

Language, Context and Contextuality

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*A Festschrift in Honour of
Professor Herbert Igboanusi*

Edited by

Osita Nwagbo, Temitope Ajayi,
Jacob Oluwadoro, Esther Senayon,
Yeseera Oloso and Bolanle Sogunro

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This book of Festschrift is an amalgam of papers written by a collage of scholars on various subjects reflecting the multidisciplinary concerns of Professor Herbert Igboanusi. Precisely, the contributions are from fields such as sociolinguistics, discourse analysis, language in education, English varieties, literature and cultural linguistics. Irrespective of the orientation and nationality of contributors, the major focus of the papers was on the linguistic issues, experiences and realities in Nigeria, in whose frontiers the Festschrift recipient lives and works. It is expected that this volume will be a worthy contribution to linguistic scholarship in Africa and will serve as a reference material to researchers across the world.

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INTRODUCTION

The essays in this volume are for Prof Herbert Sunday Igboanusi, written by his former students, colleagues and friends to honour and index his academic exploits in the field of linguistics, precisely sociolinguistics and applied linguistics where he has made his mark. The idea to engage in this project was mooted and shared by one of his colleagues across a spectrum of his associates and within a short period of time was widely received and gained requisite traction. Needless to aver that, scholars from diverse academic backgrounds sent in essays to be part of the noble project. Underlying quite a number, if not all the contributions is the privilege to celebrate Prof Igboanusi for the sterling role he has played, coupled with the impact he has made in the field of language studies over the years.

Notable linguists have exerted influence on others through their writings and researches and in that manner, intentionally or inadvertently mentored them to the point of becoming adherents and followers of their models or members of their 'schools'; such iconic linguists include the inimitable Noam Chomsky who could be said to be the grandfather of theoretical linguistics, as well as William Labov, the initiator of sociolinguistics which he termed 'secular linguistics' to describe its major focus on actual language use in the social context among social groups in contrast with the more idealized, 'armchair' approach of generative linguistics. It is this overriding concern on language in social context that popularized the Labovian-school and attracted distinguished scholars to the field, including Prof Igboanusi.

Long before the dawn of the 21st century, Prof Igboanusi has been on the academic board of the Department of Linguistics and African Languages, University of Ibadan, Nigeria where he teaches sociolinguistics. Through the years, he has taught a coterie of students at both undergraduate and post-graduate levels, in addition to supervising innumerable long essays, theses and dissertations. Inside and outside of the classroom, his relationship with students betrays him as not only an accomplished scholar, navigating the nuanced edges and corridors of linguistic frontiers, but also a friendly, down-to-earth, and congenial father figure, who treats his students as individuals. His presence in the classroom has a laxative

effect on his students, thus reducing tension and anxiety which is the traditional outcome of lecturer-student interactions.

Beyond transmitting linguistic knowledge in the classroom, his researches and publications lend credence to the consensus among his colleagues, that he is a consummate scholar. His research has cut across diverse aspects of sociolinguistics, including language use and attitudes, language maintenance, language in education policy, language planning, mother tongue based bi/multilingual education, language endangerment, varieties of Nigerian English, as well as Igbo literary stylistics. His profuse researches published in local and international journals have significantly contributed to knowledge in various genres of sociolinguistics, and consequently have benefitted both established linguists and students. His book *Languages in competition: The struggle for Supremacy among Nigeria's major languages, English and Pidgin*, highlights the language conflict situation involving the major languages such as Hausa, Igbo and Yoruba versus English and Nigerian Pidgin (NP). The precursor of this competition is the more prestigious role given to English as the sole official language and its use in formal spaces and the lower status granted the three major indigenous languages that are mainly used in informal settings. Consequently, the indigenous languages are struggling for survival, in spite of the provision in the Language in Education policy to use them as both subjects and medium of instruction at certain levels in Primary and Secondary institutions. The book is akin to an advocacy for a holistic maintenance of Nigeria's heritage tongues (due to the overwhelming influence of English) to save them from any form of endangerment or death. A second book *Igbo English in the Nigerian Novel* is an exemplification of Igbo English variety as used by Nigerian novelists of Igbo extraction; the use of the variety not only indexes the identity of the writer and their characters but also marks the interface between language and literature. A similar book titled *A dictionary of Nigerian English* usage is a catalogue of the Nigerian English variety as used across ethnic and social divides by all categories of Nigerians. The voluminous compendium is a testament that, indeed Nigeria has an English variety peculiar to her and distinct from the international standard and any other Englishes used by other African groups.

Predicated on his predilection for seeking linguistic solutions to societal challenges, Prof Igboanusi has received several grants from different organizations, local and international, to fund various research projects. One of the outstanding grants was deployed for a project titled *A metalanguage for HIV AIDS and Ebola discourses in Hausa, Igbo and*

Yoruba funded by Tertiary Education Trust Fund (TETFUND), Nigeria. The aim of the project was to eliminate stigmatization and discrimination of persons living with HIV and AIDS. The result of this research is the production of medical terms (hitherto in English) in Nigeria's three major languages to fathom their meaning and enhance understanding of the society. This research filled a yawning gap in the literature on medical terms, thus moderating the confusions that arise from their use and interpretation in medical circles.

The present collection of essays for this Festschrift is a reflection of the varied cross-disciplinary engagements which Igboanusi has had through years of work as lecturer and researcher. Topics range from sociolinguistic issues such as multilingualism and language use, code alternation studies, discourse and text analysis, ethnographic/anthropolinguistic studies to English varieties and Pidgin, analyses of literary texts, as well as studies in syntax and pedagogy. The diversity in the essays, particularly, the essays extraneous to his core discipline, such as those in syntax and pedagogy are veritable outcomes of Igboanusi's pedestrian encounters in those ancillary fields coupled with his relationship with the contributors. The languages studied in this volume span the Nigerian multilingual context (English, Igbo, Yoruba, Urhobo, Ijaw, Edo, Egun, Cameroon Pidgin English (CPE) and Arabic) and reflect the diversity of the contributors. An attempt was made to group the essays into distinct categories but was dropped as a result of the overlap seen in quite a number of them, hence the inclusive nature of the Festschrift.

It is with utmost pleasure and gratitude that we present this volume to our esteemed friend and colleague, Prof Herbert Igboanusi.

Editors

Osita Nwagbo, *University of Lagos*
 Temitope Ajayi, *University of Ibadan*
 Jacob Oluwadoro, *University of Ibadan*
 Esther Senayon, *Lead City University*
 Yaseera Olosa, *Kwara State University*
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BIOGRAPHY OF AUTHORS

Below is a brief biography of the contributors in the same order in which the papers are arranged.

Temitope Ajayi is a recipient of the postdoctoral fellowship of the African Humanities Program, USA and the Georg Forster Postdoctoral Fellowship of the Alexander Von Humboldt Foundation, Germany. He teaches linguistics in the Department of Linguistics and African Languages, University of Ibadan, Nigeria. His areas of interest include (forensic) pragmatics, discourse analysis, sociolinguistics and applied linguistics. **Mercy Fajinmi** and **Isaac Ademola** are both graduates of Linguistics from the Department of Linguistics and African Languages, University of Ibadan, Nigeria

Jacob Oluwadoro is an Associate Professor of linguistics in the University of Ibadan, Nigeria, where he teaches sociolinguistics, dialectology, conversational discourse and some aspects of Yoruba language and culture.

Peter Lothar has, for more than forty years now, been concerned with English phonetics and phonology as his first field of linguistic activity, both in research and teaching. His second linguistic field has been English morphology, i.e., word-formation theory and, in addition, multi-word expressions as an option of the lexicon. Later, he became focused on dialects of English, both native and L2, sociolinguistics and historical linguistics. He has published in all these areas and is co-editor of the most up-to-date dictionary of Indian English (2017) and one of the compilers of a dictionary of West African English. Lothar Peter was Senior Lecturer/Reader at Humboldt University Berlin.

Hans-Georg Wolf holds the chair of The Development and Variation of the English Language at the University of Potsdam, Germany. His research interests include Cognitive Sociolinguistics, Cultural Linguistics, lexicography, and intercultural pragmatics. He has published a number of monographs and edited volumes – including *English in Cameroon* (2001) and *World Englishes: A Cognitive Sociolinguistic Approach* (with Frank Polzenhagen, 2009) – and some 70 journal articles and book chapters. He

is co-editor of the Cognitive Linguistic Studies in Cultural Contexts series, John Benjamins, and on the editorial board of such journals as *World Englishes* and the *International Journal of Language and Culture*.

Esther Senayon holds a PhD in Linguistics and African Languages, with special emphasis on sociolinguistics, from the University of Ibadan, Nigeria. She presently teaches graduate and post-graduate courses at Lead City University, Ibadan. Her research interests include language planning, language maintenance, language documentation, psycholinguistics and discourse analysis.

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Bolanle Sogunro is an Associate Professor in the Department of English, Ajayi Crowther University, Oyo, Oyo State, Nigeria. She has a B.A and M.A degrees in English from the University of Ilorin, Kwara State, and a PhD in Linguistics from the University of Ibadan. She currently teaches courses in phonology, sociolinguistics and applied linguistics, all which are her areas of research interest. In these same fields of research, she has published works in reputable national and international journals.

Iwu Ikwubuzo is a Professor, a former Head of the Department of Linguistics, African and Asian Studies at the University of Lagos, Nigeria, where he has been teaching and researching in the field of Igbo Literature (Oral and Written) and Culture for over three decades now. His current research focus is on the transmission of Igbo myths to modern audiences through the Igbo language medium Nollywood movies, and revivification of the culture of writing in Igbo Language in the era of digital media. He is a member of some learned associations such as the Igbo Studies Association (ISA) (Nigeria), where he had served as the Vice President and one-time interim national President, and Uwandiigbo Academy.

Joshua Ayantayo teaches linguistics in the Department of of General Studies, federal College of Agriculture, Akure. He is a PhD candidate at the University of Ibadan. His areas of interests include media and conflict discourse, linguistic landscape and cultural linguistics.

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Ibukun Filani has been a teacher of English linguistics in Nigeria and has held fellowship positions in Hungary and Germany. He is currently an Alexander Von Humboldt Fellow at Technological University of Chemnitz where he is researching post-truth claims in the Nigerian 2023 General Elections. His research interests include pragmatics, corpus linguistics and discourse analysis.

Chiamaka Oyeka is a senior lecturer in the Department of Linguistics, African and Asian Studies, University of Lagos, Nigeria. Her research interests are in sociolinguistics with particular focus in sexism in language, onomastics and paremiology. She has published works in these areas in many reputable local and international journals and books. Her major works include *Sobriquets as a catalyst for women's empowerment: the Igbo example*, *Culture, Precepts and social change in Southern Nigeria: understanding the Igbo*, *Demystification and Reconstruction of Igbo sexist Proverbs*, and *The Alpha phallus and the moderated space for the Igbo woman*. She is associate editor of *Igede Igbo*, a journal of Igbo studies, and member, Gender and African Studies Group.

Shuaibu Abdulwaheed is a lecturer at the Adeyemi Federal University of Education in Ondo, where he teaches sociolinguistics, dialectology, semantics and Hausa language and culture.

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Isaac Oludude, a Fellow of the Ife Institute of Advanced Studies (IIAS) is currently a Lecturer in the Department of Linguistics and African Languages, Faculty of Arts, Obafemi Awolowo University, Ile-Ife, Nigeria. He had his B.A Yoruba in 2006 from Obafemi Awolowo University, Ile-Ife where he graduated as the best male student in the Faculty of Arts and M.A. degree in Linguistics from the University of Ibadan in 2012. He has reached an advanced stage in his doctoral programme in Sociolinguistics at the Department of Linguistics and African Languages, University of Ibadan, Nigeria. His doctoral research is a multidisciplinary research which intersects the fields of Linguistics, Religious Studies, and Sociology. His areas of specialization are Sociolinguistics, Applied Linguistics and Pragmatics, while his research interests are language, religion and the society; and environmental linguistics (Ecolinguistics).

Bankole Akinwande is a senior lecturer in the Department of English, Adeyemi Federal University of Education, Ondo State, Nigeria. His research areas span stylistics, pragmatics and semiotics.

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has concentrated teaching and research with numerous publications in reputable local and international journals. She is a passionate promoter and advocator for Edo language vitality, particularly among the youth. **William Ighasẹre Aigbẹdo** is a Lecturer of Linguistics in the Department of Linguistics Studies, University of Benin, Nigeria. William Aigbẹdo is the Assistant Coordinator, Edo Language Research Unit, University of Benin. He is a strong advocate of Edo Language teaching/learning, reforms, revival, vitality, sustenance, documentation and preservation. Ighasẹre Aigbẹdo's researches focus on Morphology, Syntax, Semantics, Cultural Linguistics and Language Documentation.

Osita Nwagbo teaches linguistics in the Department of Linguistics, African and Asian Studies, University of Lagos, Nigeria. His field of study is an amalgam of both theoretical and applied linguistics, shadowing disparate areas of linguistics such as morpho-syntax, phonology, semantics, sociolinguistics (anthropological linguistics) applied linguistics, and language documentation. Consequently, his research interests and publications embody these bipolar linguistic disciplines. He is an Associate Professor of linguistics.

Adaora Anyachebelu is a lecturer in the Department of Linguistics, African and Asian Studies, University of Lagos, Nigeria. Her research interests are in Igbo language studies with specialties in Igbo literature and culture (onomastic, folktale and symbolism) where she has several publications to her credit. She is a member of Igbo Studies Association (ISA), International Society for Oral Literature in Africa (ISOLA), Lagos Studies Association (LSA) and South-East African Languages and Literatures Forum (SEALLF).

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Joy Nkiruka is a senior lecturer in the Department of English, Adeyemi Federal University of Education, Ondo State, Nigeria. His research areas span stylistics, pragmatics and semiotics.

Brief biography of Professor Herbert Igboanusi

Born on 27 December 1963 in Imo State, Nigeria, Professor Herbert Igboanusi has distinguished himself as a scholar of international standing through his cutting-edge research and publications on different aspects of sociolinguistics and applied linguistics, including language planning and policy, bilingual education, indigenous language empowerment, medical terminology standardisation, language conflict, and varieties of English. His dictionary of Nigerian English usage, which was the first dictionary of Nigerian English, has made extraordinary contributions in directing the research and practice in Nigerian English codification and development. Indeed, his several contributions on Nigerian English have stimulated research in the documentation of this variety of English, in particular, and other varieties of West African English, in general.

Professor Igboanusi's works are distinctive due to the theoretical clarity and methodological discipline, analytical rigor which easily make them into models for graduate works and replication in other contexts. He has displayed such originality to the extent that he has been able to interface sociolinguistics studies with healthcare and development issues.

His contributions to indigenous language development, language endangerment and minority language rights are recognised globally and he is easily considered the point of reference with regard to such studies. It was on the basis of such recognition that he was invited by *Sociolinguistic Studies* (published by Equinox in London) in 2009 to edit a special issue of the journal entitled *Language shift in West Africa*. His excellent collaborative effort with both medical and language experts, towards medical terminology modernisation, has led to the first book-length bilingual glossaries on HIV, AIDS, and Ebola-related terms for Hausa, Igbo, and Yoruba. Together with his research team, Professor Igboanusi has through his research activities and publications been able to modernise the nomenclatures of HIV, AIDS and several other diseases in Nigeria's three major languages with the aim of eliminating stigmatisation and discrimination of persons living with such conditions. He is currently working with a team of committed medical and language experts to provide medical dictionaries in some Nigerian minority languages.

Professor Igboanusi has gained global recognition through his publications in the best-known journals in his field, such as *World Englishes*, *English Studies*, *Journal of Multilingual and Multicultural Development*, *International Journal of the Sociology of Language*, *Multilingua*, *International Journal of Bilingual Education and Bilingualism*, *Current Issues in Language Planning*, *Terminology*, *Sociolinguistic Studies*, *International Journal of Multilingualism*, and so on. His brilliant academic accomplishments have won him several national and international fellowships and grants, including the Alexander von Humboldt Fellowship, Fritz-Thyssen Fellowship, Fellowship of the Netherlands Institute for Advanced Studies in the Humanities and Social Sciences, TETFund National Research Fund, among others. Professor Herbert Igboanusi is without doubts a distinguished scholar.

SUMMARY OF THE BOOK

This book of Festschrifts is an amalgam of papers written by a collage of scholars on various subjects reflecting the multidisciplinary concerns of Professor Herbert Igboanusi. Precisely, the contributions are from fields such as sociolinguistics, discourse analysis, language in education, English varieties, literature and cultural linguistics.

Ajayi, Fajimi and Ademola's paper on "(Im)politeness in selected Donald Trump's campaign speeches in the 2016 US Presidential Election" demonstrates that the deployment of politeness and impoliteness principles aided Trump to ideologically make a distinction between himself (the self), his opponent and supporters (the other) in his campaign speeches. Through this principle he cast himself in positive light while casting the opponents in negative light, all for the sake of having advantage over them.

With the aid of Hymes' 'Ethnography of Speaking', later modified as 'Ethnography of Communication', Oluwadoro's "An ethnographic analysis of selected stage performances from anti-Biafran dramatis personae" focused on how selected Igbo Performing artists used their texts to promote peace and harmony as opposed to hatred and acrimony. In their lyrics, peace and love were pitched against the word hatred/violence and their variants, thus bringing to the fore the necessity of peace and harmony in the society.

Lothar and Wolf's paper "DRESSing and TRAPping modern (native) English and West African English" focused on the development and observed changes and shifts of the English short front vowels reflected by the *DRESS* and *TRAP* lexical sets from, roughly, 1750 until the contemporary period in addition to New Zealand English (NZE). They also discussed potential implications arising from the later shift of *TRAP* for the use of English by West Africans in colonial and post-colonial times. They found that the shift was attributable to social factors, precisely the perceived need by the group of users of educated London speech of the time for social distancing from other speakers. Their study also established the fact that the articulation of *TRAP* and *DRESS* words by West African

speakers, in contrast to NZE speakers, is not likely to cause intelligibility problems.

Via the lens of Language Activism, Senayon's "Language activism among the Ogu people of South-western Nigeria" examined the efforts and strategies employed by the Ogu people, a minority linguistic group in Lagos and Ogun States of Southwestern Nigeria in maintaining their language, which has been undergoing widespread shift to Yoruba, the dominant language in Southwestern Nigeria. It was found that Ogu people are gradually re-embracing their language due to the persuasive and elitist agency of the language activists. Through societal agencies such as Annual Badagry Festival, Ogu Concern Forum and Gunuvi Online, as well as other academic incentives, the activists have immensely contributed immensely to Ogu linguistic renaissance.

Lozzi and Brice's paper titled "*A lovyu pas ekwangsef*-a morpho-semantic analysis of intensifiers in Cameroon Pidgin English (CPE)" examined the various strategies used by speakers of Cameroon Pidgin English to mark intensification. Using Quirk and Greenbaum's 1973 model of structural grammar, they found that Campidginophones make use of intensifiers of varying sorts such as one-word intensification, phrasal intensification, clausal intensification, reduplicative intensification, interjection-based intensification, tone-based intensification and intensification based on phonological elongation. And from a meaning perspective, it was found that, CPE intensifiers were categorized as quantity and size, food and nutrition, kinship, action and movement, fear and disgust, poor health condition, quality and appraisal of physical appearance.

In the light of the orchestrated endangerment of indigenous languages in Nigeria, as a result of the overwhelming dominance of English, Sogunro's chapter titled "Twenty-First Century Tools for Maintenance of Nigeria's Indigenous Languages" aimed at providing user-friendly, and more radical ways of ensuring indigenous Nigerian language maintenance. She proposed two out-of-the-box solutions; first, promotion of oral folk culture using standard language varieties across Nigerian languages, and exploitation of digital technology form given the predilection of the younger generation to novel technology. While using both measures to ensure intergenerational transfer and maintenance of local Nigerian languages, the measures would likely attract bountiful socio-economic rewards to the polity, thus making them more viable than erstwhile dependence on government funding and policies.

The study undertaken by Ikwubuzo titled “Myth consciousness in modern artistic expressions: instances from Igbo novels and Nollywood movies” sought to interrogate the status and acceptability of myth, using the modern Igbo world as a case study. The study found divergent views on the status of myth in modern society, from those who reason that myth still has adherents to those who think that belief in myth has been tempered by Christian religion and value change. On the premise that creative writers and filmmakers still incorporate mythological themes or motifs in their works of art, the timelessness of myth is authenticated. Ikwubuzo posits that our thoughts, beliefs, and aspect of creative stimuli in the contemporary time are still shaped by myths as the impetus for a great deal of what we believe and do is not provided by scientific knowledge but by mythic consciousness; and in the modern Igbo society, myth still has considerable appeal.

Ayantayo’s study on “Face management strategies in readers’ comments to Nigerian newspapers; reports of Herdsmen-Farmers’ conflict” interrogates the use of politeness strategies by readers of news items on clashes between Herdsmen and farmers in Nigeria to boost or threaten others’ public self-image. The result shows that only three of the politeness strategies proposed by Brown and Levinson such as indirectness, off-record, and face-threatening act were evident in the comments. It was observed that deliberate attacks on individual public self-image is capable of compounding the conflict and ruining harmonious relationships in Nigerian society

Abonyi and Nweya’s “Narratives: the Janus-Diasporic character” examined the construction of the female diasporic identity, focusing on the internal and external concerns of the female characters: *Olanna* in Adichie’s *Half of Yellow Sun* and Vanessa in Manyika’s *In Dependence*. It was found that the characters possessed multifaceted diasporic identities. For Olanna, it showed in various bipolar tendencies exhibited as she consciously reverses and reorders lived experiences. For Vanessa, a binary disposition to her European identity was revealed as she remained adrift in the suspended mental, emotional and psychological states in questing for a middle-ground between being European and being African. They posited that perceptions in tripodal relation to experiences, perceptions, and memory remain pivotal social constructs that interplay to provide a more holistic representation of Diaspora identity, not necessarily race, ethnicity, or class identities.

Ibukun's paper titled "Cognitive frames in selected Nigerian covid-19 cartoons" explored the satirization of government and political actors in cartoons during the COVID-19 pandemic in Nigerian newspapers. The study revealed three broad frames as follows: government-citizen relationship, big man-commoner social category and bureaucratic inefficiency/corruption. These frames were underlined by the socio-political realities in contemporary Nigeria.

Oyeka's study "The philosophy of *nwanne* among the Igbo: an anthropo-linguistic survey" examined the components of *nwanne* in Igbo kinship system. It was revealed that Igbo hold dearly to the idea of *nwanne* as the strongest bond between people, to the extent that there is really no difference between two siblings from the same biological mother. The study also found that *nwanne* is culturally delineated, through the broader view that all Igbo are from the same mother-earth and that the idea of *nwanne* has survived the tide and impact of globalization, as Igbo in major cities still use the construct to describe and maintain their relationship.

Abdulwaheed's study titled "Insights from Sami Zayn's multilingual performance at WWE night of champions on the value of multilingualism in a globalised world" analyzed Sami Zayn's multilingual performance at the World Wrestling Entertainment (WWE)'s Night of Champions with a view to highlighting the value of multilingualism in boosting inclusion, improving communication, and promoting cultural understanding. This is shown by the identification of recurring themes and patterns through transcription and thematic analysis. The study also shows how multilingualism can successfully mitigate language barriers and ease communication in a globalized world.

Okafor's paper titled "Gender stereotypes and reconstruction of female gender in Nwadike's *Adaeze*" examined the stereotypical images the author Nwadike employed to reconstruct female gender in his novel, *Adaeze* (1998). The novel reveals that, Nwadike, to a high degree, depicted his female gender positively in contrast to the tendency by male authors to portray their female characters negatively. His presentation of the female gender indicates that some contemporary male Igbo writers are beginning to reflect the reality of women's experience in their novels, which has filled the gap neglected in earlier literature. Okafor posits that a realistic portrayal of the female in literature aids in liberating women from patriarchal domination and also promotes co-existence between men and women, which guarantees balance in gender relations.

Oraegbunam's "(Im)politeness in Igbo novel: a case of *Oja dufuo dike*" aimed at identifying various verbal (im)politeness strategies portrayed in the Igbo novels such as *Oja Dufuo Dike*. The study found more impolitic verbal expressions in the text than polite expressions, such as bald on record, negative, positive, and mock impoliteness. The only positive politeness strategy in the text is the negative politeness which manifested in ordering and directives.

Oludude's paper "More on negation in Yoruba" examines the various inferences and implications of negation in the Yorùbá language, with particular focus on the concepts of entailment and presupposition. The paper asserts that while positive assertions convey new information to the hearer, negative assertions in Yoruba do not convey new information, but rather tries to correct an already established false information. Additionally, while negation changes the truth value of entailed sentences in Yoruba, it does not change the truth value of presupposed statements.

Akinwande's study on "Intertextuality and Zakes MDA's *The heart of rednes*" examined the different ways in which Zakes Mda creatively manipulates existing materials from other texts to create a new literary model. It was revealed that African folk traditions such as myths, proverbs, legends, folklores, folktales, superstitions, reincarnations are intertextual materials explored in the text. The study demonstrates that Zakes Mda's exemplification of aesthetics of intertextuality in novel is an asset in terms of conflict resolution and national integration, particularly between believers and unbelievers in the contemporary South African society.

Ikolo's paper titled "Construction of identities through code-mixing and lexical borrowing: the experience of Urhobo migrants in Bayelsa state, Nigeria" aimed at identifying and analysing Ijaw lexical items borrowed by Urhobo –Nigerian Pidgin bilinguals. It was shown that Urhobo migrants integrated a number of Ijaw lexical items into their speech. The research provides an empirical evidence on language contact situation as well as a better understanding of lexical borrowing from a migrant linguistic view.

Evbariyo and Aigbedo's paper titled "An Ethnographic Analysis of Profane Words used by Youths in the Benin Metropolis" focused on some patterns of profane words used by selected youths in the Benin metropolis and the motivation for these new ways of language use. The study observed that vulgarism, slangs, euphemisms, customization, curses,

insults, sexual metaphors, and political jargons were used by youths in Benin metropolis for the sake of simplicity, originality, and humorous effect.

Nwagbo's paper titled "Complex code mixing and Igbo language endangerment: the Activation Threshold Hypothesis Paradigm" investigated code-mixing behaviour among Igbo in (in)formal contexts. It was revealed that inability to retrieve Igbo items from respondents' memory mainly accounted for motivation for switches to English rather than the often suggested social factors in the literature. The habitual use of English against the infrequent use of Igbo among educated Igbo results in complex and abused codemixing that may compound the beleaguered status of the endangered language.

Anyachebelu's paper on "Paradigm shift in suicidal trends in Igbo and its implications: reflections on Igbo literature and the social media" compared patterns of suicide in the traditional Igbo system and contemporary times. The study revealed a discrepancy in motivation for suicide, the sex of victims, the age bracket of suicide victims and means adopted by victims to end their lives. The study lays the shift in suicide trends at the feet of westernisation and repudiation of ancient cultural values among modern youth and advocated for concerted effort to arrest the ugly trend through cultural reorientation.

Edeoga's contribution titled "Symbolism of names in Eha-Amufu Igbo" examined the type and nature of symbols used in Eha-Amufu naming tradition, and found three sets of symbols such as symbols based on animate, inanimate and masquerades. It was found that good animate, inanimate and benign masks were symbols used to reference individuals with positive attributes while bad animate, inanimate and evil masks were symbols used to reference individual's negative attributes. The symbols were used to extol good character, condemn bad character or mock physical appearance of individuals. Edeoga posits that the use of symbolic names helps to promote good behavior as well as condemn bad behavior among members of the Eha-Amufu Igbo society.

Oloso's study on "An Exploration of aspects of spatial metaphors in standard Yoruba" investigated how native Yorùbá speakers use spatial metaphors as a conceptual process in mapping connections across domains and within domains. Focusing on embedding and exceptions to the rule, the study revealed that spatial metaphors in the Yorùbá Language are part

of the general cognition of native speakers for which they require no special knowledge for competence and performance.

Finally, Nkiruka Okeke's paper titled "Nigerian English Expressions in Buchi Emecheta's *The Joys of Motherhood*" examines the deployment of Nigerian English in the novel *The Joys of Motherhood* written by Buchi Emecheta, a foremost female author in Africa. The examination of Nigerian English usage in the novel was based on the Igbo version of Nigerian Englishes. Analysed at the lexico-semantic and syntactic levels, the author found that at the level of meaning, Nigerian English acquires its features through transfers, borrowings and coinages. In contrast, at the level of syntax, Nigerian English is realized by the translation of Igbo speech functions, proverbs, colloquial utterances and language mixing. The findings reveal that the influence of indigenous culture makes Nigerian English a unique variety unlike other forms across the world.

(IM)POLITENESS STRATEGIES IN SELECTED DONALD TRUMP'S CAMPAIGN SPEECHES IN THE 2016 US PRESIDENTIAL ELECTION

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Abstract

All over the world, politicians have been observed to embellish their speech in a manner that gives unique effect and force to their message(s) with a view to achieving their political goals. This paper is a critical linguistic study of Donald Trump's political campaigns in the US 2016 Presidential Election within the purview of Brown and Levinson's (1987) politeness theory with emphasis on face and Culpeper's (1996) impoliteness theory. This becomes imperative in view of the fact that existing studies on Trump's campaign speeches have glossed over how he deployed politeness and impoliteness principles as persuasive cum rhetorical strategies in his campaign speeches. Findings reveal that with the deployment of politeness and impoliteness principles, Trump ideologically distinguishes between himself (the *self*), his opponent and supporters (the *other*) in his campaign speeches. He presents *self* as intelligent, responsive and responsible, mentally and physically fit, incorrigible and accountable, while the *other* is presented as corrupt, unintelligent and thoughtless, irresponsible and irresponsible, weak and fragile.

Keywords: politeness, Im(politeness), Donald Trump, US presidential election

Introduction

Language is a tool for communication that is essential to every walk and domain of life, including politics. As such, politicians often employ this social tool to woo the hearts of the electorate, and most of the times run down and berate their opponents. Such was the case in the 2016 Presidential Election in the United States of America (henceforth the US), where Donald Trump, one of the presidential candidates, preponderantly deployed strategies that may be described as impolite in his campaign speeches to attack his opponent, Hillary Clinton. The electioneering process was such that it arrested the attention of the international community, not only because America is arguably the 'most powerful' country in the world whose politics and politicking have monumental impacts on the global politics, but also because of the enigmatic figure and the eventual winner, Donald Trump, whom many, in their analyses, had predicted had lost the election even before it was conducted; particularly because of his bluntness, perceived harsh ideological perspectives and unpopular submissions during the precursory electioneering process. What is of utmost interest to this study is how Donald Trump projected the *self* versus the *other* identity-bound ideologies in his campaign speeches. The study provides insights into how politeness and impoliteness strategies are employed by Trump as persuasive and rhetorical strategies in his campaign speeches.

Language and Politics

The relationship between language and politics has been established in the literature. In this regard, Michira (2014) explains that 'politics is essentially concerned with power and authority; how to obtain and appropriate it, how to make decisions and control resources within a jurisdiction, how to control and manipulate the perceptions, behaviour and values of those who are governed, among other things. And of course, the goal of politics could not be achieved without language. In connection to this, Ajayi and Ajayi (2014) note that politicians deploy language to persuasively sell their ideologies to the electorate during political campaigns. This notion aligns with the ideological submission of George Orwell as reported by Harris (1979, pp. 58) that the language of politics is consciously designed to 'make lies sound truthful and murder respectable'. Similarly, Omozuwa and Ezejideaku (2009) note that politicians appeal to the voting sentiments of the electorate through language. As noted by these scholars, politicians embellish their language with emotive

rhetoricscapable of making the electorate change their mind on issues. Perhaps this explains why Mazuri (1995) submits that ‘language is the most important point of entry into habits of thoughts of a people’. In line with the above, Szanto (1978, pp. 7) opines the language of politics is a “lexicon of conflict and drama, of ridicules, and reproach, pleading and persuasion, colour and bite permeated. Also, Lin (2011) argues that the language of politics manifests rhetorical devices, meticulously used by politicians to attract the electorate’ applause, identify and solidarise with them, and strategically construct their attitudes, social status, gender, and motivation. van Dijk (2006) echoes this thought further by claiming that the domain of politics is one of the social domains that unavoidably thrive on language, as its practices are almost ‘exclusively discursive’. Thus, politics has to do with how to (re)configure the views, opinions, perceptions, cognition, behaviour and values of the governed (van Dijk, 2006; Fairclough, 1995, 2001; Okpanachi, 2009; Michira, 2014 and Yang, 2015), and language remains a powerful weapon in this regard.

Studies such as Ayeomoni (2005), Adetunji (2009), Okpanachi (2009), Taiwo (2010), Alo (2012), Akinkulore (2015), and Akinrinlola (2015), among others have paid attention to political discourse in Nigeria. Ayeomoni (2005) focuses on the language of Nigerian political elite and observes that language of politics depicts certain linguistics features that make it different from language use in every day communication. Adetunji (2009) investigates the inaugural speeches of Olusegun Obasanjo, a former Nigerian president, and George Bush, a former president of Nigeria. He notes that both (former) presidents use pragmatic strategies to negotiate meaning in their speeches. Okpanachi (2009) examines President Olusegun Obasanjo’s national address on the Labour Congress of 8th October, 2003. Okpanachi, among others, submits that the speech is replete with manipulative rhetorical cues. Taiwo (2010) captures the strategic use of metaphorical expressions that project ideological stances in the Nigerian political context. Alo (2012) avers that African political leaders, including Nigerian leaders, use persuasive strategies in soliciting support and cooperation of the governed. Akinkulore (2015) observes that Nigerian legislators deploy lexical cohesive devices to achieve meaning. Akinrinlola (2015) details the use of metaphor and linguistic resources in President Buhari’s inaugural speech in 2015. Akinrinlola (2017) covers the deployment of impoliteness and pragmatic strategies by Goodluck Jonathan and Muhammad Buhari, the two major presidential candidates in the 2015 general elections in Nigeria.

Similarly, *Trumpism* (coined from Trump) has enjoyed fairly scholarly attention from scholars all over the world. For instance, Mcclay (2017) attempts a descriptive analysis of Trump's campaign speeches with the aim of highlighting how he created the *us* versus *them* ideologies in the speeches within the purview of van Dijk's conception of ideology. Korhonen (2017) investigates the deployment of rhetorics by Trump to advance his political goals and ideologies in his campaign speeches. Obiero (2017) interrogates how Trump deployed language to signify, produce and contest unequal power relations in his campaign speeches. While all these aforementioned studies have concentrated on the ideological and rhetorical conceptualisation of Trump's campaign speeches, the present study engages the deployment of (im)politeness strategies by Trump to advance and sell his political ideologies to the American electorate. Thus, the study is significant as it vividly explores how Trump employs (im)politeness strategies to construct the *self* versus the *other* ideological stance in his campaign speeches.

Analytical Framework

Considering its thematic focus, this study adopts an eclectic theoretical approach, with particular reference to Brown and Levinson's (1978, 1987) politeness with emphasis on face, Culpeper's (1996) impoliteness theories and Critical Discourse Analysis (CDA).

Brown and Levinson's Politeness theory

Brown and Levinson's (1978, 1987) politeness theory has largely centred on the notion of face, having first been introduced to language scholarship by Erving Goffman. According to Goffman (1955), face refers to the positive public image one seeks to establish in social interactions. In other words, face has to do with the impression one wants others to have of them in the course of social interactions. Thus, in interpersonal interaction, just as one expects to be respected (having his/her face saved or protected), one is equally required to save or protect the face of the other participant(s). Failure to do this amounts to posing a threat to the other participant(s) face.

Brown and Levinson (1978, 1987), in an attempt to develop the theory of politeness, expand the scope of the notion of face by arguing that humans have two faces; one based on the desire for approval and acceptance by others (positive face), and the other based on the desire to proceed without