the analysis of this speech. When someone congratulates another, it brings about some sort of link and connection between the two both at the psychological and social levels, hence, the need for Relevance Theory too.

Elocution also has the concept of information processing as one of its strategies. The reason for this is that as one carries out the act of public speaking, there is need for the person to pay attention to the environment, to the people, and to the responses and reactions from the people in order to know how best to continue tailoring and delivering his speech. This was evident in the course of this speech by the president when he said ***“I know that there are challenges, the executive director, my good girl here, said the government needs to improve on matters to do with VAT refunds and making sure that there is adequate liquidity in the economy so that companies and industries and manufacturers do not get stuck in that quagmire”***. This utterance from the president is a clear indication of the fact that he used as one of his elocutionary strategies the skill of processing the information from around him even in the course of speaking. The act of processing information belongs to the realm of cognitive capability which is the concern of Relevance Theory. The statement also suggests that the president through his speech has the interests and hopes of the people at heart.

He went on to sustain the people's hopes and interests when he said that ***“as we go into the future, we will invest in the programs that will also give us a return, a social return and an economic return. Social return in terms of creating jobs and also an economic return putting money into people's pockets.”*** Social communication being one of the strategies of elocution is adequately put into use in the context of this statement by the president. Social communication is characteristic of public and political speeches which also captures the interest of CDA and by so doing, makes all participants in the speech one people existing in the same socio-political context.

Through these strategies of elocution evident across the four selected speeches of the fifth president of Kenya, the president has been able to use language in a very fashionable manner that clearly points to some indicators of the power of elocution.

II) Indicators of Elocutionary Power

a. Conviction/Confidence

According to Ibbadurrohman (2016) in Lasiyah (2017), when someone has self-confidence, they believe in themselves and are motivated to perform better than others. The president in the course of rendering these speeches portrayed some sense of directions and values, motivation, emotional stability, a positive mind-set, self-awareness and a sense of purpose which among others are the outstanding features of a confident and convinced speaker. For instance, when he said during his speech of the first hundred days in office, that is ***Speech IV, “I want to stand here and say congratulations.”*** Another statement reads ***“In assembling the Cabinet, I did make a deliberate frame of having a ministry that's going to be responsible for investment, for trade, and for industry because we have witnessed a decline in our industrial and manufacturing sector in Kenya over the last ten years.”*** From these statements by the president, one can deduce the elements of conviction and confidence flowing from the lips of the president especially through the use of the personal pronoun “I” and not any other person. This succinctly indicates his possession of the power of elocution noticed when such discourses are critically analyzed (CDA). Self-confidence boosts the morale of a speaker which automatically can be felt in the manner of his speaking. This was greatly used by the president which he employed in order to persuade the people.

Angelis (2003) contends that self-confidence is a soul notion that each life problem must be confronted with action. In ***Speech I***, the president made it clear that ***“Failure is not an option, good people. We have a country to look after, we have a plan to implement and we have the people of Kenya watching us. So, you will have my unqualified support so that you can succeed, because in your success is the success of our administration and the success of our country. So, from day one, I want to promise you, my support.”*** When a deeper look is taken on the statement ***“failure is not an option, good people.”*** It becomes so obvious that such a statement cannot come from someone who is not self-confident. In the course of admonishing the newly sworn in cabinet members, the president being so confident in what he said, how he said it and in what he can do in collaboration with the new members of the cabinet, became emphatic that they don't have failure as an option in the course of their administration. Consequent upon this, he went on immediately to say ***“So, you will have my own qualified support so that you can succeed, because in your success is the success of our***

administration and the success of our country.” By the use of CDA, one would immediately discover the hidden and deeper meaning of this statement which portrays somebody that has confidence in himself and by extension confidence in the newly sworn in cabinet members. This also falls in line with his attempt to persuade the new cabinet members to succeed and never to fail. More so, due to the existence of some level of shared political psychological connectedness between the president and the newly sworn-in cabinet members, meaning is created by the president to the new cabinet members and this is where Relevant Theory plays itself out.

b. Precision

Precision is a strong mark of he who knows what he wants and how he wants that. In public speaking, precision is having the capacity to convey concepts to an audience in a concise and succinct manner. The less opportunity there is for misunderstanding or uncertainty, the easier it will be for people to understand what one is saying. Irrespective of how long **Speech II** was, this elocutionary indicator was evident in President William Ruto’s Inaugural Address, for in each of the statement that made up that speech, the message was clear and straight to the point such that there was no need to say a lot of things about one particular point or statement. The president was guided to achieve and manifest this indicator of elocution by mostly reading from an already written script which he communicated to the audience through spoken words. For example, when he referred to the upholding of the democratic will of the people, he simply said **“Many countries aspire to have moments like this and we as Kenyans should not take ours for granted.”** There was nothing more to this, instead he moved on to say other things. That is going straight to the point through which he persuaded the audience to treasure the peace and democracy they have. The Relevance Theory binds people psychologically; hence, it becomes useful in this instance because all Kenyans cannot take for granted the peace and democracy they have if they don’t share some psychological connections.

Precision is characterized by exactness and correctness of statement or detail, based on the definition. In order to avoid misunderstandings throughout any speech act, it also involves being exact and verbally consistent. Furthermore, clear communication that is accurate and deliberate enhances both clarity and precision. Aiming for precision, simplicity, and clarity in both speaking and writing is often a good indicator of the power of elocution utilized by public speakers. Bollinger (1975), asserts that precision in language calls for more than an acquaintance with the most obvious meanings of words. It demands a vast and deep familiarity with the inferences as well as the references, with the hovering meanings as well as the central ones, with what the words were as well as with what they are, with what they might be for others as well as with what they are for us, and with their potential for evocation in the content in which we use them. This assertion falls perfectly in line with CDA (in terms of making deep and vast inferences) and with RT (in terms of shared meaning between the speaker, his words and what they might be for others). In **Speech II** still, he commented that:

There is a robust conversation, ladies and gentlemen, in the country on education and in particular the implementation of CBC curriculum. Public participation is critical in this matter. I will establish an education reform task force in the presidency, which will be launched in the coming weeks. It will collect views from all players in line with the constitutional demand of public participation. And we are particularly alive to the anxieties of parents on the twin transition of the last eight-four-four class and the first CBC class in January next year. I assure all that there will be a solution to the matter before then.

Referring to education and the implementation of the CBC curriculum from the above extract, the president was so precise in saying that he will establish an education reform task force in the presidency, and the element of precision came out so clearly in the duration of time this will be done. He made it clear that such **“will be done in the coming weeks.”** This is not just precision in speech but also in time. It suggests that the implementation of his education reform task force will have to happen within weeks and not in months or years. This automatically aims at persuading the people to believe in the new government and what it can do in terms of education and the implementation of the CBC curriculum. Relevance Theory emphasizes cognitive sharing across people through which this act of persuasion psychologically unites the people’s worries and anticipation (about the CBC curriculum) with the plan and speech of the president.

c. Vocal quality/Audibility

Voice quality may be considered the perceived result of coordinated action of the respiratory system, vocal folds, tongue, jaw, lips, and soft palate. This is an indicator of elocution that can only be accessed either by watching and listening to the audio-visual clips of the speeches (as in the case of the researcher) or by physically being at the arenas of those speeches. The audience's perception of a speaker's message is significantly influenced by the quality of the speaker's voice, which is a crucial component of public speaking while considering other factors. Therefore, Kreiman et al., (1992) and Gerratt & Kreiman (2001) notes that the perceptual importance of different aspects of a voice depends on context, attention, a listener's background, and the listening task. When giving a speech or presentation, vocal quality relates to the tone, pitch, loudness, and general sound of one's voice. By perfecting the voice delivery, one may increase the impact, meaning, and retention of the message delivered. The president in all the speeches (I, II, III, and IV) under critical analysis, was able to project his voice to the stress-free hearing of the people. He was audible that there were no hitches getting what he was saying. This is a good indicator of having the power of elocution. This is in agreement with the view of Laver (1980) who states that the voice quality is the main way speakers project their physical, psychological, and social features to the environment, and it serves as a natural means of conveying information about the speaking individual. When the speaker projects the physical, social and psychological features to the environment which simply refer to the audience, Relevance Theory is being applied and through a deeper and critical analysis (CDA) of such projection, the audience gets both the surface and deeper meaning of such projection.

d. Facial Expression/Eye Contacts

Facial expression and eye contact in speaking are parts of the body language which according to Atkinson (1984) is just as important for giving a great presentation as the content of one's speech, such that in order to communicate with one's audience nonverbally, there is need to employ physical clues like posture, gesture, and facial expression. Facial expressions and eye contact are essential indicators of the power of elocution that positively propels an effective public speaking. They can significantly enhance one's message delivery, engage the audience, and build rapport with them (Relevance Theory). While delivering the speeches, the president was able to through his facial expressions and eye contacts with the people, maintain a relaxed face, keep an eye contact with the audience from time to time, scan the entire audience at intervals, match eye contact with his contents of speech, and in fact was able to say through his facial expression and eye contacts with the people what he said with his mouth. These are clear indicators of the power of elocution in one who knows the techniques of elocution. Through his facial expressions and eye contact with the people, the president adapted himself to his audience and so places himself in the position of being able to persuade his audience.

e. Paralinguistic features

Paralinguistic features refer to the expression used to describe the non-verbal components of communication that go together with spoken language. They are indicators of the power of language that remain essential for improving the meaning and comprehension of the content being communicated. When used skillfully, these features may help you connect with your audience more deeply, communicate your message clearly, and establish rapport (Bowden, 2015), hence, the need for Relevance Theory. These characteristics, which are a fundamental component of human communication, were utilized to convey feelings, attitudes, and intentions by the president as he rendered his speeches. He was able to manifest some paralinguistic features like; confident movement of the head because in speech, movement of the head conveys important linguistic information (Munhall, Jones, Callan, Kuratate, & Vatikiotis-Bateson, 2004), suggestive movement of the hands, elegant standing postures and at times movement of the whole self. All of these aided him in eloquently communicating his points and as such portrayed him as a master in the skill of elocution. This indicator of the power of elocution aligns so well with Relevance Theory because building rapport with your audience through body language can help you establish a more intimate connection with them and make your presentation more relatable (Forbes, 2016). It is under such an environment and condition that persuasion can take place.

f. Pause Effect

The president in all the selected speeches (I, II, III, and IV) made use of this technique of pause effect, often referred to as the power of the pause, which is a public speaking technique that helps speakers make an impact, improve communication, and successfully engage their audience. In line with this, Lucas (2015) and Barry (2017) have identified various factors that could influence the voluntary use of pauses in speech, to include things like the speaker's need to breathe, his/her emotional condition, the syntactic complexity of the text, the availability of lexical items, emphasis, and many others. It is purposefully adding brief pauses at key moments in a speech or presentation. Depending on the desired impact, these pauses might range in length from a few seconds to a prolonged quietness that captures attention. The president's momentary pausing at interval before delivering an important point was of great effect in grabbing the audience's attention. In our fast-paced world, people are used to constant stimulation, and when a speaker introduces a pause as did the president in his speeches, it breaks the pattern and makes the listeners focus more intently on what comes next. In those instances when he paused in the course of speaking, the president indicated his power of elocution through which he was able to: build anticipation in his audience, emphasize key points, add dramatic effects in his speeches, allow mental processing of the reactions coming from the environment and even persuade the people.

g. Code Switching

Code switching is the act of switching between two or more languages or dialects during a conversation, in a sentence, or even a phrase. In multilingual or multicultural settings where people are proficient in several languages or dialects, this linguistic phenomenon is common. In public speaking, it refers to the purposeful and planned employment of many languages (English and Kiswahili in the case of this study) or linguistic variations during a speech as evident in the four selected speeches of the president which he utilized to: promote the national unity, show some kind of intimacy with the people, convey emotions, fill in some lexical gaps, indicate belonging to the same social groups with the people, accommodate almost all the people that make up his audience and finally indicate his possession of the power of elocution. Code-switching also has a serious effect for persuasion such that when one language fails, the other can succeed in achieving the same purpose. A very wonderful illustration of the president's application of code switching can be seen from this extract from **Speech III**:

Thank you very much. Your Excellency, Mr. Deputy President, and Pastor Dorcas; our Prime Cabinet Secretary, the Honourable Musalia Mudavadi and Mama Tessie; the Honourable Speakers of the National Assembly and Senate; Your Lordship, Chief Justice and President of the Supreme Court and your deputy; the Governor of the great city of Nairobi; Your Excellencies, high commissioners and ambassadors; cabinet secretaries; distinguished ladies and gentlemen, na wa Kenya wenzangu wote hamjambo Wakenya hamjambo Bwana Yesu asifiwe salaam aleikum Wakenya Hoyee! Asanteni Sana (My fellow Kenyans how are you, Praise Jesus, Peace be unto you, Kenyans Hoyee!). Mimi nimefurahi sana kwamba katika Jamhuri hii kwanza kwa serikali ya awamu ya tano tunasherekea Jamhuri kwa njia au kwa hali tofauti (I am very happy that in this first Jamhuri under the fifth government, we are celebrating it in a different way). Today we celebrate this Jamhuri in a special way that we have intentionally profiled this Jamhuri to be the Jamhuri of technology and innovation.

It is important to note that some of these indicators of the power of elocution as used by the president in his selected speeches, cannot be directly seen from the surface meaning or literal interpretation of the spoken words as used by the president. The reason behind this is that the concern of elocution goes far beyond the spoken words to capture even the unsaid which is noticeable through the paralinguistic and non-verbal aspects of communication. Consequently, this paper deemed it fit to employ the theory of Critical Discourse Analysis

and Relevance Theories in order to delve into these hidden aspects of the elocution of the fifth president of Kenya in some of his selected speeches within his first hundred days in office.

5. Conclusion

This paper has critically analyzed some selected speeches of the fifth president of Kenya within his first hundred days in office, with the aim of shedding light on the indicators of the power of elocution and the strategies of elocution as employed by the president while delivering his speeches. The findings of this study have revealed that the president in the course of rendering his speeches made serious use of some elocutionary strategies which include: knowledge of the audience, knowledge of the subject matter, adequate use of grammar and sentence structure, expressive vocabulary and word meaning, skillful social communication, repetition for emphasis and the strategy of information processing.

In line with the tenets and ideologies of both Critical Discourse Analysis (CDA) Theory and Relevant Theory, this paper has been able to expose beyond the surface level of meaning, some hidden linguistic and elocutionary elements immanent in these selected speeches. The exposition of these hidden elements as discovered from the analysis of the speeches, brings to limelight the relevance of these two theories in the political and social contexts of the people of Kenya, such that political leaders will always have it in mind that their speeches are always subject to further and deeper analysis aimed at creating some level of relevance between them and the people.

The findings of this paper entails that it is required of political speakers (the president in particular) to constantly put into use the strategies of elocution which indicate their power of crystal-clear public speaking through which alongside their actions, they will be able to sustain the hopes and interests of the people who have entrusted them with the political powers of governance.

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