International Journal of Linguistics, Literature and Translation
ISSN: 2617-0299 (Online); ISSN: 2708-0099 (Print)
DOI: 10.32996/ijllt
Journal Homepage: www.al-kindipublisher.com/index.php/ijllt

Language, Power and the Construction of Presidential Persona: A Critical Discourse Analysis of Paul Biya's Addresses in Cameroon, 2015–2024

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ABSTRACT

This study examines how language constructs presidential power and persona in President Paul Biya's addresses in Cameroon between 2015 and 2024. Using a qualitative descriptive design informed by the Discourse-Historical Approach (DHA) and Searle's Speech-Act Taxonomy, the study analysed five purposively selected addresses divided into two genres: two Eve of New Year speeches (2015 and 2023) and three Eve of National Youth Day speeches (2016, 2020 and 2024). The addresses were selected so that both genres and each phase of the period were represented. The instruments of data collection comprised the official English transcripts of the presidential addresses, retrieved from the Presidency of the Republic of Cameroon's website, and a researcher-developed coding checklist used to identify and record speech-act categories, DHA strategies, and recurrent themes. A total of 482 speech acts were coded for illocutionary force and interpreted alongside the discursive strategies of nomination, predication, argumentation, perspectivisation, and intensification or mitigation. The findings revealed a stable assertive core, accounting for roughly half of the coded acts in each phase (47.8%–52.0%), alongside changes in the linguistic construction of presidential identity. The discourse presented President Biya successively as a Visionary Father mobilising citizens around Emergence 2035 (2015–2018), an Institutional Arbitrator framing the post-Major National Dialogue settlement as decisive (2019–2022), and an Administrative Manager legitimising difficult economic measures through necessity, statistics, and external constraints (2023–2024). These patterns suggest that presidential authority is not only enacted through policy claims, but also through naming practices, pronoun choices, evaluative language, and speech acts that position the president in relation to citizens. The study demonstrates the value of combining close linguistic analysis with historical context to explain how political discourse represents authority, legitimacy, and public responsibility.

KEYWORDS

Language, power, presidential persona, presidential addresses, Critical Discourse Analysis.

ARTICLE INFORMATION

ACCEPTED: 23 October 2026 **PUBLISHED:** 23 November 2026 **DOI:** 10.32996/ijllt.2026.9.11.32

1. INTRODUCTION

Language is central to the exercise of political power because political authority is not sustained through institutions and decisions alone; it is also communicated, justified, and made meaningful through discourse. Political speeches describe national conditions, identify problems, assign responsibility, evaluate social actors, and present particular courses of action as necessary or legitimate. Through choices of vocabulary, pronouns, grammatical agency, modality, argumentation, and speech acts, political leaders can construct a public image of themselves while shaping how audiences are invited to understand the state, citizenship, and national challenges (Fairclough, 2015; Reisigl & Wodak, 2016). From an applied linguistics perspective, such speeches are therefore important sites for examining how linguistic form functions within consequential social and political contexts.

Presidential addresses are especially significant because they are institutionally authorised public texts in which the head of state speaks as a representative of the nation. Their language can project leadership identities such as protector, visionary, mediator, or manager; distinguish legitimate conduct from unacceptable opposition; and frame policies through appeals to unity, security,

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progress, necessity, or responsibility. These effects do not arise from words in isolation. They emerge from the relationship between linguistic choices, the institutional position of the speaker, the intended audience, and the historical circumstances in which an address is delivered. Critical Discourse Analysis (CDA) offers a framework for investigating these relationships by treating discourse as both shaped by social power and capable of reproducing or contesting it.

This article examines President Paul Biya's addresses in Cameroon from 2015 to 2024, focusing on the Eve of New Year addresses to the nation and the Eve of National Youth Day addresses to young people. It approaches presidential persona not as a claim about the president's private psychology, but as a discursively constructed public identity that can be traced through recurring linguistic patterns. The analysis combines the Discourse-Historical Approach, which connects textual choices to their historical and political contexts, with speech-act theory, which helps identify what presidential utterances do—for example, asserting, directing, promising, expressing, or declaring. This combination makes it possible to examine both the language through which authority is represented and the communicative actions through which that authority is enacted.

Two annual addresses stage his authority before the public: the message to the nation on 31 December and the message to the youth on 10 February, the eve of National Youth Day. Both are broadcast, ritualised and published by the Presidency in French and English (Presidency of the Republic of Cameroon [PRC], n.d.), which makes them an unusually continuous record of how the presidency speaks to its citizens. The first is addressed to the whole citizenry and is oriented to accountability; the second is addressed to young people, who make up a large share of the population, and is oriented to guidance.

1.1 REVIEW OF RELEVANT LITERATURE

Scholarship specifically on Biya's discourse has expanded in recent years. Nji (2025) examines scintillating catch phrases in selected end-of-year speeches through the Discourse-Historical Approach and van Dijk's socio-cognitive model, arguing that Biya deploys shifting catchphrases to capture attention and sustain ideological support. Wilba (2021) offers an enunciative analysis of Biya's addresses on the Anglophone crisis, showing how the president seeks to reconcile citizens while managing subjectivity and responsibility. Comparative work on crisis and celebration speeches (Elong, 2024; related stylometric studies, 2023) identifies patriotism as a persistent lexical backbone across contexts. Gandu and Tinto (2024) analyse modality in end-of-year speeches from a translation-studies perspective, while Djimeli (2024) examines the diffusion and reception of the presidential New Year message as a legitimation device. More recent CDA work on the 2025 electoral cycle (Nchofua, 2025) characterises Biya's campaign rhetoric as a "guardianship discourse" that frames power as continuity and a stabilising force. Earlier theses and studies (Njimeni, 2018; Chefor, 2020 on deixis in the 2019 Youth Day message) further document argumentative mise-en-scène, personal deixis, and the sacralisation of presidential authority. Collectively, these works confirm the richness of Biya's oratory as an object of linguistic analysis; yet most examine single speeches, short periods, or particular linguistic features rather than the longitudinal construction of presidential persona across a full decade.

Three gaps therefore remain. First, a temporal gap: studies of Cameroonian presidential discourse more often examine a single address or limited period than a continuous decade. Second, a methodological gap: close analysis of naming, predication and argument is seldom paired with a systematic profile of illocutionary force. Third, a conceptual gap: persona, the cumulative image of the speaker, is rarely treated as the unit of analysis, although it is what links individual linguistic choices to legitimacy. This study addresses all three by following five speeches from two genres across a decade (2015–2024) through the combined lens of the DHA and speech-act theory.

Because the study is qualitative and descriptive, it advances a working proposition rather than a statistical hypothesis: the presidential persona changes in response to the dominant crisis of each period, while a stable core of assertive, state-defining speech keeps the presidential voice recognisable across all phases.

The study is justified on three grounds. Scholarly: it applies the Discourse-Historical Approach and speech-act theory together to a longitudinal African presidential corpus, a combination whose application to long-run presidential discourse in Africa remains limited. Practical: it gives citizens, civil society and communication practitioners a vocabulary for recognising how official language positions them as family, as recruits, as a problem, or as a burden to be managed. Policy-related: because one of the two genres addresses young people directly, evidence about how the state speaks to youth informs debates about participation and trust.

1.2 METHODOLOGY AND THEORETICAL FRAMEWORK

1.3 Research Design and Data

The study adopts a qualitative descriptive design (Sandelowski, 2000) grounded in critical discourse analysis. Five addresses were purposively selected from the Eve of New Year and Eve of National Youth Day addresses published by the Presidency between 2015 and 2024. Purposive sampling was used because the study seeks information-rich cases rather than statistical representativeness. The sample is divided into two genres: two Eve of New Year addresses (2015 and 2023) and three Eve of National Youth Day addresses (2016, 2020 and 2024). The addresses were selected so that both genres and each phase of the period are represented. They are grouped into Phase I (2015–2018: the 2015 and 2016 addresses), Phase II (2019–2022: the 2020 address) and Phase III (2023–2024: the 2023 and 2024 addresses), and they are listed in Appendix A (Table A1).

The instruments of data collection comprised the official English transcripts of the presidential addresses, retrieved from the Presidency of the Republic of Cameroon's website (Presidency of the Republic of Cameroon [PRC], n.d.), and a researcher-

developed coding checklist used to identify and record speech-act categories. The transcripts were segmented into numbered lines and coded manually with the checklist, which covered the DHA strategies, Searle's five categories and recurrent themes. Each utterance was assigned the single category that best captured its dominant illocutionary force in context, which yielded 482 coded speech acts across the five addresses (see Table 2). Counts were converted to percentages and summarised by address, phase and genre; DHA strategies were analysed qualitatively, and persona labels were derived inductively. Frequencies are descriptive; no inferential tests were run because the sample is purposive and small. Trustworthiness was supported by tracing quotations to line numbers. The data are official public texts involving no human participants, and the analysis addresses discourse, not the private person.

1.4 Theoretical Framework

The study combines the Discourse-Historical Approach (DHA) with Searle's speech-act theory. The DHA reads texts against their historical context and offers five strategies for analysing how speakers construct people, events and arguments: nomination, predication, argumentation, perspectivisation, and intensification or mitigation (Reisigl & Wodak, 2016). Searle (1969, 1976) groups illocutionary acts into assertives, directives, commissives, expressives and declarations, which together profile what a speaker does with words. The DHA explains how a persona is built; speech-act theory shows what the speaker does through it. Political leaders do not merely report on the state of a nation; they also present themselves, through speech, as a particular kind of leader: a visionary, a protector, an arbiter, a manager. This self-presentation, which this article calls a rhetorical persona, is built from linguistic choices that name people and problems, attribute qualities to them, justify decisions, position the speaker in relation to the audience, and perform actions such as promising, instructing or declaring.

Four further analytical concepts inform the interpretation of the findings. Fairclough (2015) shows how power is naturalised when particular arrangements are presented as common sense rather than as choices, and van Dijk (2006) shows that ideological discourse typically polarises, stressing the positive features of "us" and the negative features of "them." Van Leeuwen (2007) identifies the resources through which political authority is legitimised: authorisation, moral evaluation, rationalisation and mythopoesis. Chilton (2004) draws attention to deixis, especially the pronouns I and we, as one of the most direct ways in which a speaker positions self, audience and others.

2. FINDINGS AND DISCUSSION

This section presents and discusses the results of the analysis of the five addresses listed in Table A1 (Appendix A). It proceeds in five steps. Table 1 illustrates how Searle's five categories were applied to the data; Table 2 gives the distribution of speech acts in each address; Tables 3 and 4 pool the acts by phase and by genre; and Table 5 summarises the discursive strategies recorded for each phase. Each table is introduced, described and then discussed, and every percentage reported in the text is taken from, or computed from the counts behind, one of these tables. The 482 coded speech acts are the total across the five addresses.

2.1 Illustrating the Speech-Act Categories

Table 1 illustrates how the five categories were applied. It pairs representative utterances, traced to transcript line numbers, with the category assigned and the function each performs in context, so that the reader can see what each category looks like in the corpus before the frequencies are reported.

Table 1: Illustrative Speech Acts from the Corpus

Category	Utterance (address, line)	Illocutionary function in context
Assertive	"Not one centimetre of our territory has been ceded" (2015, L25)	Defends sovereignty by presenting a contestable claim as settled fact
Assertive	"this operation was inevitable" (2024, L35–37)	Frames the fuel-price adjustment as necessity rather than choice
Directive	"I urge you to truly revolutionize your mindset" (2016, L72–73)	Urges young people to change their attitudes and conduct
Commissive	"we are not giving up" (2016, L50–53)	Pledges continued effort in the face of constraint
Expressive	"I am fully aware of the difficulties you are facing" (2016, L48–49)	Expresses empathy and positions the president as an attentive father
Declaration	"I have just given instructions for the launch of a three-year 'Special Youth' plan" (2016, L150–151)	Announces an institutional decision taken by virtue of the office

Note. L = line number in the official English transcript. Each utterance is classified by its dominant illocutionary force in context.

As Table 1 shows, assertives state, report and define national conditions; directives urge or instruct citizens to act; commissives commit the president or the state to future action; expressives convey stance towards the audience; and declarations enact institutional decisions by being uttered. These categories are the basis of the frequency counts in Tables 2 to 4.

2.2 Distribution of Speech Acts by Address

Table 2 presents the distribution of the five speech-act categories in each of the five addresses. Each row gives the number of acts coded in the address (n) and the share of those acts falling into each category, and the final row gives the totals for the whole corpus. The table shows whether the pattern holds from one address to another, and it is the source of every address-level figure discussed in this section.

Table 2: Distribution of Speech Acts in Each Address (% of Acts)

Address	n	Assertive	Directive	Expressive	Commissive	Declaration
2015 (New Year)	85	54.1	21.2	16.5	7.1	1.2
2016 (Youth Day)	99	42.4	28.3	18.2	8.1	3.0
2020 (Youth Day)	100	52.0	22.0	14.0	8.0	4.0
2023 (New Year)	98	49.0	21.4	14.3	12.2	3.1
2024 (Youth Day)	100	50.0	23.0	12.0	11.0	4.0
All five addresses	482	49.4	23.2	14.9	9.3	3.1

Note. n = number of coded speech acts in the address. Percentages are rounded to one decimal place. The last row is computed from the summed frequency counts of the five addresses (N = 482).

Across the 482 coded speech acts (last row of Table 2), assertives accounted for 49.4%, directives for 23.2%, expressives for 14.9%, commissives for 9.3% and declarations for 3.1%. Assertives were the largest category in every address, ranging from 42.4% (2016) to 54.1% (2015). Directives ranged from 21.2% (2015) to 28.3% (2016), expressives from 12.0% (2024) to 18.2% (2016), commissives from 7.1% (2015) to 12.2% (2023), and declarations from 1.2% (2015) to 4.0% (2020 and 2024).

Taken together, the data show that assertives are the most frequent speech-act category in every address. This persistent prominence suggests that the presidential voice chiefly presents, defines, and reports national conditions. Directives are more variable, reaching 28.3% in the 2016 Youth Day address but standing at 21.2% in the 2015 New Year address. Commissives and declarations occur less frequently overall, although their fluctuations remain analytically meaningful: commissives, for example, rise from 7.1% in 2015 to 12.2% in 2023.

2.3 Speech Acts by Phase and by Genre

Table 3 groups the addresses into the three phases of the period (Phase I, 2015–2018; Phase II, 2019–2022; Phase III, 2023–2024) so that change over time can be examined. Because only five addresses are analysed, the shares are pooled from the frequency counts in each phase rather than averaged across addresses, and no standard deviations are reported.

Table 3: Pooled Speech Act Shares by Phase (%)

Phase	Speeches	Acts	Assertive	Directive	Expressive	Commissive	Declaration
I (2015–2018)	2	184	47.8	25.0	17.4	7.6	2.2
II (2019–2022)	1	100	52.0	22.0	14.0	8.0	4.0
III (2023–2024)	2	198	49.5	22.2	13.1	11.6	3.5

Note. Pooled percentages are computed from summed frequency counts within each phase. Phase I = the 2015 and 2016 addresses; Phase II = the 2020 address only, so its figures are those of that single address; Phase III = the 2023 and 2024 addresses.

The phase-level comparison in Table 3 reinforces the stability of the assertive core: the assertive share remains close to 50% in all three phases (47.8%, 52.0% and 49.5%). At the same time, the share of expressives declines from 17.4% in Phase I to 14.0% in Phase II and 13.1% in Phase III, directives fall from 25.0% in Phase I to about 22% in Phases II and III, and commissives rise from 7.6% to 11.6%. Declarations rise in Phase II (4.0%) before falling slightly in Phase III (3.5%). Since Phase II rests on a single address, these differences are indicative only.

Table 4 compares the two genres. It pools the acts of the two Eve of New Year addresses (2015 and 2023) and of the three Eve of National Youth Day addresses (2016, 2020 and 2024), and it is included to show whether the audience addressed—the nation or young people—is associated with a different speech-act profile.

Table 4: Pooled Speech Act Shares by Genre (%)

Genre	Speeches	Acts	Assertive	Directive	Expressive	Commissive	Declaration
Eve of New Year	2	183	51.4	21.3	15.3	9.8	2.2
Eve of Youth Day	3	299	48.2	24.4	14.7	9.0	3.7

Note. Pooled percentages are computed from summed frequency counts within each genre.

As Table 4 shows, Eve of New Year addresses contained more assertives (51.4%) than Eve of National Youth Day addresses (48.2%), whereas Youth Day addresses contained more directives (24.4% versus 21.3%) and more declarations (3.7% versus 2.2%). Expressives (15.3% versus 14.7%) and commissives (9.8% versus 9.0%) were close in the two genres.

2.4 Discursive Strategies

Table 5 turns from speech acts to the DHA strategies. For each phase, it sets out representative nominations (how people, events and problems are named), argumentation (how decisions are justified) and perspectivisation (how the speaker positions himself through "I" and "we"), as recorded on the coding sheet. The table is included to show the textual evidence behind the persona labels used in the discussion below. In all five addresses, the text opens with the form "My dear compatriots" or "My dear young compatriots." The remaining patterns differed by phase.

Table 5: Representative Realisations of Discursive Strategies by Phase

Phase	Nomination	Argumentation	Perspectivisation ("I"/"we")
I (2015–2018)	"RESILIENCE"; "economic patriotism"; "young compatriots"; "major asset for the nation's future"; "terrorists," "secessionists," "extremists," "armed gangs"	Numbers; sovereignty; duty; external constraint plus effort	Agentive announcements; directives; empathic first-person
II (2019–2022)	"Major National Dialogue"; "Special Status"; "peaceful revolution"; "lured," "brainwashed"; "fanatics of armed violence"; "detractors"	Fiscal constraint; expert planning; closure ("nothing stands in the way of their application any more"); necessity	Reviewer; vindicator; directive voice; inclusive "we"
III (2023–2024)	"Increasingly difficult international context"; "handful of teachers"; "moral decay"; "a fringe of our youths"	Fiscal constraint ("budget constraints"); data; necessity ("this operation was inevitable")	Administrative instructions; authority; parental reminders

Note. Representative realisations drawn from the coding sheet for the five addresses listed in Table A1; line numbers are available in the full transcripts.

3. Discussion: Stability and Change in the Presidential Persona

The most striking result is what did not change. As Tables 2 and 3 show, assertives made up roughly half of all acts in every phase (47.8%, 52.0% and 49.5% in Table 3), and they were the largest category in every address (Table 2). This supports the first half of the working proposition advanced at the end of the Review of Relevant Literature, namely that a stable core of assertive, state-defining speech keeps the presidential voice recognisable across all phases: beneath the changing persona lies a constant voice that states, defines and reports. In Fairclough's (2015) terms, assertive saturation is a way of naturalising a state-sanctioned account of reality. The pattern is also consistent with Mbembe's (2001) description of the staged character of postcolonial authority. A caution is needed: the differences between phases in the secondary categories are small and rest on five addresses; they should be read as patterns that invite interpretation, not as statistically established shifts.

The first phase, represented by the 2015 New Year address and the 2016 Youth Day address, has the most directive and the most expressive profile of the three phases (Table 3). Directives account for 25.0% of its acts and peak at 28.3% in 2016, the highest share in any address (Table 2), and expressives account for 17.4%, while commissives (7.6%) and declarations (2.2%) are at their lowest. Table 2 also shows that the two addresses differ: the 2016 Youth Day address contains more directives (28.3% against 21.2%) and more expressives (18.2% against 16.5%) than the 2015 New Year address. A plausible reading is that each speech was answering a different exigency—the first addressed to the whole nation and the second to young people—and the speaker was still experimenting with registers. The linguistic resources of the period (Table 5, Phase I) nonetheless converge on a recognisable persona: a father who knows his "young compatriots," announces gifts in the first person (Table 1, declaration), and asks his children to "revolutionize (their) mindset" (Table 1, directive). Naming youth as a "major asset for the nation's future" and as bearers of

"economic patriotism" fits what Van Leeuwen (2007) calls moral evaluation. The same period already contains the polarising lexicon that van Dijk (2006) associates with the ideological square, as armed opponents are named "terrorists," "secessionists," "extremists" and "armed gangs" (Table 5). The paternalism of the period thus has two faces: warmth toward the compliant and categorical labels for the dissenting.

In the second phase, represented by the 2020 Youth Day address, the profile settled around the assertive core, which reaches its highest phase share (52.0%), and declarations reached their peak (4.0%) (Table 3). The lexicon turned to institutions: the "Major National Dialogue," "Special Status," and decentralisation as "a peaceful revolution" (Table 5, Phase II). Declarations are the speech act through which an office changes reality by naming it, so their rise coincides with a discourse that treats the political settlement as accomplished. Arguments such as "nothing stands in the way of their application any more" (2020) close the textual space for further negotiation (Table 5, argumentation), and the nominations of dissent shift from criminal labels to labels of delusion or deficiency ("lured," "brainwashed"), alongside enduring ones ("fanatics of armed violence," "detractors"). The persona is less a father who gives than an arbiter who rules, although the arbiter continues to address the nation as family.

In the third phase, represented by the 2023 New Year address and the 2024 Youth Day address, expressives fell to their lowest level (13.1%), commissives rose to their highest level (11.6%) (Table 3), and the rhetoric turned to necessity and numbers (Table 5, Phase III). Price adjustments are justified by "budget constraints," global conditions are named as the cause of hardship, and success is evidenced by statistics. This is rationalisation in Van Leeuwen's (2007) sense. The youth, meanwhile, are named both as a labour-market quantity and as a moral concern ("moral decay"), so that the burden of national progress is moved toward individual conduct. The warmth of Phase I is not abandoned (the addresses still open with "My dear compatriots" or "My dear young compatriots," as noted in Table 5), but it becomes subordinate to a managerial register.

A tempting summary would be that the personal "I" of the Visionary Father gives way to the impersonal "we" of the state as the persona becomes managerial. The line-level evidence does not support such a simple reading. First-person singular forms remain prominent in Phase III, but their function changes. In 2016 "I" announces and inspires; in 2023 it supervises and micro-manages ("I have instructed my Office to ensure celerity"; "The Government, under my authority, continued its action"). In Chilton's (2004) terms, the speaker's deictic centre stays with the president, while the activity attached to that centre moves from vision to administration. The persona therefore changes not by receding but by redefining what the president's "I" does.

The results partly confirm and partly complicate expectations from the literature. They confirm the DHA's premise that nomination and argumentation serve to build in-groups and out-groups and to naturalise policy (Reisigl & Wodak, 2016), and they fit Mbembe's (2001) portrait of ritualised authority. They qualify any simple assumption that crisis intensifies directive language: directives were highest in 2016 (28.3%), a year framed by the announcement of the Special Youth Plan (Table A1), and they did not rise in the later years of strain (22.0% in 2020, 21.4% in 2023 and 23.0% in 2024; Table 2). The finding that external or fiscal constraint appears as an argument as early as Phase I (Table 5) suggests that the Phase III turn to necessity is a change of emphasis, not an invention. Finally, the genre differences (more directives and fewer assertives in Youth Day addresses; Table 4) show that audience matters: addressing the young activates a guidance register that is largely absent from addresses to the general public.

Four alternative explanations deserve mention. First, genre conventions may account for part of the variation, and the design is not fully balanced (two New Year and three Youth Day addresses, with Phase II represented only by a Youth Day address), so genre and phase effects cannot be fully separated. Second, presidential addresses are institutional texts, probably drafted by teams; the "persona" analysed here is therefore the persona of the presidency's communication, a textual construct and not a psychological portrait. Third, a discourse analysis can show what the texts do but not what their authors intended. Fourth, the analysis relies on English transcripts of speeches delivered mainly in French, so some nuance may have been lost in translation.

4. CONCLUSION

Tracing five addresses across a decade, this study found a presidential persona that changes in register while keeping a constant assertive core. A Visionary Father (2015–2018) gives way to an Institutional Arbitrator (2019–2022) and then to an Administrative Manager who justifies austerity by necessity, evidence and external constraint (2023–2024), while the first-person voice moves from announcing and inspiring to supervising and instructing. Pairing the DHA with a speech-act profile shows that presidential legitimacy is sustained less by changing what is asserted than by changing the identity from which it is asserted.

The findings suggest that state communication should add dialogic formats alongside the annual address, name who is accountable when hardship is attributed to external causes, distinguish armed violence from peaceful dissent, and pair guidance to young people with concrete mechanisms for participation. Limitations include the small purposive corpus of five addresses, English-only transcripts, a single coder and the focus on production rather than reception; future research should extend the corpus, add independent coders, compare French and English versions, and test reception with young people.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflict of interest.

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Appendix A

Table A1: Corpus of Five Presidential Addresses, 2015–2024

Address	Date	Prominent Context	Acts (n)	Phase
Eve of New Year, 2015	31 Dec 2015	Boko Haram; fuel-price measures; Emergence 2035	85	I
Eve of Youth Day, 2016	10 Feb 2016	Special Youth Plan; economic patriotism	99	I
Eve of Youth Day, 2020	10 Feb 2020	Decentralisation; Special Status	100	II
Eve of New Year, 2023	31 Dec 2023	Inflation; war in Eastern Europe; fuel subsidies	98	III
Eve of Youth Day, 2024	10 Feb 2024	Fuel-price adjustment; "moral decay"	100	III

[21] Note. Phase I = 2015–2018; Phase II = 2019–2022; Phase III = 2023–2024. Acts = number of coded speech acts per address (total N = 482). Addresses are divided into two genres: Eve of New Year (2) and Eve of Youth Day (3).