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Manipulative Discursive Strategies in Facebook Posts of Failed Online Ponzi Schemes a Study of Investment Narratives

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Abstract: This study investigates manipulative discursive strategies employed in Facebook posts of some failed Nigerian Ponzi schemes disguised as business entities between 2020 and 2021. Previous language studies (Chiluwa & Chiluwa (2022), Chiluwa, Kamalu & Anurudu (2020), Onanuga & Taiwo (2020)) on the proliferation of Ponzi schemes on social media focused on the famous Mavrodi Mundial Moneybox (MMM), iCharity, ultimate cycler and Loom, therefore the present study expands the scope by including other schemes like MBA Forex, Barimike Group, Chinmark/FinAfrica Investment and Ovaioza Food Produce and Storage Business (OFPSB). The research adopts a descriptive approach to identify and analyse manipulative discursive strategies used to attract potential clients, foster trust, and encourage financial engagement. Data were purposively collected from eight promotional posts made by four businesses/investment schemes —MBA Forex, Barimike Group, Chinmark Group and OFPSB and analysed using Ruth Wodak's Discourse Historical Approach (DHA). The analysis reveals recurrent manipulation strategies, including rebranding of investment schemes as business partnership, promise of high returns on investment with no risk, use of exaggerated figures for legitimization, fear tactic, trust framing, false proof, scarcity framing, temporal urgency, and pseudo authority through quotations. These tactics are often employed to create an illusion of safety, inclusivity, and inevitability of profit. The study concludes that online investment discourse blends interpersonal rapport-building with subtle pressure to influence audience decision-making.

Keywords: manipulative discursive strategies, Ponzi scheme, discourse historical approach, online investments

INTRODUCTION

Since 2017, the Nigerian social media landscape has been flooded with reports of various Ponzi schemes or investment opportunities, starting with Mavrodi Mundial

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Moneybox, commonly known as MMM. Ponzi schemes derive their name from the original perpetrator, Charles Ponzi (Jory & Perry 2011). These schemes are fraudulent investment or pyramid schemes that promise investors exceptionally high returns on investment (ROI) with minimal or no risk, while in reality, funds from new investors are utilized to pay off older investors until the schemes ultimately collapse. MMM was named after Sergei Mavrodi, a Russian con artist. The scheme gained popularity on Nigerian social media platforms between 2015 and 2017. Even religious organizations dedicated time to instruct their members on how to navigate the treacherous waters of this Ponzi scheme.

Nigerians continue to find themselves entangled in the deceptive waters of Ponzi schemes years after being defrauded by MMM. Other Ponzi schemes such as MBA Forex, Chinmark Group, Beningnant Forte, and Ovaioza Group of Companies have been added to the roster of failed Ponzi schemes within Nigeria's social media environment. These schemes utilize social media, particularly Facebook, to spread information and promote their Ponzi schemes, ensuring a continuous influx of new investors upon which their survival depends. To attract unsuspecting investors, these fraudsters employ aesthetics and creativity in their advertisements. They also engage social media influencers or celebrities to promote the schemes and provide testimonials on their behalf. This practice is regarded as an effective method of image laundering on social media. Social media has played a significant role in the proliferation of Ponzi schemes. Numerous Ponzi schemes are advertised through social media posts that contain manipulative and misleading information. Following the collapse of MMM, the most notorious Ponzi scheme to have operated in Nigeria, other schemes have emerged online and successfully defrauded Nigerians.

The promoters of these schemes craft their advertisements in such a manner that conceals their deceit and convince potential investors to place their trust in them regarding their finances. This is accomplished through the use of manipulative discursive strategies that facilitate the attainment of their fraudulent objectives. These manipulative discursive strategies consist of deliberate linguistic tactics or devices employed by a writer to persuade, mislead, or entice the target audience. The goal is to shape a specific perception while keeping certain facts concealed.

These Ponzi-scheme-like investment operations exploit the dire economic conditions in Nigeria to deceive their investors with promises of quick wealth. Following the collapse of these schemes in early 2022, investors have been left utterly devastated by the loss of their funds. The current study aims to inform the public about the manipulative strategies utilized by these Ponzi schemes to entice them into fraudulent investment opportunities. The study's objective is to identify specific manipulative discursive strategies used by these con artists in their advertisements, as the promoters of these Ponzi schemes

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take advantage of the prevailing economic circumstances in the country to swindle their unsuspecting and greedy victims.

Statement of the Problem

Previous researches on language usage in Ponzi schemes have been carried out in recent times as these schemes rise and fall in Nigeria. (Chiluwa & Chiluwa 2022) researched the use of indexical markers in Ponzi websites. The research focused on failed Ponzi schemes that trended on social media between 2016 and 2019: Ultimate Cycler, Loom, Crowd rising, Givers Forum and iCharity. Chiluwa, Kamalu & Anurudu (2020), focuses on deceptive narratives and ideological stance of Ponzi schemes using the failed MMM as a study. Onanuga& Taiwo (2020) unmasked the digital deception in Ponzi narratives, hidden in their discursive features, in their study. The present study broadens the scope of research in language use in Ponzi narratives/adverts and addresses a gap in knowledge by examining manipulative discursive strategies in other schemes such as MBA Forex, Chinmark, OFSPB, and Beningnant Forte.

Conceptual Framework

Ponzi Scheme

Ponzi schemes are fraudulent investments that guarantee significant returns to investors by relying on funds from new participants (Chiluwa & Chiluwa, 2022). A Ponzi scheme is essentially a type of deception or scam that pretends to be a legitimate investment opportunity; however, in truth, there is no authentic investment taking place. The money from new investors is used to pay returns on investment (ROI) to earlier investors, thus keeping the scheme afloat. The sustainability of the scheme is heavily reliant on a constant stream of new investors. As a result, these schemes utilize various manipulative tactics to ensure their survival. Some of these tactics include indexicality markers such as colours as signals, cultural and group identities, ideological representation, and the reconfiguration of culture and social practices (Chiluwa & Chiluwa 2020), as well as discursive strategies like naming, politeness strategies, persuasive language, and commissive acts (Onanuga& Taiwo 2020).

Ponzi schemes typically present themselves as investment opportunities, business partnerships, or multi-level marketing ventures. In instances where they pose as investment schemes, these fraudsters actually use funds from new investors to pay off existing investors. This creates the façade of a successful investment, but it is, in fact, a pyramid scheme. Ponzi schemes that operate under the guise of multi-level marketing (MLM) require new members to actively recruit additional investors before they can advance to the next level. These Ponzi schemes masquerading as investment opportunities promise

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potential investors high ROI with no associated risk. This promise has been shown to be a mere illusion and is not sustainable over an extended period.

The internet has proven to be quite beneficial for these fraudsters (Chiluwa & Chiluwa 2022). The worldwide reach of social media has created an effective platform for attracting new investors. Numerous Ponzi schemes have been reported to target social media users. Given that the survival of these schemes is largely contingent upon the influx of new investors, these schemers frequently employ a wide array of manipulative discursive strategies to maintain their operations.

Theoretical Framework

The theoretical foundation for this research is based on Wodak's Discourse Historical Approach. Ruth Wodak introduces five discursive strategies within her Discourse Historical Approach (DHA) as part of a comprehensive framework for critical discourse analysis. These discursive strategies are deliberate plans of action aimed at achieving specific linguistic objectives and can be observed at multiple levels of linguistic structure and complexity (Wodak 2015). These strategies represent intentional plans that intersect with linguistic practices and methods utilized in discourse to influence a particular audience (Horbacauskiene 2021). Discursive strategies denote specific methods through which individuals employ language to convey messages and fulfill their objectives. They can be applied across various contexts, such as political discourse, advertising, religious discussions, and everyday interactions.

Reisigl and Wodak (2009) identified five distinct discursive strategies: Referential/nomination, predication, argumentation, perspectivization/framing/discourse representation, and intensification/mitigation. Nomination involves the application of labels and categories to shape perceptions, while predication utilizes adjectives and adverbs to craft specific impressions through rhetorical techniques. Perspectivization makes use of pronouns and verb tenses to establish viewpoints, whereas argumentation relies on logical reasoning to convince individuals to adopt a particular perspective. Intensification employs exaggerated language to instill a sense of urgency, and mitigation involves the use of softer or less assertive language to diminish the perceived significance of an issue.

Methodology

The current research is descriptive in nature. The data for this study were derived from Facebook posts related to three unsuccessful Ponzi schemes: MBA Forex, Barimike Group, and Chinmark Group, as well as OFSPB, which were monitored over the span of one year (2020 - 2021). Data collection was conducted through non-participant observation. A purposive sampling method was employed to select nine (9) Facebook posts created by

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the administrators and supporters of these Ponzi schemes during the years 2020 and 2021. The analysis of the data was carried out using the theoretical framework established for this study.

Data Presentation and Analysis

Excerpt 1

@Eedris Somorin

October 31, 2020

I invested in the platform in less than 2hrs I got my payment for my investment. It is better than MMM, TWINKLERS and any other platform that you think about. You can invest in the MBA FOREX TRADING AND CAPITAL INVESTMENT PLATFORM 3TIMES IN A DAY. They are into bitcoin mining and get x3 of the investment and credit x2 to your account and the last one will go to the platform. I invested 40k and got paid 80k in less than 2hrs. No delay no stress no complain

The post utilizes Ponzi recruitment tactics characterized by urgency, testimonials, and exaggerated returns to influence potential investors. It references a familiar point of comparison (MMM) to evoke recognition, yet leverages MMM's negative reputation to its benefit by presenting a favourable contrast. Numerical data and specific time frames are employed to fabricate an illusion of accuracy.

The post strategically employs all five of Wodak's DHA discursive strategies to manipulate prospective investors. Through nomination, the author positions himself as a credible source, identifies the investment platform with an official and intricate title, and references both known failed Ponzi schemes (MMM and TWINKLERS) alongside a contemporary technological field ("bitcoin mining") to establish a sense of authenticity. Predication strategies attribute solely positive characteristics to the platform (efficiency, profitability, and simplicity) while omitting any discussion of risk. In argumentation, the author utilizes the topos of advantage (immediate returns), the topos of numbers (specific amounts and timeframes as pseudo-evidence), and the topos of authority (personal experience as validation) to foster trust and prompt swift decision-making. Perspectivisation enhances this effect by framing the claim within a first-person narrative, creating a personal and relatable context while contrasting the "better" offer against a prior scheme. Lastly, intensification underscores the speed, frequency, and magnitude of returns, while manipulating prospective investors to act swiftly while concealing the deceptive nature of the scheme.

Excerpt 2

@Adamu Musa Yaro

October 14, 2020

How it works

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This is an investment were you invest and get double of your investment, We trade with the investment on crypto currency also known as bitcoin and other fast mining coins once the mining drop it come with 120%, But 100% is for you the investor and 20% is the company commission. When Traded With Crypto currency; Bitcoin, kuwait currency, We Make Tripple(3x) Of your investment And Send You Two Part And We Benefit One Part. For Example If You Invest With 50,000 Within 2hrs the mining drops and we Make Profit Of 150,000 Then Send 100,000 To You Then Profit Of 50,000 Is For The MBA FOREX AND CAPITAL INVESTMENT PLATFORM

The post uses nomination to present both the speaker and the platform as authoritative and credible, naming the admin, the "MBA FOREX AND CAPITAL INVESTMENT PLATFORM," and referencing popular financial terms such as (bitcoin" and "kuwait currency) to borrow legitimacy from finance register. Through predication, the investment is described with exclusively positive attributes (certainty, high profitability, and speed) while omitting any mention of risk. Argumentation relies on the topos of advantage (immediate, large returns), the topos of numbers (precise figures such as "120%," "3x," and "150,000) to create false accuracy, and the topos of fairness (presenting the company's share as minimal ("we benefit one part"). Perspectivisation frames the speaker as part of a collective "we," suggesting a partnership with the investor and positioning the post as a transparent explanation of (how it works). Finally, intensification occurs through repeated emphasis on doubling or tripling returns (within 2hrs), while mitigation is entirely absent, removing any suggestion of potential loss or risk.

The discourse blends pseudo-technical language, fabricated mathematical precision, and a false narrative to construct trust and urgency, persuading and manipulating potential investors to act quickly while disguising the fraudulent nature of the scheme.

Excerpt 3

Barimike Group

October 12, 2021

When we ask you to partner with us, what's your understanding of partnership?

Partnerships are agreements between people, to pool in combined resources and oversee their business, sharing profits and growth. This is why we ensure to put out information of everything we do at Barimike Group, because each partner needs to know exactly what their money is funding, how the business development stage is going on, how much sales is recorded, how we measure growth and even when there are any challenges. We take out time to put out information so that you can always keep track of all we do. We do not intend to

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stop doing this because we have built and will keep building very stable, long term businesses. Opportunities for partnerships are still open. Call us on 09023486051. Our office is always open to you, on every working day, on the 4th Floor, Polystar Building, 2nd Roundabout, Lekki Phase 1, Lagos.

Image text: ***Understanding Partnerships*** *(with two hands shaking)*

The post utilizes nomination to characterize the relationship between the company and potential investors as a 'partnership,' a term that evokes positive connotations of equality, inclusivity, and mutual benefit. The name 'Barimike Group' is prominently featured alongside business-related terminology such as 'profits,' 'growth,' and 'resources,' which serve to portray the organization as professional and reliable. Through predication, the partnership is imbued with attributes of transparency, stability, and long-term dependability. The text underscores that partners 'know precisely what their investment is supporting,' that 'sales are documented,' and that 'information' is consistently communicated. The business is depicted as 'very stable, long-term,' with no mention of potential risks or failures, thereby crafting an idealized and risk-free image.

In terms of argumentation, the post draws on the topos of transparency ("partners will always be informed about business progress"), the topos of stability ("the business is built to last"), and the topos of trust ("information is openly shared"), implying there is nothing to hide. These topoi are designed to remove skepticism and position the company as a safe investment partner. Perspectivisation is accomplished through the inclusive terms "we" and "you," which foster a collaborative identity between the company and its investors. The direct address in the phrase ("When we ask you to partner with us") personalizes the invitation, while the inclusion of physical location details ("4th Floor, Polystar Building… Lekki Phase 1") instills a sense of tangible legitimacy.

Ultimately, intensification is achieved through a consistent emphasis on transparency ("exactly," "always keep track"), stability ("very stable," "long term"), and openness ("our office is always open to you"). In contrast, mitigation is notably absent—there is no mention of potential business challenges beyond a fleeting reference, nor is there any discussion of risk.

The discourse reframes a Ponzi scheme as a partnership of equals. It employs transparent language and mutual benefit to obscure the underlying power dynamics and possible fraudulent intentions. By appealing to values such as trust, stability, and shared control, it aims to attract prospective investors while subtly diverting them from public scrutiny.

Excerpt 4

Barimike Group

October 23, 2021

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As a relatively new startup, we know that your recommendations are enough to create more visibility for people to partner with us at Barimike Group. This is why we do not joke with our commitment for sustainability, meeting business targets and ensuring that every person who partners has absolutely no reason to complain about our services. We are here to build strong, reliable businesses and you factor in our success story. So, for every time you refer someone to partner with us on our business projects, you get a 2% reward. We want you to know that we value your trust and commitment to our growth. We appreciate your recommendation and recognise how it impacts our journey.

The post employs nomination to shape the company's identity as "a relatively new startup," positioning it as emerging, ambitious, and in a phase of growth. The explicit mention of the company name "Barimike Group" serves to enhance brand recognition, while the audience is framed as "partners," suggesting equality and shared objectives. Through predication, the business is attributed with positive characteristics such as "commitment for sustainability," "meeting business targets," and "strong, reliable businesses." These attributes portray the company as trustworthy, high-performing, and oriented towards long-term success, while deliberately avoiding any acknowledgment of uncertainty or risk.

Argumentation strategies leverage the topos of trust and reciprocity—highlighting that the company values recommendations, rewards referrals, and ensures that "every person… has absolutely no reason to complain." The topos of advantage is evident in the commitment to a tangible 2% reward for referrals, appealing to both emotional loyalty and material gain.

In perspectivisation, the use of "we" and "you" fosters a collaborative relationship, positioning the audience as a crucial element of the "success story." By stating "you factor in our success story" and "we value your trust," the company frames the audience not as passive participants but as active contributors.

Excerpt 5

@OFPSB

August 7, 2021

Every day, I wake up to people tagging me to posts where someone or people are looking for suppliers. If I was tagged to 10 posts of such, I usually get 9. Apart from people investing in the storage business that yield profit after 6 months, partnering in the buying and selling that yields profits weekly, they get me contracts too. If you have ever gotten a contract to supply something, you would understand what it means to be a major supplier to about 5 different companies

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where they process food, feed….the supplies are usually huge. Thousands of tons of grains. A minimum of one thousand. All these would not be possible without y'all here who believe in me and trust me. Because the tags are much and I cannot remember y'all names individually, this is me saying THANK YOU! THANK YOU FOR REFERRING AND RECOMMENDING OFPSB. We supply all farm produces, cement, livestock, building materials …Don't stop referring and recommending me, please. This is where I get my doings from abek. You can reach us on Whatsapp only via 09061863122 and 08174032875 whatsapp only and business only. Thank you and God bless you

Leveraging on nomination strategies, the speaker identifies herself as a well-established and dependable supplier ("major supplier to about 5 different companies," "we supply all farm produces..."). The followers are recognized as essential contributors to her success ("y'all here who believe in me and trust me"), fostering a sense of shared accomplishment. The use of predication strategies attributes success, trustworthiness, and gratitude to the speaker ("would not be possible without y'all," "THANK YOU FOR REFERRING") and suggests high demand and reliability through scale ("thousands of tons," "minimum of one thousand"), enhancing business credibility. Argumentation strategies (topoi): employs the topos of numbers/quantity: Utilizing large figures to suggest business stability and profit potential ("thousands of tons," "minimum of one thousand"), and the topos of trust: framing trust and referrals as the cornerstone of success.

Excerpt 6

@Amanda Chisom Page

December 12, 2021

I don't know why some people can't be smart, it's Christmas already and everybody is planning his/her self in other to celebrate Christmas but life doesn't end after Christmas. January is another month and year to start, Responsibilities will start all over again. How prepared are you? chinmark Group Partnership is the answer. Chinmark partnership is a deliberate and functional means of augmenting the wealth of those who situate their funds in inform of partnership with Chinmark group. The most interesting part is those partners receives 3 to 4% monthly and their capital will be fully returned to them. For example you partner with from 1 million Naira for 6 months or maximum of a year, you will be getting your 3% ROP every month for the duration of your investment after which your 1 million Naira will be returned back to you. isn't that Great? What are you waiting for? Rush now to Chinmark Group and allow them to grow your wealth. Even if you don't have the cash to partner with Chinmark you can still make money by

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referring someone to partner with Chinmark Group and smile home with your referral bonus. It can only be Chinmark today and Chinmark tomorrow.

As for nomination strategies, the Chinmark Group is positioned as a provider of solutions ("Chinmark Partnership is the answer," "a purposeful and effective method for enhancing wealth"). Partners are portrayed as strategic planners who prepare for the future beyond immediate celebrations and are rewarded for their foresight. Positive attributes associated with Chinmark include being functional, purposeful, wealth-enhancing, and reliable ("capital will be fully returned to them"). Prospective partners are characterized as intelligent, prepared, and forward-thinking, while negative traits are ascribed to non-participants, who are depicted as short-sighted ("some people can't be smart," focusing solely on Christmas). These are predication strategies. Argumentation strategies (topoi) encompass the topos of financial readiness, linking the concept of financial planning with partnering with Chinmark—positioning investment as the key to financial success.

Excerpt 7

@finafrica_investment

March 28, 2020

"I have never encountered a successful pessimist" – William J. O'Neil

Pessimism is a limiting factor. Change your mindset today invest for a secured financial future! We are here to help you. www.chinmarkgroup.com

Certain nomination strategies, such as portraying an ideal investor as a successful optimist in contrast to the unsuccessful and limited pessimist, are evident in the post. The company, Finafrica/Chinmark, is depicted as a supportive guide ("We are here to help you"). Positive characteristics attributed to the target audience include: optimistic, forward-thinking, and capable of change, while negative traits assigned to non-investors are: pessimistic and limited. The company is portrayed positively as supportive, future-oriented, and secure ("secured financial future"). These are predication strategies.

The argumentation strategies (topoi) utilized by the poster encompass the topos of mindset: suggesting that mindset directly influences success ("I have never encountered a successful pessimist"), the topos of improvement: framing investment as a means to "change your mindset" and overcome limitations, and the topos of security: implying that investment will result in a "secured financial future." Regarding perspectivisation strategies, the post employs authority citation (William J. O'Neil) to enhance credibility and reliability of the claim, positioning the company as a caring partner invested in the audience's future ("We are here to help you"). The imperative tone ("Change your mindset today") creates a sense of urgency and personal accountability. Mitigation strategies avoid

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discussing financial risks or potential losses and refrain from providing detailed explanations of investment terms — prioritizing emotional appeal over specifics.

Excerpt 8

@OFPSB

August 26, 2021

About OFPSB

It's not an INVESTMENT PLATFORM. People don't give us money to get a certain percentage monthly. We don't look for investors. OFPSB totally depends on foodstuff distribution and storage of non perishable crops. We do partnership with people ONLY WHEN THE NEEDS ARISE. This is why we often tell people that there is no opening or space. We set a target of distributing a certain quantity of foodstuff and we set a limit. Once we reach that time, even if you are coming with 100 million, we wont accept. We don't take ore than we can handle. What we do is basically PARTNERSHIP. This is why we always say that there is NO ESTIMATED PROFIT. MARKET COST DETERMINES OUR OPERATION. WHAT WE DO? We look at foodstuff in places where they are cheap and sell where they are expensive. We buy foodstuff when they are cheap (harvest season) and sell when they are expensive (planting season). WE ARE NOT ASKING PEOPLE TO GIVE US MONEY TO FUND A PROJECT. WE ARE NOT ASKING PEOPLE TO BRING TWO PEOPLE TO COLLECT A CERTAIN PERCENTAGE. WE DON'T HAVE ANY BRAND AMBASSADORS ANYWHERE. I Ovaioza call for partnership and people do. Bearing in mind that what we do is buying and selling while we share the profit and I give them their capital unless they want to keep partnering till I stop. If you have done business with me, you would know that I am very strict with my business and money. All money entrusted goes to goods and is returned as ad when due. My business partners can always get their money. WE DON'T DO INVESTMENTS. WE DO PARTNERSHIPS. If you are doing business with me, you are NOT MY INVESTOR. YOU ARE MY BUSINESS PARTNER. YOU ARE PARTNERING WITH ME. WE DON'T ASK PEOPLE TO PROVIDE HELP AND GET HELP. WE DO SUPPLIES.

Nomination refers to investors as "business partners" rather than "investors." The company is portrayed as a distributor and trader of food products, rather than a financial investment platform, with the audience depicted as partners involved in tangible trade. The predication strategies involve presenting the company as strict, disciplined, transparent, and market-oriented, while portraying partners as active collaborators instead of passive

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investors. The argumentation (Topoi) includes the topos of distinction, which differentiates the company from Ponzi or investment schemes ("We are NOT asking people to bring two people… we don't have brand ambassadors…"), the topos of market logic, which justifies profits through price fluctuations ("buy when cheap, sell when expensive"), and the topos of trustworthiness, assuring partners that they can always retrieve their funds. The use of strong personal positioning ("I Ovaioza call for partnership…"), along with the frequent use of capital letters for emphasis, creates an assertive, almost confrontational tone, while the outright denial of any resemblance to investments is emphasized as a key aspect of identity, serving as a perspectivisation strategy. Intensification is prevalent through repetition ("WE DON'T DO INVESTMENTS. WE DO PARTNERSHIPS."). Importantly, the post adopts a clear anti-Ponzi stance, in contrast to Chinmark or Barimike posts, which tend to avoid directly confronting scam stereotypes. Additionally, it fosters an illusion of scarcity to make partnerships appear rare and valuable — a tactic also observed in Barimike Post #3, but here it is connected.

Discussion of Findings

Findings indicate that Ponzi schemes are framed as business partnerships rather than investments. This is evident in the Facebook posts of OFPSB (August 26), Barimike Group, and Chinmark Group. This approach may serve as a tactic to evade legal challenges from regulatory authorities and foster a perception of equality between the company and potential investors. Additionally, companies utilize numerical figures to promote a sense of legitimacy, as seen in Chinmark (3–4% monthly returns plus capital return), MBA (200% profit plus capital return), Barimike (2% referral bonus), and OFPSB (implied secure returns). This strategy provides prospective recruits with a misleading sense of financial security. Emotional Trust Appeals are evident in all the posts. Expressions of gratitude (repeated "THANK YOU"), a personal touch ("I Ovaioza"), and assertions of concern for the partner's trust and growth are employed to forge an emotional connection. Instances of false public validation are noted in: OFPSB (individuals tagging her for supply agreements), Chinmark (referrals yielding bonuses), and Barimike (visibility through endorsements) as proof of legitimacy. Fear is also utilized as a means of exploitation, as illustrated by Barimike (issues regarding money safety) and Chinmark (expenses during Christmas/January). This positions the company as a viable solution to economic challenges. Denials are also employed as defensive strategies in OFPSB (August 26 post - "We don't do investments," "We are not asking people to bring two people"), framing the speaker as a trustworthy entrepreneur. Selective Transparency (OFPSB - operational costs determined by the market), Chinmark - straightforward ROI example) is used to create an

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appearance of transparency while deliberately omitting risk disclosures. This fosters a deceptive sense of security.

Conclusions

Across all excerpts, the communications reveal a consistent pattern of persuasive and potentially manipulative rhetoric that rebrands Ponzi schemes as partnerships to evade scrutiny and regulatory oversight. Language designed to build trust and financial promises laden with greed are employed to distract the audience from critical reasoning. These Facebook posts also incorporate selective operational details to create an illusion of transparency while deliberately omitting risk factors. In certain posts, such as OFPSB Aug 26, pre-emptive denial serves as a defense against accusations.

Ultimately, these manipulative tactics are subtle, as they blend authentic business and financial terminologies (supply chains, bitcoin, market cycles, and business objectives) with emotional appeals and urgent calls to action, complicating the ability of the average reader to distinguish between a legitimate business opportunity and a Ponzi scheme.

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Appendix





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Partnerships are agreements between people, to pool in combined resources and oversee their business, sharing profits and growth.

This is why we ensure to put out information of everything we do at Barimike Group, because each partner needs to know exactly what their money is funding, how the business development stage is going on, how much sales is recorded, how we measure growth and even when there are any challenges. We take out time to put out information so that you can always keep track of all we do. We do not intend to stop doing this because we have built and will keep building very stable, long term businesses.

Opportunities for partnerships are still open.
Call us on 09023486051.

Our office is alway open to you, on every working day, on the 4th Floor, Polystar Building, 2nd Roundabout, Lekki Phase 1, Lagos.



As a relatively new startup, we know that your recommendations are enough to create more visibility for people to partner with us at Barimike Group.

This is why we do not joke with our commitment for sustainability, meeting business targets a ensuring that every person who partners has absolutely no reason to complain about our ser We are here to build strong, reliable businesses and you factor in our success story.

So, for every time you refer someone to partner with us on our business projects, you get a 2 reward. We want you to know that we value your trust and commitment to our growth. We appreciate your recommendation and recognize how it impacts our journey.



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Every day, I wake up to people tagging me to posts where someone or people are looking for suppliers.
If I was tagged to 10 posts of such, I usually get 9.

Apart from people investing in the storage business that yield profit after 6 months, partnering in the buying and selling that yields profits weekly, they get me contracts too. If you have ever gotten a contract to supply something, you would understand what it means to be a major supplier to about 5 different companies where they process food, feed...
The supplies are usually huge. Thousands of tones of grains. A minimum of 1 thousand.

All these would not be possible without y'all here who believe in me and trust me.

Because the tags are much and I can not remember y'all names individually, this is me saying THANK YOU!

THANK YOU FOR REFERRING and RECOMMENDING OFPSB.

We supply all farm produces, cement, livestock, building materials...

Don't stop referring and recommending me, please. 🙏🙏🙏. This is where I get my doings from, abeg.

You can reach us on WhatsApp only via 09061863122 and 08174032875.
Whatsapp only and business only.

Thank you and God bless you.



his/her self in other to celebrate Christmas but life doesn't end after Christmas.

January is another month and year to start, Responsibilities will start all over again.
How prepared are you?

Chinmark Group Partnership Is The Answer.

Chinmark Partnership is a deliberate and functional means of augmenting the wealth of those who situate their funds in inform of partnership with Chinmark Group. The most interesting part is those partners receives 3 to 4 % monthly and their capital will be fully returned to them.

For example: You Partner with from 1 Million Naira for 6 months or maximum of a year, you will be getting your 3% ROP every Month for the duration of your investment after which your 1 Million Naira will be returned back to you.

Isn't that Great? 😉

What are you waiting for? Rush now to Chinmark Group and allow them to grow your wealth. Even if you don't have the cash to partner with Chinmark you can still make money by referring someone to partner with Chinmark Group and smile home with your referral bonus.

It can only be Chinmark today and Chinmark tomorrow.

#ChinmarkGroup
#ChinmarkLogistics
#ChinmarkLoans
#ChinmarkFood
#chinmarkparadise
#ChinmarkRides



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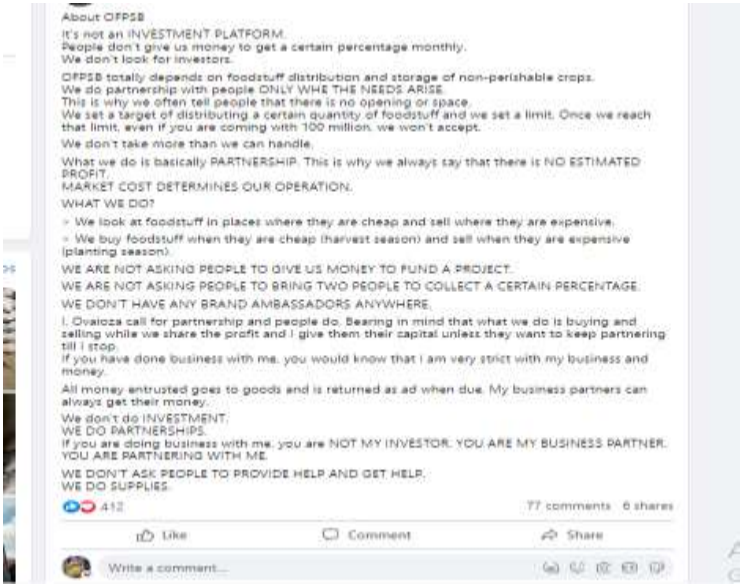

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