Pragmatics, Discourse and Society, Volume 2
Pragmatics, Discourse and Society, Volume 2:

A Festschrift for Akin Odebunmi

Edited by
Niyi Osunbade, Foluke Unuabonah,
Ayo Osisanwo, Akin Adetunji
and Funke Oni
CONTENTS

Professor Stephen Akinola Odebunmi ................................................................. xv
Acknowledgements .......................................................................................... xxv
Preface ............................................................................................................. xxvii
Introduction ..................................................................................................... xxx

Volume 1

Section One: Akin Odebunmi in International Pragmatics Scholarship

Chapter 1 ......................................................................................................... 2
In Tempore Opportuno: Of Certainty and Uncertainty in (Non-)Time
Jacob Mey

Section Two: Theoretics

Chapter 2 ....................................................................................................... 26
Bakhtin and Modern Linguistics
Paul J. Hopper

Chapter 3 ....................................................................................................... 36
Deictic Resources in English and Yoruba Discourses
M. S. Abdullahi-Idiagbon

Section Three: Context and Contextualisation

Chapter 4 ....................................................................................................... 56
Lexical Reiteration, Contextual Belief and Patriarchal Ideology
in Sefi Atta’s Everything Good Will Come
Amaka C. Ezeife
Chapter 5 ................................................................................................... 72
Contextual Constraints in Academic Sermons
Folasade Oloyede

Chapter 6 ................................................................................................... 92
Names and Contexts in the Synoptic Gospels
Monica Jegede

Chapter 7 ................................................................................................... 119
The Context of Nigerian English Lexico-Semantic Elements in Zulu
Sofola’s *Wedlock of the Gods*
Kehinde Odekunbi

Chapter 8 ................................................................................................... 141
Context and *Ọmolùàbí* Manifestations in Lágbájá’s Afrocentric Music
Toyin Makinde

Chapter 9 ................................................................................................... 164
Notes on Odebunmi’s Model of Contextual Beliefs
Ibukun Filani

Section Four: Institutional and Non-Institutional Communication

Chapter 10 ............................................................................................... 182
Beyond Semantics: A Pragmatic Study of Some Speech Acts
in Cameroonian English
Aloysius Ngefac

Chapter 11 ............................................................................................... 195
Pragmatic Meanings of Intertextual References in Campaign-related
Cartoons in Nigeria’s 2011 General Elections
Kehinde A. Ayoola & Oluwayomi Olaniyan

Chapter 12 ............................................................................................... 216
Doing Things with Poetic Effects: Humour in Lola Shoneyin’s
*The Secret Lives of Baba Segi’s Wives*
Bimbola Oluwafunlola Idowu-Faith & Mayokun Olanike Adeleye
Chapter 13 ............................................................................................... 244
The Pragmatics of Face Acts in Health-related Ifá Diagnostic News Delivery in Oyo State, Nigeria
‘Niyi Osunbade

Chapter 14 ............................................................................................... 268
Pragmatic Manifestations and Implications of *It is well* in Nigerian English Usage
Romanus Aboh & Peace Dimoye Amgbapu

Chapter 15 ............................................................................................... 285
Impoliteness and Entertainment in *Who Deserves to Be a Millionaire*
Ayo Osisanwo & Tunji Ojora

Chapter 16 ............................................................................................... 312
Proximisation in Nigeria’s President Buhari’s First-Year Commemorative Address
Akinbiyi Adetunji

Chapter 17 ............................................................................................... 336
Face Constituting and Conflict Resolution in Selected Facebook Wall Interactions
Adeniji A. Abayomi and Badejo O. Olabisi

Chapter 18 ............................................................................................... 353
Discourse Representations of Children’s Roles in Selected Nollywood Movies
Ezekiel Opeyemi Olajimbiti

Chapter 19 ............................................................................................... 381
Discourse Representation of Orthodox Medicine and Alternative Therapy in Network Marketing Discourse in Ibadan, Nigeria
Oladayo Ogunsiji

Chapter 20 ............................................................................................... 402
Pragmatic Acts in Antenatal Health Talk Sessions of the University College Hospital, Ibadan
Idayat M. Lamidi
Contents

Chapter 21 ................................................................................................................................. 424
A Pragmatic Reading of Sex-Construing Metaphors in Shoneyin’s
The Secret Lives of Baba Segi’s Wives
Onwu Inya and Blessing Titilayo Inya

Chapter 22 ................................................................................................................................. 447
Politeness of Begging Events in Northern Nigeria: The Kaduna
Metropolis Example
Joel Olatunde Ayodabo

Chapter 23 ................................................................................................................................. 463
Speech Act Analysis of Erotic Language in the Song of Solomon
Taiye Mary Odionkhere

Chapter 24 ................................................................................................................................. 487
The Pragmatics of Hedges in Police-Suspect Interaction in Ibadan,
Nigeria
Temidayo Akinrinlola and Temitope Michael Ajayi

Notes on Contributors ............................................................................................................ 514

Index ........................................................................................................................................ 516

Volume 2

Section Five: Interactional Orientations in Discourses and Texts

Chapter 25 ................................................................................................................................... 2
Promoting African Languages through ICT: A Reality or Wishful
Thinking?
Joyce T. Mathangwane

Chapter 26 ................................................................................................................................... 24
“I am not satisfied”: Appraisal Choices in Nigerian Investigative Public
Hearings
Foluke Unuabonah

Chapter 27 ................................................................................................................................... 46
Affect and Judgemental Attitudes in Selected University Undergraduates’
Narrative Essays
Tolulope A. Akinseye
Chapter 28 .............................................................................................................. 70
A Stylistic Analysis of Women and Girl-Child Exploitation in Ahmed Yerima’s *Aetu*
Tolulope Abisodun Oluremi

Chapter 29 .............................................................................................................. 90
The Construction of Gender Identity in Nigerian Alternative Dispute Resolution Centres
Simeon Ajiboye

Chapter 30 .............................................................................................................. 110
Backchannelling in *Moments with Mo*
Grace Oreoluwa Olutayo and Oyindamola Olabode

Chapter 31 .............................................................................................................. 136
Discourse Structure and Frames in Nigerian Presidential Inaugural Speeches
Akin Tella

Chapter 32 .............................................................................................................. 160
A Crisis of Being in Chris Abani’s *Becoming Abigail*
Opeyemi Ajibola

Chapter 33 .............................................................................................................. 176
A Comparative Analysis of Mood and Modality in Goodluck Jonathan’s and Nuhu Ribadu’s Political Advertisements
Moses Olusanya Ayoola & Sola Timothy Babatunde

Chapter 34 .............................................................................................................. 201
Code-Switching Devices in Selected Sermons of George Adegboye
Joseph Alagbe

Chapter 35 .............................................................................................................. 220
A Stylistic Analysis of Selected Yoruba Incantatory Poetry
Reuben Kehinde Akano

Chapter 36 .............................................................................................................. 232
Social Vision in Niyi Osundare’s and Mongane Wally Serote’s Selected Poems
Joseph A. Mayaki
Chapter 37 ......................................................................................................................... 251
Memes as Interventionist Strategies in the Construction and Euphemisation of Public National Issues
Ronke Eunice Adesoye

Chapter 38 ......................................................................................................................... 279
Mood in Selected Christian Religious Tracts
Samuel Alaba Akinwotu

Chapter 39 ......................................................................................................................... 294
Modality Choices and Functions in Background Information of Arts-Based Research Article Abstracts
Kazeem K. Olaniyan and Nafiu Ige

Chapter 40 ......................................................................................................................... 312
Osas Iyoha

Chapter 41 ......................................................................................................................... 333
Coherence in Remi Raji’s *Sea of My Mind*
Kolapo Oluwakemi

Chapter 42 ......................................................................................................................... 350
Electoral Fraud in Niyi Osundare’s *Rithmetic of Ruse*: An Eclectic Analysis
Gabriel Osoba

Chapter 43 ......................................................................................................................... 363
The Use of Generic Expressions in Tanure Ojaide’s *God’s Medicine Men & Other Short Stories*
Odirin Abonyi

Chapter 44 ......................................................................................................................... 381
The Novelist and Satire: An Analysis of Chimamanda Ngozi Adichie’s *Purple Hibiscus*
Aondover Alexis Tsavmbu and DooChen Imotyoo
# Pragmatics, Discourse and Society, Volume 1:
A Festschrift for Akin Odebunmi

## Section Six: Cognition, Ideology and Society

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>A Multimodal Analysis of Love Journey Metaphors in <em>Titanic</em></td>
<td>400</td>
</tr>
<tr>
<td></td>
<td>Yu-Kai Huang and Ming-Yu Tseng</td>
<td></td>
</tr>
<tr>
<td>46</td>
<td>Hate Speech as a Precursor to Political Violence: A Case Study</td>
<td>431</td>
</tr>
<tr>
<td></td>
<td>Zouhair Maalej</td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>A Semiotic Analysis of Inscriptions on the T-shirts of Students from Selected Universities in Southwest Nigeria</td>
<td>453</td>
</tr>
<tr>
<td></td>
<td>Adewale Adegbite and Taiwo Adeniyi</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Interpersonal Functions of Metaphor in Nigerian Literature: The Example of Soyinka and Achebe</td>
<td>478</td>
</tr>
<tr>
<td></td>
<td>Edmund Bamiro</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Gendered Interactional Conventions in Femi Osofisan’s <em>Morountodun, Yungba and the Dance Contest</em> and <em>Tegonni: An African Antigone</em></td>
<td>491</td>
</tr>
<tr>
<td></td>
<td>Oluwayemisi O. Akinmameji</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Concealment Strategies in the Sexual Discourse of Tertiary Institution Students in Lagos State, Nigeria</td>
<td>515</td>
</tr>
<tr>
<td></td>
<td>Olawumi O. Oni-Buraimoh and Funke J. Oni</td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Lexico-semantic Choices and Ideological Representation in Selected Nigerian Newspaper Reports on Niger Delta Conflicts</td>
<td>537</td>
</tr>
<tr>
<td></td>
<td>Chuka Ononye</td>
<td></td>
</tr>
</tbody>
</table>

## Section Seven: The Master and His Art

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>Code Selection at First Meetings: A Pragmatic Analysis of Doctor-Client Conversations in Nigeria</td>
<td>558</td>
</tr>
<tr>
<td></td>
<td>Akin Odebunmi</td>
<td></td>
</tr>
</tbody>
</table>
Contents

Notes on Contributors.............................................................................. 599
Index........................................................................................................ 602
Born on December 21, 1967 in Ogbomoso, to Yoruba parents of Ogbomoso origin in Ogbomoso North Local Government, Oyo State, Nigeria, Akinola Odebunmi, popularly known as Akin Odebunmi, received his primary and secondary education in Ogbomoso. He later obtained his B.A. (Ed.) (1992) and M.A. (1997) degrees in English from the University of Ilorin and earned a Ph.D. in English (Pragmatics) in 2004 at the Obafemi Awolowo University, Ile-Ife, Nigeria. He took up an appointment with the University of Ibadan as a Lecturer I in the Department of English in September 2005, and rose to the rank of Professor of Pragmatics and Discourse Analysis in 2013 in the same university, as a highflyer.

Professor Akin Odebunmi is, in the main, a specialist in Pragmatics and Discourse Analysis. He is specifically interested in Clinical Pragmatics, Linguistic Pragmatics, Critical Discourse Analysis and Literary Pragmatics.

Professor Akin Odebunmi has to his credit at least 85 academic publications in local and international outlets across all the continents of the world. Some of his journal articles have appeared in the Ibadan Journal of English Studies (Nigeria), Ife Studies in English (Nigeria), Studia Anglica Posnaniensia (Poland), Pragmatics (Belgium), Intercultural Pragmatics (Germany), California Linguistic Note (United States), Marang (Botswana), Review of Cognitive Linguistics (Spain), Pragmatics and Society (Amsterdam), Pragmatics and Cognition (Amsterdam), Multilingua (Germany), the Iranian Journal of Society, Culture and Language (Iran) and the Journal of Pragmatics (United States). His professional competence in producing his many papers has aided his provision of refereeing services for several international journals, some of which are Pragmatics and Society (Amsterdam), the Nordic Journal of African Studies (Finland), California Linguistic Notes (United States), the Journal of Modern Languages (Malaysia), the International Journal of Society, Culture and Language (United States), the International Journal of Information Communication Technologies and Human Development (United States) and Apples: a Journal of Applied Linguistics (Finland).
Professor Odebunmi’s sound academic knowledge and hard work awarded him with the prestigious and highly competitive German Alexander von Humboldt Fellowship Award for Experienced Researchers between 2010 and 2011; and the follow-up and renewed-stay awards of the same fellowship in 2012, 2014 and 2017. He is currently a research collaborator with Professor Dr Karin Birkner of Bayreuth University and Professor Sigurd D’hont of the University of Jyväskylä, Finland.

Professor Odebunmi was an official external examiner to the Department of English, Ajayi Crowther University, Oyo. He has served as a PhD external examiner at the University of Ilorin, Obafemi Awolowo University, Ile-Ife, Covenant University, Ota and Periyar University, India. He is currently an official external examiner in the Department of English, Obafemi Awolowo University, Ile-Ife and Adekunle Ajasin University, Akungba Akoko. He has supervised about 30 B.A. long essays, 60 M.A. projects and twelve Ph.D. theses, (as of December 2017), at the University of Ibadan. He has also served as a consultant to the United Nations under the direction of the International Labour Organisation, on academic and research-based projects.

Professor Odebunmi belongs to different academic and professional organisations, among which are the International Pragmatics Association, Belgium, the Nigerian Pragmatics Association, the Reading Association of Nigeria and the English Scholars Association of Nigeria. Also, he has occupied several administrative and editorial positions: Sub-Dean, Postgraduate Studies, Faculty of Arts, University of Ibadan (August 2011-2014); Deputy Editor, Journal of Nigeria English Studies Association (2011-2012); Postgraduate Co-coordinator, Department of English, University of Ibadan (August 2008-January 2010; March 2011-July 2011), Member, Local Organising Committee for the International Conference on African Literature, Department of English, University of Ibadan (July 2008); Member, Finance Committee Department of English, University of Ibadan (2007-2010); Member, Publication Committee, Faculty of Arts, University of Ibadan (2007-2010); Deputy Editor, Ibadan: Journal of English Studies (2006-2010); and Editor, Ibadan Journal of English Studies (April 2013 to date). He is currently the director of the University of Ibadan Centre for Excellence in Teaching and Learning. He is also the pioneer president of the Nigerian Pragmatics Association.

Professor Odebunmi is married to Mrs Funmilola Janet Odebunmi, and the marriage has been blessed with three children: Verena Ayotomiwa, Gloria Oluwafikayomi and Olamiposi Goodluck.
Publications

(A) Authored and Edited Books


**Book Reviews**


**Chapters in Books Already Published:**


(39) Odebunmi, Akin. 2011. “Negotiation of Space in a Nigerian University Campus”. In Bednarek, Adam and Witczak-Plisiecka, Iwona (eds) Interdisciplinary Approaches to Communication


(D) Articles that have Already Appeared in Learned Journals:


(E) Published Technical Report

ACKNOWLEDGEMENTS

The idea for this book, *Pragmatics, Discourse and Society: A Festschrift for Akin Odebunmi* was first mooted by Dr Foluke Unuabonah in 2016, in celebration of the academic prowess and golden jubilee (on December 21, 2017) of our boss and professional mentor, Professor Akin Odebunmi, a renowned linguist of international standing and a Professor of Pragmatics and Discourse Analysis at the University of Ibadan, Nigeria. We, the editors, then sought the honouree’s approval, after which work commenced in earnest. We are, therefore, grateful to God for giving us the grace to initiate and complete this project. Also, we greatly appreciate Professor Odebunmi for giving us the opportunity to do this in his honour. This project has afforded us access to his international professional network, and we will cherish this for the rest of our professional lives.

Following the impressively positive reception received by our Call for Papers on the *Linguist List* website and similar outlets, the publication process started at a speedy pace. The process, however, became delayed down the line, when some of the revised manuscripts were not returned on time. Serious editorial work on the revised manuscripts logically started late and we became pressured as Professor Odebunmi’s fiftieth birthday anniversary celebration—the event where the festschrift was planned to be publicly presented—approached; yet, we were conscious of the standards expected of a good book. We were a bit relieved around September 2017 when Professor Odebunmi informed us that he had decided not to publicly celebrate his golden jubilee and advised us to attend to the rest of the publication process with less haste.

We owe debts of gratitude to the established and budding academics in Africa, Asia, Europe and the United States of America, whose contributions have made this two-volume book a reality. We thank them for their cooperation and patience. Apart from papers received from colleagues as responses to our Call for Papers, some professional mentors and colleagues of Professor Odebunmi were invited to send in their contributions. Those invited include Professors Jacob Mey, Paul J. Hopper, Joel Olatunde Ayodabo and Dr Aloysius Ngefac (in Volume 1) and Professors Wale Adegbite, Ming-Yu Tseng, Edmond Bamiro, Joyce T. Mathangwane, Zouhair Maalej and Gabriel Osoba (in Volume 2). We
thank all these individuals and other contributors for submitting their articles which have enriched the two volumes of the book. Also worthy of thanks are our anonymous reviewers, whose profound and professional inputs have contributed immensely to the success of this book. We sincerely thank all members of our immediate families for sacrificing the attention due to them while we were working on the book. Mr Gbenga Olaoye equally deserves our appreciation for the preliminary formatting of the manuscript. We are grateful to all other contributors, a number of whom are Professor Odebunmi’s former and current students, colleagues and friends. We are also grateful to everyone who provided financial support to ease the burden of the publication cost.

We are especially thankful to Professor Peter Auer, who is the festschriftee’s German host and mentor, for accepting to write the foreword to this book. Our very tasking, though pleasant, editorial experience has interestingly made our professional dream (of honouring our boss and mentor with a book project, which, according to Professor Jacob Mey, “is eminently deserved by him”) a reality. We hope the readers will find this book an invaluable read and a remarkable addition to their knowledge.
PREFACE

This volume brings together no less than 51 scholarly papers on a diversity of subjects written in honour of Professor Stephen Akinola Odebunmi, Ph.D., on the occasion of his 50th birthday. The volume is a testimony to the remarkable academic standing of his jubilee in Nigerian linguistic academia and to his enormous impact on the training of young scholars in this country, but also to the international embedding of his scientific work.

In a European context, a festschrift on the occasion of somebody’s 50th birthday would be exceptional. Usually, the genre is reserved for those who are approaching (or have already reached) the end of their academic career, and being given a festschrift resounds with overtones of imminent retirement, and of looking back on a lifetime of academic achievements—in short, of an ending rather than a beginning. Akin Odebunmi’s festschrift is of a different type. It is presented to him at a stage in his career in which nothing is coming to an end, and many things are just beginning. Although an established and renowned scholar, although installed as full professor of English linguistics and also recently as Director of the University of Ibadan Centre of Excellence in Teaching and Learning, Professor Odebunmi is in the middle of his academic career, and we are expecting a wealth of new insights and initiatives from his future work, just as we have received from his past work, the foundation of the Nigerian Pragmatics Association being just one, very recent example.

The breadth of Professor Odebunmi’s research is impressive. To be sure, it can all be subsumed under the heading of pragmatics, but as we all know, pragmatics is a huge field. Akin Odebunmi has contributed to it in theoretical ways through his often-cited 2006 book on “Meaning in English”, but he has also worked on many empirical issues, some of them with a distinctly applied focus. A total of twelve completed PhD theses, supervised by him, reflect these competencies and interests, ranging from political discourse, media discourse, sexual discourse and religious discourse to literary studies. And, of course, he is professor of English and therefore concerned with the varieties of English spoken in Nigeria.

But at the heart of his empirical work lies for me the big theme of medical interaction, which was the topic of his PhD thesis. It is this topic that brought him to Germany (as a Humboldt fellow at the Freiburg
Institute of Advanced Studies, first in 2010, and later again for various shorter stays). Among his numerous publications in international journals, it seems to me that those on medical communication are the most important ones, not least because it is of such utmost importance to investigate the ways in which doctors and patients communicate and, not rarely, miscommunicate in Nigeria. Research on doctor-patient interaction is flourishing internationally, but it still has a strong “western” bias; we know very little about the conditions under which illness and healing are organised outside the western sphere, and about the cross-fertilisations but also the cultural conflicts and ideological clashes that are brought about by the import of “western” medicine into Africa. Medicine as a social institution is a key issue for the development of a country and for the well-being of its citizens. But while this is generally acknowledged, doctors and politicians often do not understand that more is involved here than medical drugs and technologies. Medicine is not only about the body and its physical diseases, but it is also, and most centrally, about communication. Without successful medical interaction between doctors and patients, the institution of medicine as a whole is bound to fail. Akin Odebunmi is one of the few who have understood that we need a holistic medicine which sees the patient first of all as a human being, and not only a body to be repaired when it does not function well. Language and interaction are part of such a holistic, non-reductive, approach to medicine. I wish Akin Odebunmi all the success he and his cause deserve to put this message across to the Nigerian public!

There is another point I would like to make in this preface. The scientific dialogue between Europe and Africa has for a long time been a rather one-sided issue, with European knowledge being channelled “southward” without much of an understanding of the cultural context in which it is received. No big words such as postcolonialism are needed to understand this. As somebody who is trained in the western tradition of linguistics and interaction analysis, I cannot avoid believing that many of the insights gained in this tradition must also be applicable and helpful in Africa. But this belief is sometimes wrong. It needs an open as well as a critical mind such as Professor Odebunmi’s in order to engage in a fruitful dialogue about the limits of western thinking. It needs somebody who is extremely knowledgeable about the current trends and developments in western pragmatics, but who is at the same time well-rooted in his own culture and tradition in order to resist the temptations of an all-too-easy transfer of western theories and concepts to African issues. Akin Odebunmi is such a person. His ongoing scientific concern with topics such as face-work and politeness in Africa is perhaps the best proof.
Talking with him about these and related issues has been inspiring and fruitful for me. I hope that this dialogue will continue.

Prof. Dr Peter Auer,
University of Freiburg,
Freiburg, Germany.
Pragmatics, Discourse and Society: A Festschrift for Akin Odebunmi is a two-volume ensemble of research articles written by established and budding academics to celebrate Professor Akin Odebunmi’s academic prowess and golden jubilee (December 21, 2017). The articles in it, across the two volumes, consistent with the editors’ proposal, cover theoretical and empirical grounds in pragmatics, applied linguistics, stylistics, literary discourse and various other genres with high contextual constraints, demonstrating Professor Akin Odebunmi’s commitment to strict engagement with textual and discursive salience and pragma-discoursal properties at micro and macro levels of interpretation. The two-volume book is structured into seven sections (four in Volume 1 and three in Volume 2), comprising 52 chapters (1-24 in Volume 1 and 25-52 in Volume 2), to demonstrate Professor Odebunmi’s research engagement.

In this volume (Volume 1), Section One, Chapter One, Jacob Mey seats Odebunmi’s research in international pragmatics scholarship. The chapter discusses the value of certainty or lack of certainty as a major pragmatic value relevant to the theory and practice of life sciences. It thus grounds its argument in the analysis of how communicating certainty and uncertainty plays a decisive role in the context of the medical interview and the professional treatment of patients, as amply demonstrated by Akin Odebunmi in much of his recent work.

Section Two, entitled “Theoretics”, opens with Paul Hopper’s paper (Chapter Two), which addresses the theoretical place of Pragmatics in the overall scheme of language and the study of language. He notes that understanding the place of pragmatics in language usage extends into the empirical study of human interactions and general questions of semiotics. He ultimately explores the latter thread, with attention to two figures whose influence in linguistics is, at the present moment marginal, but which has the promise of growing—Mikhail Mikhailovich Bakhtin and Roy Harris—by comparing the theory of the “sign” developed in Bakhtin’s essay, “The Problem of Speech Genres” with the independently conceived “integrational sign” of Harris. In Chapter Three, Abdullahi-Idiagbon focuses on deictic resources in English and Yoruba discourses. Using simulated samples of common utterances in English as well as Yoruba languages for illustration, the author discovers that the role of culture in