

Nigerian English in Linguistic, Literary and other Perspectives:

**ESSAYS IN HONOUR
OF OKO OKORO**

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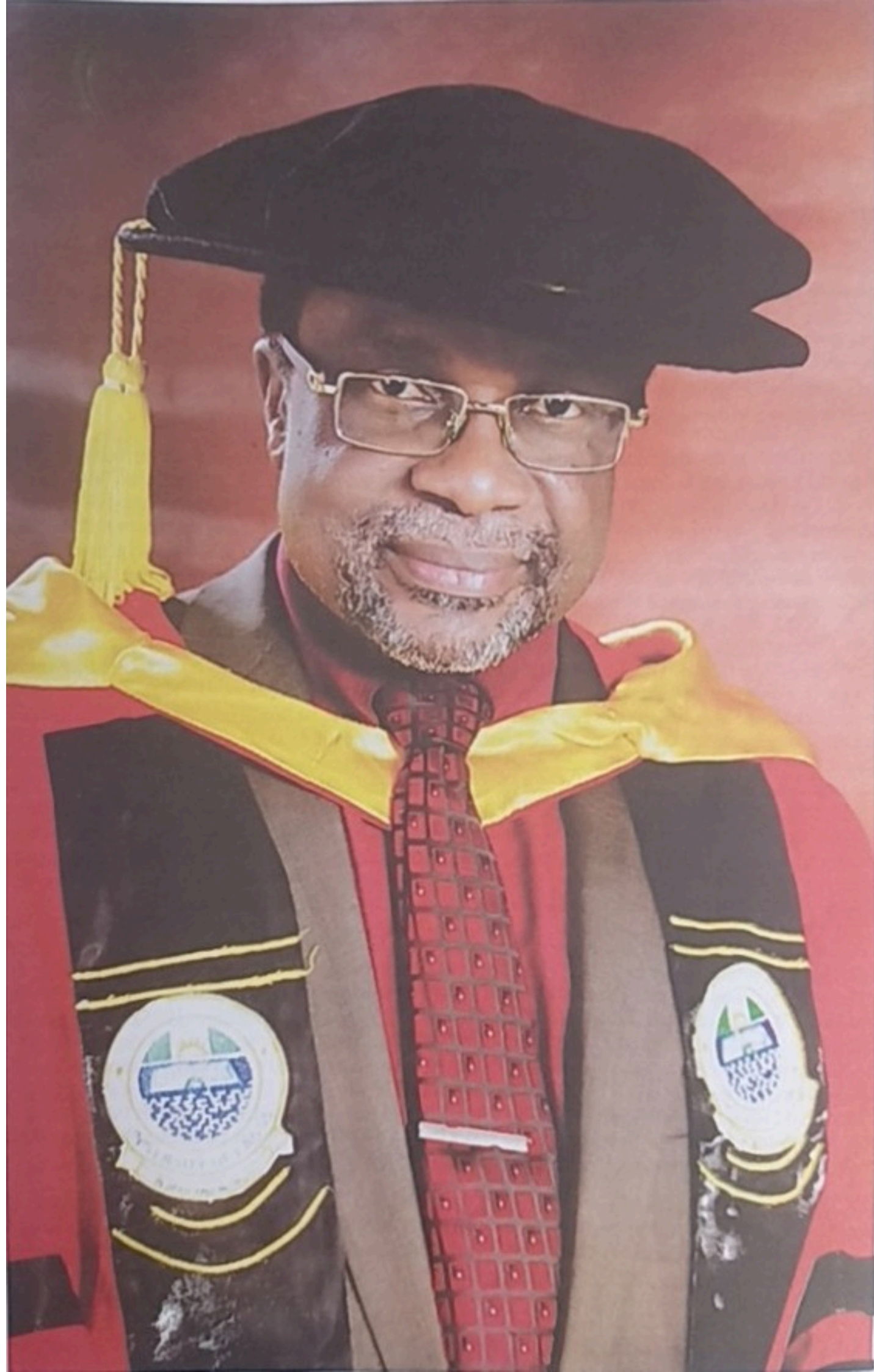
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ISBN: 978-978-695-238-3

First Published in Nigeria by:



Academic Publishing Centre
Southwest zone
University of Lagos
apcentre@unilag.edu.ng



Foreword

PROFESSOR OKO OKORO is a scholar who does not need a lot of introduction. His entire teaching and academic career had been devoted to the Department of English, University of Lagos. In addition to his brilliant and inimitable contributions at departmental meetings and seminars, his towering presence is marked by his excellent teaching of such compulsory courses as English Lexis and Structure, English Syntactic Analysis, English Grammar and Usage, and Nigerian English Syntax and Usage. He is a scholar familiar with, and adroit in, the deployment of the major grammars of English: traditional, structural, transformational, and systemic-functional. This meticulously-edited volume is thus meant to celebrate an iconic scholar whose imminent exit from the department is surely going to leave a vacuum in the immediate future.

The Festschrift is divided into six sections. The seven chapters in Part One explore various aspects of Nigerian English and bear the imprimatur of Prof. Okoro's influence in this subject-area. Part Two is devoted to six chapters on Discourse Analysis. Four of the chapters – by Daramola; Yang & Dalamu; Onipede; and Adeniyi & Babalola – are based on Halliday's Systemic-Functional Theory. Part Three contains nine chapters on the subject of Literature, illuminating various topics on polygamy; mytho-cultural and social lineaments; interrogation of religion and religiosity; postcoloniality; subalternity; performance aesthetics; and gynocriticism.

Part Four arraigns three chapters on Formal Linguistics. Adepoju's "Beyond Prescription and Description: The English Grammar in Nigerian Higher Education" is particularly interesting because this is a subject-area that has engaged the attention of Professor Okoro over the years. However, it is rather curious that in distinguishing between Nigerian English as a variety of World Englishes, on the one hand, and errors, on the other hand, Adepoju emphasises that any linguistic forms that deviate from the standard should be considered an aberration and should thus be declared as unacceptable. The question is aberrant and unacceptable: by whose standards and by what parameters? Decomposing such unnuanced notions, Bamiro, in his contribution to the present volume avers, for example, that a variety such as Nigerian English builds a strong case for regarding English as a language with multiple cultural identities and literary traditions, while Udoidiong argues against such a totalising notion as regarding Nigerian English as a compendium of errors, proffering instead that Nigerian English, being a non-native variety, has simply been domesticated to characterise certain cultural and social factors of Nigeria.

Nevertheless, one cannot but agree with Adepoju's submission that a book such as Quirk *et al's* *A Grammar of Contemporary English* (1972) should be reintroduced as a manual of English in the first year in the university and beyond. However, given the dense and complex nature of Quirk *et al.* (1972) or its development in Quirk *et al's* *A Comprehensive Grammar of the English Language* (1985), it is suggested that its compendium, Quirk & Greenbaum's *A Students' Grammar of the English Language* (1990) should feature in the first year, while other more complexly-nuanced grammatical concepts should be followed through in Quirk *et al.* (1972 & 1985) at the upper levels, that is, in years two, three and four. We believe that Professor Okoro will give his nod to this idea. The other two chapters in Part IV, by Nnamdi and Ekpodikpo, respectively, are devoted to phonological issues with focus on intonation in Nigerian English and Ibibio phonology.

The fifth and sixth parts dwell on "Nigeria in Discourse" and "Nigerian Pidgin". Part five focuses on topics ranging from the role of language in national development and security to political, economic and social activities in Nigeria in the 1990s; critical language analysis of Nigerian lect in Nigerian poetry; contextual clues in a televised gubernatorial debate; and pragma-stylistic analysis of command terms and expressions used for the Nigerian Armed Forces remembrance day parade. The final part of the book dwells on topics in Nigerian Pidgin such as: A Critical Language Analysis of Nigerian Pidgin Lect, Aesthetics of Nigerian Pidgin and Orality, and Investigating the Use of Nigerian Pidgin in Churches.

Overall, the contributions not only advance our knowledge of English language, linguistics, literature and ancillary disciplines, but also honour Professor Okoro as a scholar who has paid his dues to the Nigerian academia. In fact, if I had my way, this volume would be made a compulsory reading for students in English language and literature, particularly at the 300, 400, and postgraduate levels.

Professor Okoro is a gift and a blessing to the Department of English, University of Lagos. I recommend this volume enthusiastically to scholars and students of English language and literature who crave fresh insights into these allied disciplines.

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A Study of Interpersonal Metaphor in Selected Nigerian Herbal Medicines Advertisements in English

Festus Onipede

Abstract

Advertisements of herbal remedies seek to educate the public about the significant social concerns and problems, draw attention to the products, and encourage consumers to take action by purchasing the items. Man's power is viewed as a concept used by Nigerian advertisers of herbal medicines to cure man-related manhood diseases for active performance during sexual intercourse. This descriptive, qualitative and quantitative study aims to linguistically analyse the use of interpersonal metaphors in the advertisements of 10 herbal products (Men Super Herbal Booster and Men Activator, Marathon Herbal Power Formula, Ecomms Empire, Pawaful M. K Oil, Herbs Tea Kiosk, New Era Consult, Man up, FLP Wellnesz, Jalin Herbal Nigeria, and Kondo Bitter) in Nigeria. The analysis was carried out using a synthesis of Halliday's (1984) Interpersonal Grammatical Metaphor and Charteris-Black's (2004) three inter-related stages of metaphor analysis: identification, interpretation and explanation. The findings show that metaphors of mood and modality are found in the ads. Interpersonal grammatical metaphor is realised by the use of incongruent means of expressing meaning. The choice of words in the Herbal Medicine Advertisements (HMAs hereafter) shows that creativity in producers is deliberately deployed in the form of neologism and contingency vocabulary to catch attention and convey persuasion as well as create mental pictures of the products' effectiveness.

Keywords: Grammatical Metaphor, Modality, Neologism, Herbal Medicines, Neologism.

Introduction

LANGUAGE serves as a systemic resource for expressing meaning in context. It is viewed as a system for meaning potential, which implies that it must be studied in different contexts. Language is used when we need to make meaning about the world around and inside us. At the same time, it is the means for creating and maintaining our interpersonal relations (Halliday, 1985). Advertising is a powerful and prevalent kind of communication that creates relationships between sellers and buyers in order to persuade them to purchase goods and services (Gold, 1987, p. 121). The interpersonal function is therefore crucial. Metaphor is an obvious example of a modality that has the power to influence customers through unique interpersonal and discourse impacts. Through role-playing, language serves the interpersonal function of facilitating role-playing as well as the expression and understanding of emotions, attitudes, and judgments.