Legitimization discourse to COVID-19 vaccination in Tanzania: A discursive analysis of public speech and comments on social media

Nichodamus Robinson[1]
Sokoine University of Agriculture

Julius Malima Masatu[2]
Moshi Co-operative University

Abstract
The year 2019 Tanzania experienced the eruption of COVID-19 pandemic disease from which different health measures were needed against the pandemic. However, Tanzania had a divided ideological positioning regarding the legitimization of COVID-19 vaccination. This is because the 5th phase government regime did not favour the legitimization of COVID-19 vaccination contrary to the next 6th government regime. This divided ideology has brought dividing tensions among the public leading to different public reactions to the legitimization processes of COVID-19 vaccination in 2021. Therefore, the study aimed at assessing the legitimization discourse of COVID-19 vaccination in Tanzania and different reactions from YouTube online users upon its legitimization. The transcribed data were collected using a documentary review. The units of analysis were the current head of the state and YouTube online followers. Purposive sampling was used to select the head of the state's COVID-19 vaccination speech. Systematic sampling was used to select 160 YouTube online followers. Descriptive and thematic analysis was used to analyse the data. Critical Discourse Analysis (CDA) was used to guide the analysis and discussions of the findings. The findings showed that the head of the state has used a range of legitimization processes relating to positive self-presentations to win the public a positive face. They include linguistic strategies like emotion, the voice of expertise, rationality, hypothetical features and altruism. YouTube online followers had found to use exclusive linguistic strategies linked to negative self-presentations for de-legitimization purposes. They include nominations, predictions and rationality. It was recommended that legitimization discourse be characterized by using inclusive linguistic strategies that employ positive emotional, hypothetical features, rationality, the voice of expertise and altruism linguistic strategies to win the public a positive face.

Keywords: legitimization discourse, COVID-19 vaccination, critical discourse analysis

Introduction
This paper aimed to assess the legitimization discourse to COVID-19 Vaccination in Tanzania: a discursive analysis of public speech and comments on social media. In this paper, legitimisation discourse is used to legalise the political actors' actions or events through semantic justification

---

[1] **Nichodamus Robinson** is a lecturer in the department of language studies, Sokoine University of Agriculture, Morogoro, Tanzania. Interested in morphology, morphophonology, stylistics and language teaching. Email: robinson.nichodamus@sua.ac.tz

[2] **Masatu Julius Malima** is a Lecturer in the Department of Business Management, Moshi Co-operative University, Moshi, Tanzania. His research interest revolves around Discource Analysis, Second Language Learning, Writing; Theory and Practice. Email: masatu152@gmail.com

whereby the actors choose from wide linguistic choices to achieve specific goals (Silverstein, 2004). It is said to deal with the 'right' or 'appropriateness' known as social cultural conceptualizations (ibid). The legalization of the events or action by the political actors are characterized by arguments that may use scientific evidence (Mc Ann-Mortimer et al., 2004), personal evidence, a claim of involvement (Tusting et al., 2002), legality/illegality and normality/abnormality (Schinkel & Schrover, 2013; Reisigl, & Wodak, 2009) and positive or negative self-presentation to claim the actors' truthof the actions or events or to justify their ideology positioning, political agenda and maintain or alter the direction of the whole nation (VanDijk 1992, p. 88 ; Capone, 2010, p. 2965).

The legalization process of COVID-19 vaccination in Tanzania was a matter of concern throughout the two regimes namely: the 5th government regime of Magufuli and the 6th government regime of Samia Suluhu Hassan. As the result, the political discourses have become an arena of struggling and expressing divided ideologies and hegemony. For instance, the legitimization of COVID-19 Vaccination in Tanzania has raised a different ideological struggle between the two government regimes' right-wing radicals and right wings. During the Magufuli regime, the government burned and restricted the COVID-19 Vaccination by emphasizing its people to use of local medical treatment commonly known as 'Nyungu'. The COVID-19 vaccination at the time was disfavored throughout his speech for public sensitization and education purpose. The vaccination was linked to western biological and economic weapons for southerners. The death of president Magufuli following the inauguration of Samia Suluhu Hassan as his successor turned the wind of direction. The new president's successor comes out with a new ideology for the legitimization or legalization of COVID-19 vaccination. This had followed by its official launching of COVID-19 vaccination in July 2021. However, its launching had come with divided ideologies and public reactions through different social media. Today politicians, academics, corporate elites and the common public use the platform of social media to legitimize or delegitimize their ideology and hegemony (Rodriguez-Sala & Miro-Llinares, 2016). For instance, YouTube acts as a platform for the new generation of actors to post their ideas. It opens a ground for free conversations, comments and reactions to the new phenomenon, events or actions. A new topic may be posted by mass media agencies in the form of audio-visual for both sensitization and education purposes. Regarding the nature of the topic itself, it may open challenging discussions and reactions by the public majority as in the case of COVID-19 vaccination in Tanzania.

There is no doubt that the legitimization processes of COVID-19 vaccination in Tanzania needed the well-planned political discourses to subdue the divided ideology and the negative public image in Tanzania. However, scholars report that legitimization strategies in political discourse need to be pre-planned, intentional, and subjective to win the public positive face (Capone, 2010; Tusting et al, 2002; MccAnn-Mortimer et al., 2004). Different empirical studies present that legitimization of actions or events by social actors usually employs a political discourse of similarities and differences to legitimise or delegitimise the new phenomenon or events respectively. They present that when politicians were in need to legitimize or delegitimize their immigration agenda in Europe they had to choose from a wide range of linguistic strategies connected to either positive self-presentations or negative self-presentations to achieve their position, ideology or interactive goal (Schinkel & Schrover, 2013). They post that political actors usually had to win the legitimization of immigration agenda by employing the discourse of problematization that emphasise on the legality verses illegality of immigrants, social benefits versus social loss of the immigrants, and the immigrants' good quality than their bad quality (Ekman, 2019; Horsti, 2017; Kreis, 2017; Miro-Llinares & Rodriguez-Sala, 2016).

However, legitimization processes of actions, objects or events to the understanding of the researcher need not be generalized. That is to say, the discourse strategies which have been employed in the study of legitimization processes in Europe as in the case of immigrants, anti-immigrants and racism need to be differentiated from the legitimization processes of health-related phenomena as in the case of COVID-19 vaccination in Tanzania. Different discursive strategies may have been employed by different actors to legitimize or delegitimize the action as in the case of social media uses and the government head of the state Samia Suluhu Hassan regarding the legitimization of COVID-19 vaccination in July 2021. However, there is limited empirical evidence on the current status of COVID-19 Vaccination legitimization discourse in Tanzania specifically, on the areas of both inclusive and exclusive aspects of legitimization discourse.   Therefore, the study aimed at assessing legitimization discourse to COVID-19 vaccination in Tanzania: a discursive analysis of public speech and comments on social media. Specifically, the study sought to identify inclusive linguistic strategies and their communicative message used to legitimise the COVID-19 vaccination in Tanzania and determine different exclusive linguistic strategies used to outbid COVID-19 vaccination in Tanzania.

Theoretical Review
Critical Discourse Analysis (CDA)
Critical Discourse Analysis presents how the discourse reproduces social dominance and hegemony and the way it challenges the social conditions to legitimise or delegitimize actions (Wodak, 2011, p. 65). The theory has been applied in racism work in Europe to legitimise and delegitimize immigrants in Europe (Van Dijk, 1984; 1987; 1991; 1993a; 2005; 2007), in ideology and context (Van Dijk, 1998; Van Dijk, 1997, 2007a).

The production and comprehension of the discourse according to the theory need to take into consideration people's history, society and cognitive variables and the dynamic role of the context (situational structures and social structures) in argumentations of valid claims. The discourse inherent ideological and power that legitimises and delegitimizes the action or events. The discourse thus produces the concept of 'us' and 'we' that realises the power and hegemony and ideology of the social actors. The discourse argumentations are therefore linked to positive self-presentation or negative self-presentations of legitimization and delegitimization respectively. These self-presentations involve less or more positive referential/nominations, predictions, argumentations, perspectivizations, intensification and mitigations (Wodak, 2009). These strategies legitimise or delegitimize the action, events, or phenomenon by emphasising or deemphasizing the good quality and characteristics and bad quality and characteristics of the phenomenon.

Van Leeuwen (1996, 2007, 2008) also contributes to the understanding of the legitimization in political discourse whereby the positive and negative self-presentations are realised through four categories of legitimization strategies: authorization which involves the references to authority figures or traditions; moral evaluation that refers to the value system; rationalisation; institutionalisation and use of mythopoesis actions (Van Leeuwen, 2007:1999). These strategies are expanded and elaborated by Van Leeuwen and Wodak (1999). The elaborations are adopted by the current study on the way the head of the state legitimises COVID-19 vaccination together with public comments.

The theoretical foundations of these legitimization categories are explained below: firstly, emotional strategies reflect the self-positive and negative presentations of the phenomenon through nominations, predictions, and argumentations (Van Leeuwe & Wodak 1999; Wodak, 200; 2002). This is what is called the presentation of fear of outsiders, destruction, madness or

death (Chilton, 2004, p. 114-16). The second is hypothetical future strategies which pose a threat in the future so as to take action in the present. They employ linguistic choices of conditional sentences i.e' this danger will only grow if (Dunmire, 2007); the third is rationality strategies which claim to have consulted other sources and gone through pre-evaluative and throughout procedures before making a decision. This is referred to by Van Leeuwen (2007) as 'Theoretical Rationalisation'. The fourth is the voice of expertise which claim of using authoritative source, formal context or institutional positioning (Martin Rojo and Van Dijk, 1997), presentation of precision and exactness of numbers (Van Dijk, 1998:84) and narratives of personal experiences (Koven, 2002, 2007). This is what is called 'Authoritative speech' (Duranti, 1994; Gal & Woolard, 1995; Philips, 2004). The intention is for the speaker to appear more persuasive, more convicting and more attended (Philips, 2004:475); lastly is the legitimization through altruism which claims the event or action to be of benefit to the majority public and to serve the voters' interest This is what Van Leewen, (2007) calls 'moral evaluation' since they refer to a system of value.

The theory is important in this study since it explains the rhetoric of inclusion and exclusion to the phenomenon, events or actions; it considers the social, political and cognitive variables that are inherited in the text; finally, the theory also presents the positive and negative self-presentations of the phenomena by emphasise on the good quality and characteristics and deemphasize on the bad quality and characteristics of the phenomenon, in that case, COVID-19 vaccination in Tanzania.

Methodology
The study employed cross-section design to collect the data at once at a time (Kothari, 2004). In that case, an explanatory approach has been adopted to answer the question of what and how to understand the rhetoric of legitimization as in the case of COVID-19 vaccination in Tanzania. The study employed a mixed approach to data analysis from which quantitative analysis was used to enrich qualitative information. Tanzania has become the target area of the study since the country had a dived ideology toward the legitimization of COVID-19 Vaccination soon after the launching of COVID-19 vaccination in July 2021. The unit of analysis was the head of the state 'Samia Suluhu Hassan' and online users from YouTube. The researcher selected 160 online users from a total population of 256 online users using a simplified formula of Yamane.

N= is the total number of the study population, in that case, 256.
n = N/ (1+N*0.05^2)
n= 256/ (1+265*0.05^2)
n = 160 respondents

The selection of 160 online users was arrived at using systematic random sampling. The selection also involved a purposive selection of one sample speech held by the head of the state 'Samia Suluhu Hassan on 28th July 2021. The sample speech was purposely selected as it is the only speech held by the head of the state during the launching day of COVID-19 vaccination in Tanzania.

The nature of the data involved transcribed speech from the head of the state and transcribed comments from YouTube online followers. The speech was posted on YouTube by Wasafi TV on 28th July 2021. The documentary review was used to collect the transcribed data because of its suitability to collect verbal materials such as spoken or written material (Saunders et.al., 2012).

The analysis procedures involved two thematic themes namely; inclusive linguistic strategies and exclusive linguistic strategies. Inclusive linguistic strategies were defined to mean the self-positive representations or expressions that justify the legality of the phenomenon measured by the following sub-themes: positive emotions, rationality, hypothetical future, altruism and voice of expertise. Exclusion linguistic strategies were defined to mean the self-negative presentations or expressions that justify the illegality of an action or phenomenon measured using negative related emotions, rationality, hypothetical future, altruism and voice of expertise.

The researchers used descriptive analysis to analyse online comments in terms of both positive comments linked to normality, legality and benefits of an action and negative comments linked to abnormality, illegality, and social expenses of an action. The reason for the use of descriptive analysis was used to give the summary of descriptive information in terms of percentages and averages for the phenomenon in hand. Field, (2014) explains that the descriptive statistical model is a simple statistical model used when we are interested only in summarising the outcome of the phenomenon across its descriptive themes and sub-themes. It only gives the estimated values for the phenomenon provided that themes and sub-themes of the phenomenon are provided.

The study also involved qualitative analysis to develop thematic themes by adopting the CDA three step-wise proposed by Wodak (2015). These steps involve firstly the identification of the content or topic of a specific discourse from transcribed data; the second step involves the identification of the strategies used by both the head of the state and YouTube online followers. The final step involved the identification of the linguistic means as sub-topics and macro-topics. In that case, the analyst involved five themes of legitimization strategies which also were reflected in seven guided analytical questions:

1) How do the social actors appear to emotion by depicting negative or positive attributes relating to nomination, predication, argumentations and perspectiviation, and emphasis/intimidations?
2) How do social actors pose a threat to a feature so as to take action at the present?
3) How do the social actors make claims of rationality through consultation with other sources, pre-evaluations and throughout procedures?
4) How do the social actors claim the use of the voice of expertise, exactness of number and personal experiences to stand as an authoritative source?
5) How do the social actors use the proposal that does not appear to personal interests but to common goods or voters' interests?

Findings and Discussion
Findings
The trustworthiness of the qualitative findings has been achieved by analysing the data using two qualified judges from which the findings were compared and improved for discussions. The findings from the thematic qualitative analysis showed different inclusive linguistic strategies used by the Head of State, Samia Suluhu Hassan to legitimise the COVID-19 vaccination in Tanzania. The inclusive linguistic strategies were measured using the following linguistic themes: voice of expertise, rationality, altruism; hypothetical features, and emotions, as presented in the following subsections.

Voice of expertise

The findings presented that the voice of expertise has been found to use institutional positioning game numbers and personal experiences to legitimise COVID-19 vaccination in Tanzania. For instance, the political agent has used institutional positioning in examples 1, 2 and 5.

> I thank the Ministry of Health and the ministry of foreign affairs for their joint efforts. ….today it has been approved by the Ministry of Health, today we will start with it vaccination (exp.1). ……I thank the two ministries and both the USA ambassadorship and the people of the United States for their aid to us. I also thank the special committee I launched to make follow-ups on the vaccination, it works day and night in joint with the two ministries, and I am very thankful (exp.2). ……….and after the approval by scientists they come to the country and our scientists have been satisfied with them. I am now ready to be vaccinated (Exp.5).

The political agent has also attempted to legitimise the COVID-19 vaccination by use of game number strategies and the use of personal experiences as exemplified in 3 and 4 and 5.

> Today we are launching COVID-19 vaccination knowing that the available vaccines are very few …… Most people do not agree with vaccination but the majority of people agree with it…. I have a lot of messages asking me when we start… so my challenge is that the available vaccines are scarce (exp.3). It takes me back to sixty years when we were vaccinated at primary school… I have about six vaccines on my body, I have been living with them and they gave me life till today, there are some side effects …….but we recovered and we are still a live (exp.4)…… since we have bone we are vaccinated BCJ I don't know what it is… once you're born you immediately become vaccinated, apart from many others that you are vaccinated on the way, apart from when you travel what…yellow fever we have vaccinated too. Yet there are vaccinations we had taken (exp.5).

Rationality

The finding showed that the political agent has been making different consultations with expertise before making decisions for COVID-19 vaccinations including different peoples, Ministry of Health, the Chief Executive for the African Pandemic Prevention Centre as exemplified in 6, 7 and 8.

> We have been making different consultations with different peoples on COVID-19 epidemics… they have shown us the way to go through and how to be successful in fighting the disease and I have left that work to the Ministry of Health…. (exp. 6)…… Yesterday I had a consultation with the Chief Executive for the African Epidemic Prevention Centre and he was instructing me how the African Union has prepared to fight against the COVID and how the African Union has organised to buy the vaccination and sell it to different Africans. Yesterday he wanted us to make our order through AU… (exp. 7)

The political agent is also evidenced showing that their decisions are pre-evaluated and throughout procedures and based on reliable products. This is exemplified in 8.

> AU is buying these vaccinations, Johnson and Johnson which are manufactured in South Africa. And are these vaccinations which are used in the USA and other countries…. and those produced in South Africa are also used in other parts of the world …(exp.8)

Altruism

The political agent also legitimised COVID-19 vaccinations in Tanzania by appearing to the publics' 'common good'; that the good is for peoples' betterment. This is exemplified in 9 and 10.

> …with my understanding that …I as a president is a caretaker and I have the majority behind me whom I take care of and they look upon me…. so I could not go and endanger myself.. (exp. 9). …..I thank those who are here to join hands with me and to show the Tanzanians that the vaccination is not a matter of concern but we are after our health we are Tanzanians….. (exp.10)

Hypothetical feature

The social agent has legitimised the COVID-19 vaccination by posting threats for feature so as that the public could take action for the present. The agent presents the threats that are connected to lose avoidance and business restrictions as exemplified in 11 and 12.

> If they were here they could all be vaccinated so as to avoid another loss they had (exp.11). ..… We know some of those who travel for their own business affairs are going to get vaccinations in South Africa and Dubai. Why do they go because when they do not vaccinate they will be stopped from trading… (exp. 12).

Emotions
Nomination and prediction

Table 1 below shows that political agents have appeared to different emotions by the use of nominations (nouns, pronouns and demonstratives) and predication strategies. She refers to Johnson Johnson by quantifying it as a one-show vaccination that is free from danger. However, she refers to COVID-19 by use of demonstrative 'this' to mean a dangerous disaster.

Argumentation of justifications

The political agent has also legitimised the COVID-19 vaccination by presenting her valid claims based on different justifications: affordability (exp.13), local and international demand (exp.14); international permit (exp.15) and moral exclusion (exp.16).

> ……More people are going outside the country, we have decided that the vaccine be brought here (exp.13)….. but in Tanzania, we have different types of people who for long time have been requesting a permit to bring their own vaccine (exp.14) …..… the Chinese community who stays here… they were isolated and where not able to travel to their home country, but when we…… accepted the vaccine in Tanzania, they have brought their vaccine and they have vaccinated and they are now free… they can go to China and back (exp.15).   … but they were going and being isolated and were not able to see their family (exp.16).

Table 1
Nomination and predication strategies used to legitimise COVID-19 vaccination

Nomination	Predictions	Descriptions

-Johnson Johnson -	-One-show vaccination unlike the other -It sets free -It has no danger	…Johnson Johnson is one show vaccination, if you take it today you are through. ..so if you vaccinated today you are free …so I would like to tell you vaccine is faith
It	-It has no danger	So I don't see any danger with it
This	A dangerous disaster	..If you are not affected by this disaster, you can speak whatever but when affected you may know the danger of this disaster
Vaccine	Feature life insurance	--I am on the way to being vaccinated. that I get my vaccine and that I continue with my business

Emphasis and intimidation

The social agent has also used emphasis strategies to legitimise the COVID-19 vaccination by making a call by the mass media to play songs that relate to the vaccinations. This is exemplified in exp. 17.

> The artists have spoken well and I have spoken with TBS to play the song composed by artists because the song carries education inside it…. so that people may hear, here, here (exp.17).

Moreover, the political agent has used intimidation by drawing the consequences to those victims of COVID-19 in Moshi, Kagera, Arusha and Dar es Salaam. This is exemplified in example 18.

> But go to Moshi today, go to Arusha and go to Kagera even in Dar es salaam meet those families affected by these diseases, they have messages to tell you (exp.18).

Table 2 below shows a descriptive analysis of exclusive strategies used to outbid COVID-19 vaccination in Tanzania by online users (YouTube followers). Exclusive linguistic strategies were measured using negative connotations related to emotions, rationality, the voice of expertise, hypothetical future and altruism. The descriptive analysis showed that 69 (85.19%) of public comments had negative emotions compared to 8 (72.73%) who had positive emotions toward the legitimization of COVID-19 vaccination. A total of 7(8.64%) of the public had negative rationality compared to none of the public who had positive rationality.

Table 2
Exclusive strategies used to outbid COVID-19 vaccination in Tanzania by online users

	Negative public comments	Positive Comments
Legitimization Strategies	Frequencies	Frequencies
Emotion	69 (85.19%)	8 (72.73%)
Rationality	7(8.64%)	0 (0%)
Voice of expertise	1(1.23%)	2 (18.18%)
Hypothetical feature	2(2.47%)	1(9.09%)
Altruism	2 (2.47%)	0 (0%)
Total	81	11

The thematic analysis showed that negative emotional strategies showed in table 3.2 present that there were negative nominations used to refer to COVID-19 vaccination by online users

such as Johnson Johnson, JJ. These negative nominations have been linked to negative predictions such as poison, bad things, zombies, unreliable vaccines, water-vaccine, neo-colonialism and free goods. This is exemplified in Example 19 (i-v).

> The vaccine is poison, in South Africa it is a disaster people have died………….., you have brought bad thing (19.i)…………...Magufuli said free goods always kill (19.ii)…Vaccinate you alone that you become zombies (19.iii)……….. corona is a capitalist plan (19.iv)…… that is 666 be vaccinated yourself. We are worshipping the God of heaven.

The thematic analysis has shown that the negative rationality shown in Table 3.2 has been used to delegitimize the COVID-19 vaccinations. This is exemplified in example (20 i-vi).

> Can you inform us among the attributes after being vaccinated i) if you take a vaccine is there no need to put on a mask? If you take it will you not be affected? (exap.20.i)….she says people are asking her, let her speak out who they are? (exp.20.ii)…I would like to ask where the vaccine was made? (exp.20.iii).. the vaccine is not accepted by many Tanzania..I wonder where she got the statistics.. the vaccine is not acceptable by many… the statistics are wrong (20.iv)..We do not reject….. but the JJ you vaccinate is the same to JJ we shall vaccinate? (20.v).. ….how can we believe that it is a pure COVID-19 vaccine, how if it is a bottle of water? (exp.20.vi).

Discussion
Inclusive Linguistic Strategies Used to Legitimise the COVID-19 Vaccination in Tanzania

The political agent in achieving legitimization of the COVID-19 vaccination has used the voice of expertise to gain public credibility. Political agents have been asserting that the vaccine is the outcome of scientific efforts and proof. This is what is called institutional positioning (see Van Leewen, 2007). The political state actor also used the game number strategies that served to seek support, calls for majority demand of the vaccine and calls for public agent actions. Past studies explain that these game number strategies when used aim to appear more persuasive and more attended (Philip, 2004). The political actor has also presented her past personal experience about the vaccines with the intention to communicate the normality of the COVID-19 vaccination to the majority of Tanzanians. The authors emphasise that when personal experience is used, it is likely to achieve integration of the out-group members (Koren, 2002, 2007).

The political actor presents her arguments by drawing evidence of consultations with the expertise. She claims to have done pre-evaluative as well as throughout procedures before reaching the decision to COVID-19 vaccination in Tanzania. This is what they call 'Theoretical Rationality' (Van Leewen, 2007). This implies that the COVID-19 vaccination has been well planned and executed and the product is reliable and valid. Moreover, the political actor presents the COVID-19 as common good to the public. She positions herself as a forerunner for the vaccination as evidence of its health and life betterment to its voters. This is what is called 'Moral Evaluation (Van Leewen, 2007) which claims the validity and reliability of COVID-19 vaccination. Past studies assert that when the political actor appears to have rationality and altruism the intention is to win public positive face for the legitimization of the phenomenon (Philip, 2004). Furthermore, the political state actor had posed threats relating to the loss of people and business restrictions in case its public did not take the vaccine. This is what is called the use of 'hypothetical feature strategy'. The political actor uses conditional sentences and

why-clause as the linguistic means to assert the threat. The use of threat by the political actor usually is used when the intention is to achieve a positive or negative image of the phenomenon for the public to take agent actions (Schinkel & Schrover, 2013).

The political actor has used positive self-presentations to refer (nominations) and quantify (predications) Jonhson Johnson as a vaccine that sets free from endangerment and that is linked to future life insurance. The communicative motive was to emphasise the normality of the vaccine and gaining and raise public interests. The political actor also referred to COVID-19 as a dangerous disaster to gain people's attention to COVID-19 vaccination. Past studies showed that when the social or political actor uses negative or positive referential and predicative strategies the aim is to win social inclusion or social exclusion regarding the present political agenda, ideology and hegemony over the particular phenomenon (Kreis, 2017; Schinkel & Schrover, 2013).

The political actor has also presented arguments that legitimised the COVID-19 vaccination through a number of justifications. She justifies that the legitimization of COVID-19 vaccination is important for affordability purposes, local and international demand purposes and moral and social exclusion purposes. This implies that the legitimization of the COVID-19 vaccination is not the force behind the government but rather the community demand. The findings imply that the government intervention is to help its public to afford the vaccine at ease costs and to help the public communicate with the international community (families or business mates). Past studies have shown that usually, political actors may present different arguments to justify their claims using different justifications. For instance, the justification of immigrants in Europe has been presented by arguments based on legality, normality and social benefits (Schinkel & Schrover, 2013).

Moreover, the political actor has emphasised the use of mass media such as TBC for sensitization purposes. Past studies assert that in an attempt to integrate a new action, event or phenomenon usually sensitization strategies by use of media become a sensitive tool for raising awareness (Schinkel & Schrover, 2013). The use of intimidation has been also used by political actors by focusing on the consequences of the COVID-19. The intimidation is also used in her speech by posting on the wide availability of corona pandemic at local premises with the intention to raise peoples' attention so as to take action.

Exclusive Linguistic Strategies Used to Outbid COVID-19 vaccination in Tanzania

The majority of online users on YouTube had negative comments upon the legitimization of COVID-19 vaccination in Tanzania. This means that they had negative self-presentations of COVID-19 vaccination practices. Their referential to JJ or Jonhson Johnson disqualified the COVID-19 vaccinations as poison, bad thing, unreliable, neo-colonialism, the dragon mark of 666 and a symbol of the antichrist. This implied the following: firstly, the negative connotation of the COVID-19 vaccination in Tanzania may have been explained by different public beliefs and faith; secondly, the majority public might have been not well aware of the vaccine thus referring it as unreliable; thirdly, the rejection might have been explained by Magufuli rejection philosophy of COVID-19 vaccinations in Tanzania; fourthly, the rallies and propaganda during the 5th face connected the COVID-19 epidemic as a neo-colonialism agenda and the giant economic war between China and USA; finally the public comments may have intended to emphasis on the abnormality of the COVID-19 vaccinations so as to win a public negative face. The under-presentation of COVID-19 vaccination in Tanzania by online users may also concur with the language of the de-legitimation process in anti-immigration discourse in the European context (Arcan, 2013; Kreis, 2017; Schinkel & Schrover, 2013).

The de-legitimization of COVID-19 vaccination has also been done by onnline users of YouTube through self-presentations of negative rational arguments. There were negative rational arguments that demanded evidence on the promising feature of COVID-19 vaccination; there were arguments that demanded evidence on the statistics of interests and supporters of the vaccine and there were questions posed on the reliability and validity of Johnson Johnson. This implies that the common public poses rationality in their decisions regarding the existing political agenda (Van Leuwen, 2007).

Conclusion
Objective one aimed to identify inclusive linguistic strategies and their communicative message used to legitimise the COVID-19 vaccination in Tanzania. It was concluded that political actors in that case Samia Suluhu Hassan had used a range of positive self-representation qualities of coving-19 vaccinations to win public positive face: for instance, the social actor used the voice of voce as the strategy by appearing to institutional positioning, using statistics of the victims, supporter and interested publics and using of personal experiences over the past vaccines; secondly, the political actor used rationality arguments that claimed to have consulted local and international expertise, use of throughout procedures and pre-evaluation of the phenomenon before making decisions; thirdly, the political actor used altruism strategies by claiming the COVID-19 vaccination as 'common good' that is free from danger; fourthly, the political actor used hypothetical feature strategies by posing threat to those did not take as they may led to loss of their loved families and restricted from international business and trading; finally, the social actor used emotional strategies that employed positive nominations of COVID-19-vaccination as free, non-danger and a one show product; use of justified arguments linked to affordability, local and international demand and moral and social exclusion; emphasising on the use of mass media like TBC for education and sensitization strategies; use of intimidation strategies that showed the consequences to those COVID-19 victim families and the prevailing of the pandemic in some of the regions in Tanzania.

Objective two aimed to determine different exclusive strategies used to outbid COVID-19 vaccination in Tanzania. It was concluded that the majority of public comments on YouTube had negative comments that attributed negative nominations of Jonhson Jonhson as poison, bad things, unreliable vaccines, neo-colonialism, the dragon mark of 666 and the antichrist symbol. Secondly, they were negative use of rational arguments that demanded evidence on the promising feature of COVID-19 vaccination; demand for statistics of Tanzania who are supporting and interested; questioning the reliability and validity of the Johnson Johnson.

Recommendations
It is recommended that public/political discourse in relation to legitimization processes need to use an inclusive linguistic framework that employs positive emotions (nominations, predictions, argumentations, perspectives,) hypothetical features, rationality, the voice of expertise and altruism linguistic strategies to win public positive face. At the discipline level, discourse studies need further to investigate the discursive nature of rationalizations toward legitimization processes of events or actions provided that social actors are actively rational beings.

References
Abdul-Wahab, A. M. M. A. R. (2016). Power and solidarity in social interactions: A review of selected studies. *Journal of Language and Communication (JLC)*, *3*(1), 33-44.
Arcan, E.H. (2013). Interrupted social peace: Hate speech in Turkish media. *The IOFOR Journal of Media, Communication and Film, 1*(1), 43-56.

Benhabib, S. (1996). The democratic moment and the problem of difference, democracy and difference: Contesting the boundaries of politics. Princeton University Press.

Capone, A. (2010). Barack Obamas' South Carolina Speech. *Journal of Pragmatics, 42*(29)**,** 64-2977.

Dunmire, P. (2007). Emerging threats and coming together: claiming the future for preventive war. In A. Hodgers, & C. Nilep (eds) *Discourse, war and terrorism*. John Benjamins, 19-44.

Dranti, A. (1994). *From grammar to politics: Linguistic anthropology in a western Samoan village*. University of California Press.

Ekman, M. (2019). Anti-immigration and racist discourse in social media. *European journal of communication, 34*(6) 606-618.

Formentelli, M. (2010). Address strategies in the British academic setting. *Pragmatics, 19*(2), 179-196.

Field, A. (2014). *Discovering statistics using IBM SPSS statistics* (4th, ed.). SAGE Publication Ltd:

Gal, S., & Woolard, K. (1995). Constructing language and publics: Authority and representations. *Pragmatics* 5(2), 129-138.

Horsti, K. (2017) Digital Islamophobia: The Swedish woman as a figure of pure and dangerous whitmess. *New Media and Society 19*(9), 1440-1457.

Koven, M. (2002). An analysis of speaker role inhabitants in narratives of personal experience. *Journal of pragmatics 34,* 167-217.

Koven, M. (2007). *Selves in two languages: Bilinguals' verbal enactments of identity in French and Portugues.* Amsterdam/Philadelphia, PA: John Benjamin.

Kreis, R. (2017). Refugees not welcome: Anti-refugee discourse on Twitter. *Discourse of Communication, 11*(5), 498-514.

Miro-Llinares, F., & Rodriguez-Sala, J. (2016). Cyber hate speech on twiter: Analysing disruptive events from social media to build a violent communication and hate speech taxonomy. *International Journal of Design and Nature and Ecodynamics, 11*(3), 406-415.

McCann-Mortimer, P., Augoustinos M., & LeCouter, A. (2004) Race and the Human Genome Project: construction of scientific legitimacy. *Discourse and society* 15(4), 409-432.

Méndez, T., & García, A. (2012). Exploring elementary students' power and solidarity relations in an EFL classroom. *Profile Issues in Teachers Professional Development*, *I*(1), 173-185.

Reisigl, M., & Wodak, R. (2009). The discourse historical approach. In R. Wodak, & M. Meyer (Eds.), methods of critical discourse analysis (2nd ed.) (pp.87-121). London, UK: Sage.

Schinkel. W., & Schrover, M. (2013). Introduction: The language of inclusion and exclusion in the context of Immigration and Integration, ethinic and racial studies, 36(7) 1123-1141, DOI:1080/01419870.2013.783711.

Reyes, A. (2011) . Strategies of legitimation in political discourse: From words to actions. *Discourse and Society*, 22(6), 781-807.

Phillips, S. (2004). Language and social inequalities. In A. Duranti (Ed.), *A companion to linguistic anthropology* (pp. 474-495). Blackwell.

Tusting, K., Crawshaw, R., & Callen, B. (2002). 'I know because I was there': How residence abroad students use personal experience to legitimate cultural generalisations. *Discourse and society* 13(5):651-672.

Van Dijk, T. A. (1992). Discourse and denial of racism. *Discourse and Society 3*(1), 87-118.

Van Leeuwan, T. (2007). Legitimation in Discourse and communication. *Discourse and Communication 1*(1), 91-112.

Van Leeuwen, T. (2008). *Discourse and practises: New tools for Critical discourse analysis*.

Oxford University Press.

Van Leeuwen, T. (1996). *The grammar of legitimization*. School of Media/London School of Printing.

Van Dijk TA (1998). *New as discourse.* Lawrence Erlbaum.

Van Leeuwen, T. J. & Wodak, R. (1999). Legitimising immigration control: A discourse historical analysis. *Discourse studies 1*(1), 83-118.

Wodak, R. (2009). The semiotics of racism: A critical discourse-historical analysis. In J. Renkema, (Ed.), *Discourse of course* (pp. 311-326)*.* John Benjamins.

Wodak, R. (Ed). (2013). *Critical discourse analysis. London,* UK: Sage.

Salifu, N. (2010). Signalling politeness, power and solidarity through terms of address in Dagbani. *Nordic Journal of African Studies 19*(4), 274–292.

Silverstein M. (2004). Cultural concepts and the language –culture nexus. *Current anthropology 45*(5), 621-652.