Language Use and Effective Leadership Communication in A Democratic Society

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ABSTRACT: *A study was carried out in Imo State, Nigeria, on the language use and effective leadership communication in a democratic society. Respondents are people with leadership positions in 0rganizations. Three hundred and fourteen respondents were sampled answered questions structured in 5-point Likert scale. Data were analysed using descriptive statistical methods. Majority of the respondents agreed that leaders should set goals and targets; carry everyone along for a peaceful, progressive society. Majority of respondents too, strongly disagreed that members of a society must always carry out leader's orders without asking questions. High number of the respondents also strongly agreed that a leader should have good communication skills; be strategic, emotionally intelligent, and always use positive phrases devoid of ambiguous expressions. Possibly, leaders can communicate to the society in their indigenous language. Language shapes the society; good leaders should apply polite strategies in their communication with citizens, this enhances effective communication and helps the leader to gain acceptability for growth and development in the society.*

KEY WORDS: Language, leadership, effective communication, democratic, society

INTRODUCTION

Leadership is a kind of power where another person has the ability to influence or change the values, beliefs, behaviour and attitudes of person or group of persons (Ganta, and Manukonda, 2014). A person with strong leadership ability will be a good example or role model to their employees, because the leader who is able to effectively achieve some good results or achievements gains the trust and admiration of the people, and inadvertently changes their values, beliefs, behaviour and attitudes (Grint, 2007). This opinion is also acknowledged by Northhouse (2019), who stated that leaders who express strong leadership skills have the strength to influence others to achieve the goals and objectives of the society.

Characteristically, effective leaders should have visions and give a clear direction to their citizens, and also lead them to commit to their citizenship jobs, to work as a group to achieve the county's goals and objectives. According to Wasim & Imran (2010), this is similar to what happens in an organization, where the leader provides clear and effective directions for employees' jobs, geared towards achieving the goals and objectives of the organization. This means that effective leaders should have clear vision and adequate policy direction for the country, which can easily identify the problems and obstacles that militate against the achievement of the aims and objectives of the country, in relation to country's growth and development, security of life and properties, and more importantly, cordial and peaceful co-existence among different shields of people within the society. In doing this, the leader would have integrated the citizens together in harmony and hard work that will translate into present and future economic, social and political development of the country. Therefore, good leadership breeds good followership, in the opinion of Kouzes and Posner (2002), without the two elements of the leader and the follower, leadership cease to exist. A good and effective leader should have the following attributes; Confidence • Toughness & inspiration • Ability to communicate the vision & values • Establish the right culture in the society • Honest, integrity and transparency • Humility • Learn from failure and bad experiences • Commitment • Ability to identify and attract talent (Muteswa, 2016).

In an egalitarian society, a good leader thrives to exhibit the true values of quality leadership that aim at encouraging togetherness, promote growth and development, rather than being bossy in running the affairs of the society. Accordingly, Anderson (2013), cited in Muteswa (2016), that management experts have differentiated between a leader and a boss, or manager, as shown in the Table 1 below.

Table 1. Difference between a boss and a leader

BOSS	LEADER
• Drives employees	• Coaches them
• Depends on authority	• On goodwill
• Inspires fear	• Generates enthusiasm
• Says, "I"	• Says, "We"
• Places blame for the breakdown	• Fixes the breakdown
• Knows how it is done	• Shows how it is done
• Uses people	• Develops people
• Takes credit	• Gives credit
• Commands	• Asks
• Says, "Go"	• Says, "Let us go"

Source: Anderson (2013)

From the above differentiation, it is necessary that a country or society that wants to be on the lane of success in all the indices of growth and development should have a leader, instead of a boss. In other words, a leader is someone who inspires positive, incremental change by empowering those around them to work toward common objectives. To achieve these, a good leader should have an effective means of delivering his agenda and mission to the citizens of the country.

An integral part of effective leadership is strong communication (Khemesh, 2017). Communication is described as, "an act of interchanging ideas, information, or messages from one person or place to another, via words or signs which are understood to both parties." It's a crucial activity for any group of beings, because it is the means by which members of the group co-operate together (Nordquist, 2020).

Communication is not only conveying messages; it involves also about listening and truly considering the input that comes from other people in the team. Proper communication allows for better dissemination of information, as well as a stronger ability to work well with others when the situation calls for it. However, a leader's most powerful tool for doing so is effective communication; which is vital in gaining trust, aligning efforts in the pursuit of goals, and to inspire positive change. To achieve professional success, leaders must be effective and convincing communicators. The ability to communicate clearly, concisely and tactfully is a crucial leadership skill. Communication involves more than just listening attentively to others and responding appropriately. It also includes sharing valuable information, asking intelligent questions, soliciting input and new ideas, clarifying misunderstandings, and being clear about what you want. The best leaders also communicate to inspire and energize their staff. Therefore, it is important that leaders and their teams must learn how to communicate perfectly as this will not only help the team to accomplish their tasks successfully, but also enable the society to achieve success in its growth and developmental objectives. Thus, it is effective communication that makes leaders to lead successfully (Deborah, 2006).

In a democracy, which emphasizes equality of citizens, freedom of expression and rule of law, such that legitimate power resides with the people while government gains legitimacy only by the consent of the governed, good communication by the leader(s) helps to develop better understanding and beliefs among the people, inspire them to follow the principles and values which their leader wants to inculcate in them. Thus, in the absence of good communication skills, a leader fails to achieve the goals set by him and by the country or organizations, and that makes him an ineffective leader. Good leaders should be aware of the fact that productive communication is not a one-way process; rather there are two key factors which complete communication process; speaking and listening with understanding (Luthra & Dahiya, 2015). By fostering a good communication between people and other sectors of society, leaders

can empower the society to provide information and knowledge as a basis for change and innovation, take decisions concerning their own livelihood and thereby increase their overall involvement in developmental activities.

In democratic societies, interest groups, advocacy organizations and social movements are usually agents of political communication and social change. Therefore, according to Rabiah (2012), developing good relationships with the media is very important for these groups, where by, government depends on the news media to appeal to public to accept government policies, and to influence the policymaking communities. This is the reason why media democracy uses journalism as a means to improve the quality of public life and promote democratic forms. It serves as a glue to hold community together. And it also enhances the ability and desire to listen to others.

Nevertheless, good communication depends on the language. Language is a distinctly human activity that aids in the transmission of feelings and thoughts from one person to another. It is how we express what we think or feel—through sounds and/or symbols (spoken or written words), signs, posture, and gestures that convey a certain meaning. People use language in daily occurrences, to capture individual experiences, relate beliefs, thoughts and ideas, to explore contemporary issues within the society. In summary, language is used to express, create and interpret meanings as well as establish and maintain social and interpersonal relationship. Language pervades every human society; therefore, it is through language that human beings engage in a productive and meaningful exchange of ideas, feelings or create human environment of interaction. According to social linguists, the fundamental aspects of language consist of the reasons we speak (our intentions), the situations in which we speak (our intentions), the situations in which we speak (the contexts) and the different ways in which we speak depending on the circumstances (the alternatives) (Onuh, 2019). According to Mc-Laughlin (2006), language, to the sociolinguist, is a social behaviour; a social tool in the hands of humans used to communicate ideas and thoughts.

It has been shown that good communication and language are important criteria towards effective leadership. Although, language has so many benefits to humans, it can also be problematic if it is used improperly. This is why it is important that leaders should be consciously mindful of how they use language in every situation, if they intend to achieve the purpose of communication in such situations.

Leadership and Communication; Overview:
Societies and organizations of all types develop and succeed under an effective leadership; a good leader is not only a good commander but is also a person who is able to extract work from his followers and channelize them towards the attainment of the goal for the good of the society

(Sarbapriya & Ishita, 2012). The leader applies his qualities and skills for achieving the group goals. Therefore, leaders can be said to be those who have the ability to influence the behavior of others without the use of force. Some characteristics of successful leaders are that they are adaptable to situations, alert towards the social environment, cooperative, decisive, dependable, assertive, persistent, self-confident, and knowledgeable (Sarbapriya & Ishita, 2012). But leadership cannot succeed without good followership, because it is the willingness of people to follow that makes a person their leader.

Leadership in a democratic society encourages participation of citizens in decision making processes, where the leader tables issues for free discussion, and decisions reached for implementation. The leader is expected to lead participatory discussions wherever he/she is available, and communicates decisions freely reached to the citizens. Leaders use language to convey the decisions and, or their ideas and strategies to the citizens (Bakar et al., 2010). In most cases, it is at the point of the discussions and conveying decisions reached, that a leader is measured in terms of acceptability, effectiveness and ability to provide good leadership to the society.

However, according to Schneider *et al*. (2015), for the leader's ability to communicate effectively, to the acceptance and cheering of the citizens to be motivated for actions towards executing the leader's policies and goals, it is necessary that language should be used in proper manner to convey the message to the people.

Language is one of the most significant and unique innovations humans have developed throughout evolutionary history (Denham & Lobeck 2013). As Amadi & Agena (2015) opined, the primary purpose of language is to communicate between individuals, but language can be used in several specific ways to get certain kinds of ideas across. Language allows people to; express emotion, persuade others to act in a certain way, and inform each other of important information. Most people use language every day to speak to friends and family, communicate in the workplace, resolve conflicts, brainstorm new ideas, ask for help, and express their points of view. Understanding how language is used in speech and writing can help make individuals stronger communicators in all spheres of life (Lyons & Le Page, 1981).

One of the most powerful things that people and leaders can do with language is to express their ideas, opinions, and points of view. Generally, these kinds of subjective uses of writing and speech are considered examples of the expressive use of language. Expressive language is used to talk about opinions, emotions, and personal experiences. It does not have to communicate factual information, but it is imperative. Good leaders use expressive language very often. For instance, someone taken by surprise might say, "Oh my goodness!" Someone who just hit a leg on the stone might say, ''Aah that really hurts!" Someone who lost a relative unexpectedly might

say, "I just can't believe this happened." All of these are instances of individuals using language to express their personal experiences, whether good or bad.

Language is beneficial to humans, especially for mutual interactions, but it can also be a problem if it is used wrongly. This is why, according to Carroll (2004), it is important that communicators, especially leaders of societies and organizations, should be careful how they use language in any situation. Therefore, a leader should always strive to observe the following communication skills in order to make effective communication: Asking questions, Specificity, Positive language, Objectivity, Paint the future, and Image protection (Rana, 2015).

Delivering a Speech
Speaking with enthusiasm, sincerity and vitality as well as illustrating the speech with the listener's experiences can make the difference between an ordinary speech and a great one. The whole exercise however, is to narrate a story and ensure that it is done well. Therefore, a leader, in communicating, should be (i) enthusiastic, sincere and active, (ii) there must be evidence that you are enjoying what you are saying, (iii) learn to control the body so it does not mis-communicate, (iv) smile and maintain eye contact, (v) make deliberate gestures that cannot be misinterpreted, (vi) the voice should be clear, varied and loud enough to be heard.

Imo State is an integral part of Nigeria, which has practiced democracy as a system of government since 1999 to date. The State has some educational institutions (both at primary, secondary and tertiary levels), government ministries and agencies, and market associations, headed by people who can be called leaders in their own class. The heads or leaders of these organizations periodically hold meetings with the staff or members of the various organizations, which are usually done in a given language desired by the leader/head. In some cases, language use by some of these leaders and heads may cause infractions, leading to loss of confidence or harmonious relationship between staff/members of the organization and their leaders/heads.

In view of the benefits of good language effecting good communication, the present study is aimed at assessing language use and effective leadership communication in a democratic society: a case study of Imo State, Nigeria.

METHODOLOGY

Research Design
The study was conducted in Imo State, Nigeria among people who hold leadership/headship positions in some selected educational institutions (Imo State University, Owerri, Alvan Ikoku Federal College of Education, Federal Polytechnic, Nekede, Federal University of Technology, and Owerri), government agencies (Ministries of Education, Finance, Commerce/Industries,

Local Government Affairs, Youths/Sports, and Science/Technology), market associations sampled include; Owerri Main Market Traders Association, Relief Market Traders Association, Alaba Market Traders Association. Also sampled were students' union leaders in the selected educational institutions. The bases of selecting respondents from these categories is because their leaders periodically address the staff or members of the organizations, and the whole efforts of the leaders relate to human management to achieve peaceful and progressive society. The research design employed for the study is a descriptive survey which involves obtaining information from respondents in the above stated categories of human organizations.

Data Collection
The sample consisted of three hundred and fourteen (314) respondents drown from the leaders/heads of the selected organizations. The instrument (questionnaire) was structured on a 5-points Likert scale on which the leaders/heads responded to. The items in one component of the questionnaire were weighted in the following manner: Not at all-1 point, Rarely-2 points, Sometimes- 3 points, Often- 4 points and Very often- 5 points while, the other components were weighted: Strongly Agree (SA)-5 points, Agree (A)- 4 points, Neutral (N)- 3, Points, Disagree (D) -2 points and Strongly Disagree (SD) -1point.

Data Analysis
The standard mean of acceptance for this study is 2.50. The instrument was validated by a Statistician in the Department of Statistics of Imo State University, Owerri. The Cronbach Alpha, Co-efficient method was used to determine the reliability of the instrument, and it yielded a co-efficient of 0.95. A total of 314 copies of the questionnaire were administered and retrieved from the sampled respondents. Data collected were analyzed by using the descriptive statistical calculation methods for simple percentages, and mean scores, as contained in the SPSS package, version 22. However, using the generated mean scores as criteria, any item statement with mean score of 2.50 and above was declared accepted, while item statement with a mean score less than 2.50 was declared rejected.

RESULTS

The Table 2 below presented findings on the perception of respondents on what represents an effective leader for a progressive society or organization. A total of 171 respondents, representing 54.46%, accepted that leaders should very often set goals and targets of achievements. On the other hand, only 11 respondents (3.50%) did not believe that leaders should set goals and target for themselves, while 32 respondents (10.19%), believed that leaders are not always expected to set up goals and targets of achievements (Table 2).

Table 2. Number (percentage) of respondents on the perception of an effective leader for a peaceful, progressive society or organization

Question item	Response					Total (N)	Mean ($\bar{\text{x}}$)	Decision
	Not at all (1)	Rarely (2)	Sometimes (3)	Often (4)	Very often (5)			
1) Do you like leaders setting up goals and targets?	11 (3.50)	20 (6.36)	32 (10.19)	80 (25.48)	171 (54.46)	314	4.21	Accept
2) Should a leader carry everyone in the group as team?	7 (2.22)	19 (6.05)	15 (4.78)	68 (21.66)	205 (65.29)	314	4.41	Accept
3) Should a leader take responsibility when a team member fails to deliver against expectations?	13 (4.14)	10 (3.18)	18 (5.73)	76 (24.20)	197 (62.74)	314	4.38	Accept
4) Do you feel uncomfortable when people question a leader's decision?	188 (59.87)	47 (14.96)	34 (10.82)	21 (6.69)	24 (7.64)	314	1.87	Reject

Source: Study Data. Values in brackets are percentages (%)

On the question item, 'should a leader carry everyone in the group as a team?' a total of 205 respondents (65.29%) believed that leaders should very often carry everyone in the group as a team. However, 7 respondents (2.22%) said 'not all', as shown in the Table 2, but 15 respondents (4.78%), on the other hand, said that leaders 'sometimes' should carry everyone in the group as a team.

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A total of 197 respondents (62.74%) said 'very often' leaders should take responsibility when a team member fails to deliver against expectations' as shown in the Table 2. Conversely, only 13 respondents (4.14%) said 'not at all', while 18 respondents (5.73%) said 'sometimes'. However, on the question item, 'do you feel uncomfortable when people question a leader's decision' a total of 188 respondents (59.87%) said 'not all', while 24 respondents (7.64%) said 'very often'. But, 34 respondents (10.82%) said 'sometimes'.

Table 3. Number of respondents on the perception of characteristics of a good leader for a peaceful, progressive society or organization

Question item	Response							
	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total (N)	Mean ($\bar{x}$)	Decision
1). Members/employees of the society/organization must carry out leader's orders without asking question	217 (69.10)	40 (12.73)	15 (4.78)	20 (6.36)	22 (7.00)	314	1.69	Reject
2). A leader needs to be reasonable	10 (3.18)	13 (4.14)	24 (7.64)	98 (31.21)	169 (53.82)	314	4.28	Accept
3). A leader should be bias or keep grudges with citizens/employees	197 (62.74)	81 (25.79)	10 (3.18)	6 (1.91)	20 (6.36)	314	1.63	Reject
4). A leader should help citizens/employees in tough times	15 (4.78)	12 (3.82)	17 (5.41)	69 (21.97)	201 (64.01)	314	4.36	Accept
5). A Leader being correct is more important than being nice	26 (8.28)	18 (5.73)	19 (6.05)	81 (25.79)	170 (54.14)	314	4.11	Accept

Source: Study Data. Values in brackets are percentages (%)

Results of perception of respondents on the characteristics of a good leader for a peaceful, progressive society or organization are presented in the Table 3 above. Majority of respondents, 217 in number, representing 69.10% strongly disagree that members/employees of a society/organization must carry out leader's orders without asking questions. On the other hand, 22 respondents (7.00%) strongly agreed with the assertion, but 15 respondents (4.78%) were

indifferent (Table 3). A leader needs to be reasonable, as evidenced by the large number of respondents (169), representing 53.82%, who strongly agreed to the assertion in the question item 2 (Table 3).

A large number of respondents, 197, representing 62.74% strongly disagree that a leader should be bias or keep grudges with citizens/employees. However, only 20 of the respondents, representing 6.36% strongly agreed with the assertion, while 10 respondents (3.18%) were neutral. On the other hand, 201 respondents, representing 64.01%, strongly agreed that a leader should help citizens/employees in tough times, but 15 respondents (4.78%) strongly disagreed with the assertion, while 17 respondents (5.41%) were neutral (Table 3). The Table 3 also showed that 170 respondents (54.14%) strongly agreed that 'a leader being correct is better than being nice'. Though, 26 (8.28%) and 19 (6.05%) of the respondents strongly disagreed and neutral, respectively, to the assertion (Table 3).

Table 4. Number of respondents on the perception of communication skill and language for an effective leader in a progressive society or organization.

Question item	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total (N)	Mean ($\bar{x}$)	Decision
1) A leader should be strategic in communication	16 (5.09)	25 (7.96)	7 (2.22)	73 (23.24)	193 (61.46)	314	4.28	Accept
2) A leader should be emotionally intelligent	18 (5.73)	27 (8.59)	5 (1.59)	74 (23.57)	190 (60.51)	314	4.24	Accept
3) A leader should create space for dialogue of feedback	14 (4.46)	36 (11.47)	5 (1.59)	80 (25.48)	179 (57.00)	314	4.19	Accept
4) A leader should use positive phrases	19 (6.05)	41 (13.05)	9 (2.86)	77 (24.52)	168 (53.50)	314	4.06	Accept
5) A leader should communicate to members in their language	15 (4.78)	30 (9.55)	6 (1.91)	68 (21.66)	195 (62.10)	314	4.15	Accept

Source: Study Data. Values in brackets are percentages (%)

The Table 4 above showed results on respondents' perception of communication skill and language for an effective leader in a progressive society or organization. Majority of respondents

(193), representing 61.46% strongly agreed that 'a leader should be strategic in communication', while 16 respondents (5.09%) strongly disagreed to the assertion. But, 7 respondents (2.22%) were neutral. Large number of respondents, 190, representing 60.51% strongly agreed that 'leaders should be emotionally intelligent'. Eighteen (18) respondents (5.73%) strongly disagreed, while 5 respondents (1.59%) were neutral to the assertion (Table 4).

On the question item, 'a leader should create space for dialogue of feedback', 179 respondents, representing 57.00%, strongly agreed on the assertion, while 14 respondents (4.46%) strongly disagreed. But, 5 respondents (1.59%) were indifferent on the assertion. On the other hand, 168 respondents (53.50%) strongly agreed that 'a leader should use positive phrases' in communicating to his people. However, 19 respondents (6.05%) strongly disagreed, while 9 respondents (2.86%) were indifferent (Table 4). Findings on the question item, 'a leader should communicate to members in their language' showed that 195 respondents, representing 62.10%, strongly agreed to the assertion, while 15 respondents (4.78%) strongly disagreed. But, 6 respondents (1.61%) were indifferent (Table 4).

DISCUSSIONS

High percentage of respondents that like leaders setting up goals and targets, indicates that members of any given society or organization prefer leaders who knows what he is doing. They want a leader who is focused, and has direction and road map in what he wants to achieve. An effective leader should be able to map out programmes of action and set out strategies on how to achieve them. This attribute builds confidence of the led on their leaders. Goal Setting is Important to Leaders, as It will not only give the leader a greater perspective to focus and stay motivated, but also drive the group's efficiency and morale up. According to Piccolo & Buengeler (2013), and Northouse (2021), as leaders hold power and prominence in team hierarchies, with a primary function of guiding their team toward shared goals, their personal goal orientation has the potential to dramatically shape their teams' expectations and subsequent behaviors of employees.

Leaders should strive to carry at least, majority of members of the society or organization as a team. This is evidenced by the high number of respondents that said 'very often' a leader should carry everyone in the group as a team. As stated earlier, carrying people along in the activities of a given society or organization, builds enormous confidence, harmony and cooperation among members and their leaders. A leader who maintains such policy of integrating members of the society in what he does is sure of building a society where members are hardworking and selfless in rendering services to the society.

Nonetheless, a leader should be able to take responsibility for any action or inaction of his subordinates. This is made clear by the high number of respondents said 'very often' to the question item 'should a leader take responsibility when a team member fails to deliver against expectations?' This type of attitude helps to build team spirit among members of a group, under an effective leader, who everyone is confident with, in respect of protecting his colleagues.

Majority of respondents do not feel uncomfortable when leaders are challenged for certain decisions they make. This, however, is one of the cardinal points of democracy where freedom of expression is the norm of operation. This type of action helps to keep leaders on their toes, realizing that whatever they do shall be scrutinized in the public opinion. In the opinion of Voorhoof (2010), the democratic conception takes it to heart that the pillars upon which the right of freedom of expression is founded are individual and collective autonomy, the right to know facts of public interest and information necessary for effective democratic control of government.

A society is peaceful when it is led by a peaceful leader. It is on this premise that majority of the respondents strongly- disagreed that members of the society or organization must carry out orders given by the leader without asking questions. Obviously, any society that operates this way is under dictatorship, and risk anarchy. Mercieca (2014) stated that, a steadfast concert for peace can never be maintained except by a partnership of democratic nations, as no autocratic government could be trusted to keep faith within it or observe its covenants. A good leader is not supposed to give orders rather, bring out workable agenda which will be communicated to members of the society with persuasive language. Ability to review and criticize issues by members of a society is one of the indices of a democratic society, and no attempt should be made by any leader to frustrate members of the society from exercising such right. Findings in this study indicate that respondents are informed groups of people who understand their rights within a democratic society.

In a similar manner, majority of the respondents strongly-disagreed that leaders of societies or organizations should be biased or bear grudges against members of the society. As they rightly disagreed, leaders have no need to bear animosity against any member of the society, even though the person committed an offence, which the laws are there to take care of. A democratic society is expected to be established on the principle of rule of law therefore, personal acrimony is unnecessary. What is necessary is for the leader to be upright, exemplary, and doing well to all manner of people, no matter the differences.

A leader is expected to be communicating to members of the society or organization, and to make a good speech, the leader should be strategic and focused in his language choice. A leader that has good language skill will always make effective communication to the understanding and acknowledgement of members of the society. A leader ought to be persuasive in his language, rather than being autocratic; this means that a leader should be emotionally intelligent, to

maintain his audience to continue to listen to his speech. As stated by Goleman (2015), focusing inward and focusing on others helps leaders cultivate emotional intelligence. The leader should not use abusive or insulting language on the audience, no matter the provocation. If it is possible, a leader can communicate to the society in their lingua franca. According to Pawolleck (2020), Multilingualism enhances leadership skills by expanding the way people communicate and are perceived by their audience. It is important for leaders to use plain language no matter who their audience is. It will ensure more people can access the message, understand it, and be able to act on it. This will promote inclusiveness and sense belonging among members of the society, which consequently, is capable of promoting unity, peace and good followership among members of the society, especially where there are diversified interests or races within the society.

CONCLUSION AND RECOMMENDATION

Effective leadership in a democratic society means that a leader should create space for feedbacks, and opportunity to discuss them. The finding in this study is in harmony with Hawatt & Bradley (2020) who opined that managers need to create an environment where everyone feels comfortable speaking up. In this regard, no attempt should be made by a leader to impose any policy on the people, without conducting referendum on the acceptability or otherwise of such policy.

Language shapes the society: a good leader should apply politeness strategies in his communication with citizens, as these will not only enhance effective communication, but in general helps the leader to achieve acceptability, ensure overall achievement and growth.

Future Research
There is need to study the role of speech delivery in conflicts resolution among ethnic communities in South-East Nigeria. This is predicated on the fact that pattern of language used in conflicts resolution is capable of resolving or escalating the conflict.

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