



**THE ASSOCIATION OF PHONETICIANS
AND PHONOLOGISTS IN NIGERIA (APPN)
IN COLLABORATION WITH
LEAD CITY UNIVERSITY, IBADAN**

4TH ANNUAL CONFERENCE

T H E M E :

**MARKETING BY WORD OF MOUTH:
PHONOLOGICAL NUANCES IN NIGERIAN
BROADCASTS, MOVIES AND ORATURE**

TUE, MAY 21 - FRI, MAY 24, 2024

INTERNATIONAL CONFERENCE CENTRE, LEAD CITY UNIVERSITY, IBADAN



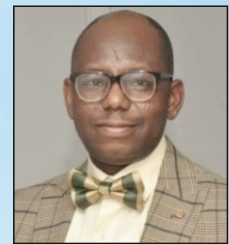
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Prof. K. A. Adeyemo
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Lead City University



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Ass. Prof. A. A. Robin
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Dr. U. R. Davies
Head of Department of
Languages and Literature,
Lead City University, Ibadan



Keynote Speaker
Prof. Olusola Oyero
Deputy Vice Chancellor,
Anchor University, Lagos



Lead Paper Presenter
Prof. Dr. Robert Fuchs
Department of English
Language and Literature,
University of Bonn, Germany



Convener
Prof. Taiwo Soneye
Department of English,
Obafemi Awolowo University, Ile-Ife,
APPN President



LOC Chair
Dr. Michael Gbadegesin
Department of Languages
and Literature,
Lead City University, Ibadan



COME STUDY WITH US Admission is on

Pre-Degree

Pre-Degree Unit of Lead City University offers a One Year JUPEB Preliminary Courses leading to Direct Entry Admission into 200 Level in Lead City University and other Nigerian & Overseas Universities.

Undergraduate

Faculty of Arts

1. BA

- English
- English & Literary Studies **
- English & French
- French
- Fine Arts
- History & Diplomacy
- Performing Arts, Music & Film Studies **
- Religious Studies
- Yoruba (African Languages)

Faculty of Communication & Info. Sciences

B.Sc

1. Information Resource Management
2. Library and Information Science (B.LIS) **
3. Mass Communication & Media Tech.
 - Public Relations - Journalism
 - Advertising - Media Studies
 - Printing and Publishing
4. Office and Information Management **

Faculty of Education

1. B.Sc (Ed)

- Biology
- Chemistry
- Computer Science
- Mathematics
- Physics

2. BA (Ed)

- English Language

3. B.Ed

- Business Education
- Early Childhood Education
- Economics
- Educational Mgt.
- Educational Mgt. with options in
 - Economics, Accounting, and English Lang.
- Guidance & Counselling
- Kinesiology / Physical and Health Education
- Social Studies

Faculty of Engineering

B Eng.

1. Automobile Engineering
2. Biomedical Engineering
3. Civil Engineering
4. Electrical & Electronics Engineering
5. Mechanical Engineering
6. Mechatronics Engineering
7. Wood Products Engineering

Faculty of Environmental Design & Mgt

B.Sc

1. Architecture
2. Building
3. Estate Management
4. Fine and Applied Arts & Design
5. Geographic Information System
6. Surveying and Geoinformatics
7. Urban and Regional Planning

Faculty of Law

1. Bachelor of Laws (LLB)
2. Law & Diplomacy (BLD)

Faculty of Management & Social Sciences

B.Sc

1. Accounting **
2. Banking & Finance
3. Business Administration **
4. Criminology & Security Studies
5. Economics & Development Studies **
6. Entrepreneurship
7. Industrial Rel. & Human Resource/Personnel Mgt.
8. Marketing
9. Politics & International Relations **
10. Psychology **
11. Public Administration **
12. Social Work
13. Sociology **
14. Tourism & Hospitality Management

Faculty of Natural & Applied Sciences

B.Sc

1. Biochemistry
2. Biology
3. Biotechnology
4. Chemistry
5. Computer & Information Science **
6. Computer Science with Economics **
7. Computer Science with Electronics **
8. Cyber Security
9. Environmental Management & Toxicology
10. Forensic Science
11. Geology
12. Information Systems
13. Information Technology
14. Microbiology and Parasitology
15. Physics
16. Physics with Electronics
17. Science Laboratory Technology
18. Software Engineering

Faculty of Pharmacy

1. Doctor of Pharmacy (Pharm. D.)

College of Medicine & Health Sciences

1. Medicine and Surgery (MBBS)
2. Dentistry (Bachelor of Dental Surgery, BDS)
3. Dental Therapy (BDT)
4. Dental Technology (B.Sc)
5. Nursing (B.NSc.)
6. Physiotherapy (Doctor of Physiotherapy, DPT)
7. Medical Laboratory Science (B.MLS)
8. Radiography (B.RAD)
9. Community Health Sciences (BCHS)
10. Environmental Health Sciences (B.EHS)
11. Health Information Management (B.HIM)
12. Human Anatomy (B.Sc)
13. Human Nutrition & Dietetics (B.Sc)
14. Physiology (B.Sc)
15. Public Health (B.Sc)

NB: Some of the courses are also available on Part-Time and Sandwich (Vacation period) Modes

Post UTME Screening: Monday to Friday
10am - 4pm

*** Part-time courses

Entry Requirements

The minimum entry requirement for admission into Lead City University is GCE O/L, SSCE, NABTEB, NECO or equivalent credit level pass in five (5) subjects including English Language obtained at not more than two sittings. Those with additional (Direct Entry) qualification such as NCE, IJMB, JUPEB, OND, GCE 'A' Level or equivalent professional qualifications etc are to proceed from 200L. Conversion programme (two sessions) for holders of university degrees, HND, ACA, or equivalents are also available. However, candidates awaiting result may apply provided evidence of results would be available before resumption. Candidates who did not choose Lead City University initially in their JAMB application are also eligible to apply.

Mode of Application:

Admission forms can be downloaded from our website: www.lcu.edu.ng or procured from the admissions office on campus, Lead City University, Toll gate Area, Ibadan. Tel: 08153318708, 08153318709, 08061633228 | E-mail: admissions@lcu.edu.ng, registrar@lcu.edu.ng or apply online at admissions.lcu.edu.ng. The forms can also be procured from any of our Liaison offices below:

Lagos Liaison Office: Shop E10, Adeniran Ogunsanya Shopping Mall (Same mall as Shoprite, 1st floor), Surulere, Lagos. | Tel: 07044043322, 01-2912629

Abuja Liaison Office: Suite 308B, The Capital Hub, 272 Ahmadu Bello Way, Abuja | Tel: 09123212605

Port Harcourt Liaison Office: 3 East West Road, Rumukwushii Tanki, Port Harcourt | Tel: 08030500006

Signed:
Dr. Oyebola Ayeni - Registrar

APPN 2024

4TH ANNUAL CONFERENCE

T H E M E :

**MARKETING BY WORD OF MOUTH:
PHONOLOGICAL NUANCES IN NIGERIAN
BROADCASTS, MOVIES AND ORATURE**

TUE, MAY 21 - FRI, MAY 24, 2024

**INTERNATIONAL CONFERENCE CENTRE,
LEAD CITY UNIVERSITY, IBADAN**



PROGRAMME

Day One: Tuesday, 21 May, 2024

Arrival/Registration

Day Two: Wednesday, 22 May, 2024 Morning Session

9.00am – 1.00pm

Opening Ceremony

1. Registration of participants 09.00am - 09.30am
2. Opening Prayer & Anthems 09.30am - 09.35am
3. Introduction of Guests & Participants - Masters of Ceremonies
Dr Emmanuel Osifeso & Mr Olajide Monsuru 09.35am - 09.45am
4. Welcome Address - Prof Taiwo Soneye (APPN President) 09.45am - 09.50am
5. Chief Host's Remarks - Prof K.A. Adeyemo, Vice Chancellor, LCU 09.50am - 10.00am
6. Chairman, APPN Board of Trustees' Remarks - Prof Munzali Jibril 10.00am - 10.05am
7. Co-host's Remarks - Dr U.R. Davies, HOD, Languages and Lit., LCU 10.05am - 10.10am
8. Host's Remarks-Ass. Prof. A. A. Robbin, Dean Faculty of Arts, LCU 10.10am - 10.15am
9. Citation of the Keynote Speaker – Dr R. Okhuosi 10.15am - 10.20am
10. Keynote Address - Prof Olusola Oyero, DVC, Anchor University, Lagos
**Theme - Marketing by Word of Mouth: Phonological Nuances in
Nigerian Broadcasts, Movies and Orature** 10.25am - 11.15am
11. Interlude (ELS) 11.15am - 11.25am
12. Question and Answers 11.25am - 11.45am
13. Interlude (PFA) 11.45am - 11.50am
12. Goodwill Messages –
Prof Inyang Udofot (Secretary to BOT)
Prof Adenike Akinjobi (APPN Vice President) 11.50am - 11.55am
13. Vote of Thanks - Dr Michael Gbadegesin LOC Chair 11.55am - 12.00pm
14. Lunch Break 12.00pm - 1.00pm

Afternoon Session of Day Two:

1:00pm - 4.30pm

Chairperson: Prof A. Atolagbe

1. PARALLEL Sessions – 1.00pm - 2.00pm
2. Citation of Lead Paper Presenter - Deborah Adejobi 2.00pm - 2.05pm
3. Lead Paper – Prof. Dr Robert Fuchs, University of Bonn, Germany
**Empirical Research on Phonological Nuances: Issues
and Methods** 2.05pm - 3.00pm
4. Questions and Answers - 3.00pm - 3.30pm
5. Parallel Sessions cont'd 3.30pm - 4.30pm
6. Closing 4.30pm



Day Three: Thursday 23rd May, 2024 – Morning Session

Workshops

- | | |
|---|-------------------|
| 1. Arrival of Participants | 9.00am - 9.05 am |
| 2. Introduction of participants by Master of Ceremonies | 9.05am - 9.10am |
| 3. Facilitator - Prof Taiwo Soneye | |
| Theme: The Robust and Relevant 21st Century Phonologist | 9.10am - 9.45am |
| 4. Respondents: “My pains and gains as a Phonologist/Phonetician” | 9.45am - 10.20am |
| Respondent 1: Dr Carol Anyagwa | |
| Respondent 2: Dr Andrew Zakayo | |
| Respondent 3: Dr Julianah Akindele | |
| Principal Respondents – Prof C.U.C Ugorji/Prof D. Jolayemi | |
| 5. Contributions from Conferees/Questions | 10.15am - 10.35am |
| 6. Parallel Sessions with breakfast | 10.35am - 11.55am |
| 7. Vote of Thanks - Dr Ola Faleye, APPN General Secretary | 11.55am - 12.00pm |

Afternoon Session

- | | |
|--|--------------------|
| Annual General Meeting (AGM) with Lunch | 12.00noon - 3.30pm |
| Networking & Closing | 3.30pm -4.00pm |

Day Four: Friday – 24th May, 2024

Departure

ABSTRACTS

Phono-Semiotic Nuances in Nigeria Social Media Humour Skits as Marketing and Communication Symbol

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&

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Abstract

Nigeria is a multi-language country with an estimation of over five hundred indigenous recognized indigenous languages. As such, the English language serves as a melting point for communication among the various indigenous language speakers. In recent times, the global world is witnessing a growing number of short videos and skits on various social media platforms, and Nigeria is not left out of this new trend. Some phonological Nuances which are conditioned by LI interference on English language are evident in the speech of the actors in these skits. This study examines the phono-semiotic influence of these skits on the viewers and how they process the phonological information perceived considering phonetic variation in Nigerian English. The theoretical framework, that guided this study is autosegmental-metric using IPA transcription convention and semiotic theory. The data comprises twenty humour skits collected from Youtube. The descriptive research design is adopted to study the acoustic elements in the selected videos.

Keywords: Phonological Nuance, Humour Skits, Auto Segmental Metric Theory And Semiotic Theory.

Phonological Nuances in English Language Advertisements

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&

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Abstract

Advertising is a marketing strategy that aims at promoting specific services or causes such that the consumers would be persuaded into taking positive actions about it. The advertising process is complex comprising communication and persuasion. In order for the advertisers to be creative and the advert captivating, they often make phonological shifts. This study aims at using case analysis to examine phonological nuances in English language advertisements. These nuances are usually shifts from the standard sounds of the language by artistically creating effects such that the information which the normal language cannot express perfectly is strikingly expressed.

Keywords: Advertising, Phonology, Nuances, grammar, business.

Marketing by Word-of-Mouth: Phonological Nuances in Nigerian Broadcasts, Movies and Orature

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Abstract

This study delved into the phonological subtleties shaping word-of-mouth marketing in Nigerian broadcasts, movies, and orature. This study employed a qualitative analysis, scrutinized speech sounds and patterns, identified key phonological elements influencing persuasive communication. Examining promotional content across media platforms, the research unveiled linguistic strategies that impact consumer perceptions. The study extended its focus to orature, acknowledging the cultural significance of verbal communication in marketing. By encompassing movies, it recognized the synergy of visual and auditory elements in shaping public discourse. This research contributes insights into the cultural and linguistic dynamics pivotal for effective word-of-mouth marketing in Nigeria, informing both practitioners and scholars about the intersection of language, culture, and marketing. In conclusion, the findings offered a concise exploration of phonological intricacies, revealing their role in shaping persuasive discourse and fostering consumer engagement in the Nigerian context.



An Assessment of Native and Non-Native English Phonemic Articulations in Nigeria

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Abstract

The aim of this study is to evaluate the phonological characteristics of undergraduate students of selected departments at the Federal University Lokoja because of the multiethnic nature of the student-population on the campus. One hundred students sampled from six faculties had their voices recorded without their knowledge. The differences in the pronunciation features were statistically evaluated using the coefficient statistics in evaluating the relationship between variables in a regression model. The estimated coefficients were used to calculate the values of the dependent variables (students' pronunciation) to assess the significance and accuracy of the coefficients. Acoustics reveals significant differences in the samples of spoken English and the control models of the native speakers of the English language.

Keywords: Phonology, Nigerian English, Undergraduate students, Fricatives, Central vowels, Affricates

Appraisal of Linguistic Art in Broadcast Presentation in the Citizen Journalism Era

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Abstract

This study grew out of the fact that effective communication is an essential component of broadcast media presentation, as the information and communication technology increasingly grows. Citizen journalism has opportunities and challenges to traditional media. How can the linguistic art of broadcasting be improved for effective communication, as to cope with the challenges of the internet era? The purpose of this study is to expose the pitfalls of citizen journalism, and to show broadcast media as professional traditional media whose linguistic art in presentation ought to be improved as to withstand the challenges posed by citizen journalism. Historical method is employed in the study. The sources of data in this study are publications, and conversations of people who use internet. The paper adopts a descriptive approach in the appraisal of data.



Grapho-phonological Analysis of Selected Readers' Sensitivity to the Broadcast of Newspaper Headlines

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Abstract

The study identified and described various phonological features signalled by the use of punctuation in selected newspaper headlines and compared the oral renditions of the broadcast with the graphological representations on the newspapers in the light of ESL in Nigeria. The primary source of data comprised ten selected recorded headline broadcasts from STV and AIT. The exact newspapers were used collaboratively. Punctuations and headlines were extracted and subjected to acoustic analysis. The secondary source of data comprised books, journal articles, and the internet. The findings revealed that there was insensitivity to grapheme-phoneme correspondence in the observance of punctuations by the selected broadcasters. This resulted in lots of ambiguities in the readings by the listeners. The study concluded that the grapho-phonological components were significant in news readers' oral proficiency. The inadequate representations of graphemes and phonemes were factors responsible for the news readers' insensitivity to the broadcast of headlines.

Socio-Phonological Comparative Analysis of Religious and Political Speeches by Educated Nigerian English Speakers

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&

Michael O. Gbadegesin, PhD

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Abstract

Phonological features contribute immensely to the socio-cultural and status identity of the speaker in ESL situation. This study investigates the socio-phonological characteristics of religious and political speeches delivered by educated Nigerian English speakers. Employing a comparative approach, the research explores the distinct phonological features exhibited in these two discourse types to shedding light on how socio-cultural factors influence linguistic expression. Drawing on a corpus of speeches delivered by prominent religious and political figures, the analysis focuses on prosodic patterns, phonemic variations, and rhetorical strategies employed by speakers. Additionally, the study examines the impact of audience dynamics and communicative goals on speech production. Through a multidimensional analysis, this research aims to contribute to the existing body of knowledge on the interplay between phonology, sociolinguistics, culture, and social identity in the Nigerian context, offering insights into the intricate relationship between phonological structures and communicative functions in diverse discourse genres.

Keywords: socio-phonology, political and religious discourses, communicative goals



Phonological Cues in Selected Political Rhetorics on Stomach Infrastructure Policies in Nigeria

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Abstract

Stomach infrastructure is a concept that leverages emotive language strategically to appeal to electorates. The term has gained prominence in political discourse, highlighting the significance of addressing essential welfare issues to connect with people and promote political agendas. However, the phonological cues articulated to achieve emotive persuasion within the broader context of political discourse, have been rare, hence the need for this study. Selected speeches delivered by President Tinubu that address the provision of food materials for the people during

and after elections shall be sampled. This study shall adopt discourse intonation theory which explores how intonation contributes to the interpretation and understanding of spoken language across different genres of discourse; where emphasis on certain words or phrases, and the overall cadence of speech contribute to the emotional impact and memorability of political rhetorics, contribute to the reception and interpretation of political messages, particularly those concerning essential welfare policies like food provision shall be explored.

Keywords: Discourse intonation theory, Emotive language, Phonological cues, Political rhetorics and Stomach infrastructure.

Incongruence of English Letters and Sounds as Comic Material for Nigerian Skit Makers

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Abstract

This study examined the non-correspondence of English letters and sounds as material for Nigerian skit makers using selected skits. The objectives are to assess the specific English phonemes which are commonly employed for comedy, how their pronunciation evokes laughter in the audience, and how comedy can serve both entertainment and educative purposes. Data for the study were sourced from the Facebook channel of a comedian by the profile name *Mc Chibex Comedy*. The comedy brand is known as *Chibuike*. Twenty videos which border on the subject of this investigation were purposively selected and analysed using the phonological concept of Spelling Pronunciation. It is hoped that the results of the study will draw attention to phonemes of English which pose pronunciation difficulties for English users within and outside the classroom. Scholars, researchers, and teachers of English as a second language within the Nigerian context will therefore find its findings helpful.

The Use of Phonoaesthetics and Cultural Symbolism in “Sorry”: A Case Study of Mohbad's Song

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Abstract

This research investigates how Mohbad, a popular late Nigerian Afrobeats artist, uses the potential of phonoaesthetics to create a profound emotional relationship with his audience through his song “Sorry.” Although it is known that music has a strong emotional effect in Nigeria, not much attention is paid to how specific sound techniques within Afrobeats lyrics contribute to

this emotional bond. The researcher's study is based on the process of closely listening to the "Sorry" song by Mohbad and underlines the use of rhyme patterns, alliteration, and assonance. These elements are examined using phonoaesthetic theory to uncover their possible emotional effects and cultural symbolism. The study is descriptive and qualitative. The analysis shows how Mohbad skillfully uses sound elements in his music to create an atmosphere that enhances the nuances of struggle and longing found in "Sorry."

Keywords: Afrobeats, emotional, aesthetics, sounds

Phonological Nuances in Indaboski's Speeches

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Abstract

No human language is fixed, uniform, or unvarying, as all languages show internal variation. Actual usage varies from group to group and speaker to speaker in terms of the pronunciation of a language, the choice of words, the meaning of those words, and even the use of syntactic constructions. As a matter of fact, no two people speak exactly the same; there are infinite variations in speech. A sound spectrograph, a machine that represents the sound waves of speech in visual form, shows that even a single vowel may be pronounced in hundreds of minutely different ways, most of which listeners do not even register. The research investigates five randomly selected sermons by Indaboski with the aim of identifying his use of sounds and the level of sound variation present in his speech. This reveals the types of sounds peculiar to Indaboski in preaching. The analysis is descriptive and qualitative. This study uses experimental phonology in the analysis of the data and draws a conclusion.

Keywords: Indaboski, religion, variation, pronunciation, sermon

Syllable Structure Assignment in the English of a Lamnso' Native Speaker

NSAIRUN, Theodore Shey

Department of English and Literary Studies

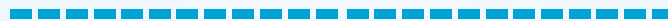
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Abstract

This study sets out to probe the syllable structure assignment in the English of a Lamnso' native speaker. Data for the study were drawn from both primary and secondary sources. The instrument used for the elicitation of data for the primary source was the Sentence Reading Task where some Lamnso' and English words were subjected to a comparative analysis bearing in mind the influence of vowels and consonants in determining syllable assignment. The test items were also subjected to perceptual and acoustic analyses using the sound analyzer PRAAT. The secondary sources were got from books, journals and the internet. Findings reveal that some Lamnso' speakers of English employ strategies such as deletion, substitution and insertion as repair techniques when faced with difficult syllable consonant structures, especially in syllable final consonant cluster(s). Hence, such English words are overtly extended (in some cases) or reduced. The CVX theory of syllable structure was used as the framework for this study. The study concludes that it is difficult for a Lamnso' speaker of English to realize syllable structure assignment at the coda position due to phonotactic constraints in Lamnso'. Also, the CVX theory does not morphologically explain all final consonant clusters that occur in Lamnso' because there is no qualitative (and sometimes quantitative) difference between the timing slots of vowels and consonants in Lamnso'.



Discourse Functions, Pitch and Accompanying Body Language of AH!

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Abstract

Interjections, a medium for emotional outburst, are present in all languages. Existing studies on interjections have been done with particular attention to grammar, classification and functions, but only a few have examined their discourse functions in Yoruba. Therefore, this study set out to investigate the discourse functions, pitch directions and accompanying body language of the renditions of one interjection (Ah!) as used among Yoruba speakers. A computer software, PRAAT, was adopted as the analytical framework and the descriptive design was used. Twenty-nine instances of the interjections in various Nollywood films constituted the data. The audio

renditions of the concerned scenes were extracted, converted to WAV and subjected to acoustic analysis. Also, snapshots of the body language were taken. Six discourse functions were identified: shock (rise/rise-fall) (eyes widened, mouth agape); disbelief (rise, wave) (mouth agape); pain (low-rise-fall/wavy fall) (frown, tears, mouth agape); pleasantness (low-rise-fall) (smile); anger/disgust (sharp rise-fall) (mouth agape, frown); and turn-ending (low-fall). This exclamation, though not exclusive to Yoruba speakers, is used for unique discourse functions among this ethnic group.

Keywords: Ah!; Interjections; Body language; PRAAT; Pitch



Childlike Phonological Nuances as Identity Marker in Humour Production

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&

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This paper explores the subject of childlike communication nuances as an integral marker in humour production in the stage performances of Helen Paul as the character, 'Tatafo'. The paper describes the particular effect of tone, pitch, vocabulary and gestures in the humour production of the Nigerian comedienne who has carved a niche for herself hinging on her deliberate performance as a child in speech and mannerisms. The data for the study will comprise three comedy skits performed on stage. The skits were selected because they all have childlike phenomena with the potential for elucidating humour production via childlike phonological nuances. The audio files of the recorded stage performances will be extracted from the video files using InShot app and will be subjected to close study by the researchers manually and instrumentally using Praat. Insights will be drawn from the Accommodation theory.

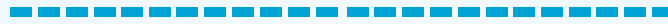
Phonological Review of Nigerian English features in Select Nigerian Autistic Utterances

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Abstract

This paper reviewed features of Nigerian English (NE) in selected utterances of autistic children which are characterised with Language Disorder (LD). This study is carried out with an objective to demarcate features of NE from LD. Availability and accessibility to data mandated the selection of 11 willing participants from Lagos, Oyo and Osun states after all ethical considerations were fulfilled. Data containing simple words that participants were conversant with, were analysed using Optimality Theory to explicate constraints that favoured output. Standard English transcriptions were used as model for easy identification of features of NE and LD. The result showed overstretched vowels as a typical feature of NE. The candidates showed preference for back vowels over central vowels which is a common occurrence among NE speakers. Instances of deletion, substitution, and epenthesis suggested features of Language Disorder (LD), and preference for monophthongs over diphthongs. Markedness dominated faithfulness in autistics' output.

Keywords: Autism, Language Disorder, Nigerian English, Optimality Theory.



“Why did they “MISTAKELY” give female award? to a male” Portable (Nigeria popular street pop artiste)

The Nuanced Oral Cavity: Pathogens, Physiological and Physical undulatory conditions. An Interplay for Phonological Meaningfulness

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Abstract

This multidisciplinary, purposive, linguistic and medical sciences research explore the pathological, physiological and physical parameters that define the undulatory nuances of the oro-nasal cavities for functionality and meaningfulness in communication. The objective is to explore how marketing by words of mouth can promote, provoke and influence linguistic meanings. The researchers x-ray these phenomena from many examples including the poignant utterance of a street pop musician Portable message against Transgender, using word “mistakely” with an /n/ elision with different meanings. It is quite interesting that despite the aerodynamics of the air molecules drawn from the lungs, needed for transmitting all the nasal sounds including the three

English nasal consonant sounds: the voiced bilabial plosive [m] + VBP voiced alveola nasal (coronal) + VALN [n] and voiced velar nasal [ŋ] + VVN. The sound passes through the nose. Phonological theory and others were used. The versatile oral cavity with its undulatory nuances is a natural phenomenon and gift to humanity. However, pathogens and life style abuse can alter speech activities for functionality. Thus Marketing by words of mouth can be beneficial or otherwise. In Yoruba language “Ipolowo Oja ni agunmu owo”

Keywords: Undulating, Physiological, Physical, Pathogens, Aerodynamics, Semantics, Oral Cavity, Phonological Nuances, Telematics.

Songs In Tarok And Their Phonological Implications

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Abstract

Music generally has been a very influential means through which the lyrics of a song depict the cultural, social, political and the life of the people as a whole. The Tarok people and their songs are no exceptions. This work discusses the accents, tones and intonation pattern of Tarok songs looking at their relevance in the socio-economic and religious well being of the people since songs in general have different undertones. The work employs the cognitive theory of music which explores how listeners perceive and process musical information including phonological aspects like melody and rhythm. Ten songs in Tarok language will be used in this research. The nuances of English like homophones, accents, Tone, intonation, among others are dictates in the research.

Nuances of Exclamations in Igbo Dialectal Phonology

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Abstract

This study investigates the intricacies of exclamation within the phonological framework of some varieties of the Igbo language. The aim is to elucidate the phonological features of exclamatory

expressions, exploring their manifestations across different Igbo dialects. Data for the study are collected from speakers of some Igbo-speaking communities based on Nwaozuzu (2008) dialect classification. A total of 50 varieties are selected focusing on their use of exclamations depicting surprise, fear, anger, joy, pain, danger, abomination etc. These are harnessed for this study to ascertain uniformity or differences in form, syllable patterning and tone melody. Findings reveal a rich diversity in phonetic realization of exclamations across Igbo dialects, with notable differences in prosodic features such as tone, and phonemic inventory. While some of these exclamatory expressions are universal, others are peculiar to different dialects of the language, which helps in identity marking. The study contributes to the wider understanding of linguistic variation and the phonological structure of Igbo dialects.

Keywords: exclamation, syllable structure, tone melody, phonological variation, Igbo varieties

Phonological Nuances in Alhanislam's Poetry

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This paper explores the subject of phonological nuances as stylistic marketing expressions in the poetry of Maryam Bukar Hassan with the pen name - Alhanislam. The paper describes the expressive structural elements and sound effects employed in the poems and syntactic variation inherent in the poetry of Alhanislam. The specific poems chosen for this study are “Nigeria, What Way?”, “The Future We Want”, and “Nigeria at 61st” which are all available as *YouTube* videos. These poems have been selected because they have the potential of revealing that the sounds that make up poetry are not random but are chosen specifically to serve specific purposes. The video files will be downloaded from YouTube using the *SavefromNet* app, transcribed to text and subjected to close study by the researcher. Insights will be drawn from the Functional Phonology theory by Paul Boersma.

Natural Phonology Account of Educated Nigerian English Speakers & Pronunciation Preferences

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Abstract

This paper investigates the processes employed by Educated Nigerian English speakers in the realisation of some English lexical items with the aim of determining how natural phonology theory account for their preferred variants. One hundred and sixty Nigerians, between ages 15 and 74, of varied educational levels and professional fields were purposively sampled from the East, West, North, and South-South regions of Nigeria. They voiced 200 lexical items into a recording device. The audio clips were played back, and the participants' realisations were noted and analysed descriptively through frequency counts and percentage distribution. The variant with the higher or highest number of occurrences was considered the primary and the preferred. It is believed that the findings of the study will provide the resource materials for the development of a specialised Nigerian English pronunciation dictionary which is germane to the codification and standardisation of the Nigerian English variety.

Keywords: Natural phonology, pronunciation preferences, phonological processes, variation, Educated Nigerian English



Phonological Nuances in the News Broadcasts in Southwestern Nigeria

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Abstract

This study investigates the phonological nuances in the speech of news broadcasters in Southwestern Nigeria, focusing on the influence of their native language on their pronunciation of English sounds. The research employs a polylectal approach, analyzing samples of speeches from broadcasters belonging to four major dialect groups within the Yoruba speech community: Ekiti, Ondo, Osun and Oyo. The study identifies the ethnic-based realizations of English sound segments and examines the segmental aspects of the phonological problems faced by Yoruba learners of English. The research highlights the limitations of classical contrastive analysis, which is

based on monolectal comparison, and its ineffectiveness in predicting interference errors. The study aims to contribute to the understanding of the factors within the learner and the environment that contribute to faulty speech performance of Yoruba learners of English.

Keywords: speech community, segments, dialect, language contact, interference



Static and Dynamic Approaches to Investigate Nigerian English Vowels

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This paper provides a broad view of Vowel Inherent Spectral Change's (VISC) significance in Nigerian English (NE) vowel descriptions. For many years, vowel analysis and categorization were based on the idea that a steady portion (or midpoint) of the vowel production held all the information needed to describe vowel quality or quantity by ethnicity/age/gender/education. A good insight into the evidence shows that the static view is incomplete, including vowel measurement, showing that most NE vowels do not have differences in tenseness or laxness during production. The static vowel measurement confirms that a single-point measurement insufficiently describes vowel behavior and trajectories. This study analyzes 2,000 vowel productions from ICE-Nig to compare static and dynamic approaches to describing NE vowels. The analysis reveals that spectral changes characterize even monophthongs. However, this explanation is not captured in a single-point vowel measurement. This study, therefore, recommends several point-vowel measurements to study NE vowels.

Keywords: Duration, Nigerian English, midpoint, VISC, vowel measurement



Phonological Features and Brand Engagement in some Nigerian Digital Advertising Campaigns

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Abstract

This study explores the effects of phonological features on Brand engagement in Nigerian Digital Advertising. Two research questions were answered. A mixed-method research design was adopted, with a perceptual qualitative analysis and a quantitative analysis of 120 responses to a digital questionnaire. Nine adverts, from three digital platforms, and three varieties of English language were purposively selected. Ten phonological features were identified, including

Alliteration, Intonation, and Repetition, which was found to most likely lead to brand engagement. Based on the findings, the study recommended that advert designers use repetition cautiously and rhymes creatively. It also recommended the careful use of pronunciation deviation to avoid losing the clarity of the message. The findings contribute to the broader understanding of the phonological features that influence consumer behaviour in the digital age, and add to the existing body of knowledge on the relationship between phonological features of language and persuasion in advertising.

Keywords: Brand Engagement, Digital Advertising, English-Medium Adverts, Intonation, Millennials, Phonological Features



Different Pitches for Different Purposes: a Laboratory Analysis of Articulatory Based Advert in Hit Fm and Cross River Broadcasting Corporation

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Abstract

Language use is versatile, one of which is communication through the words of the mouth, mostly in the electronic media. Communication sales promotion is designed to generate immediate action for specific reason seamlessly in form of advertisements. Messages delivered through the words of the mouth, are assumed to reveal the pitch patterns of the producer and the attached sentiment. The objectives of the study are to trace the pitch patterns of orally delivered sad mood advertisements and track the pitch of happy mood product advertisements by Hit Fm Radio, and Cross River Broadcasting Corporation. Pitch theory is adopted as the frame. 12 clips of orally delivered advertisements were purposively selected, 6 from each station comprising 3 obituary and 3 of other products. Findings revealed that the oscillations of sad mood advertisements are slower during production resulting in low pitches, while oscillations of happy mood products are faster producing high pitches.

Keywords: communication, advertisement, pitch, oscillation, sentiment mood

Application of Standard British English Phonological Rules by Selected Nigerian Youtubers

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Abstract

Modelling English pronunciation requires the proper use of phonological rules. Previous studies on pronunciation models in Nigeria have investigated postgraduate students of English, teachers, teachers-in-training, newscasters, and news reporters, who have been found incapable of serving as models. However, scant attention was paid to Youtubers, whose contents tended to impact their audience in the social media age. Therefore, this study aimed to investigate how well Nigerian Youtubers approximated to standard English pronunciation to ascertain if they could serve as pronunciation models for Nigerians. Chomsky and Halle's Generative Phonology theory and Akinjobi's academic competence and linguistic performance concept, a modification of Chomsky's linguistic competence and linguistic performance, served as the framework. The data were gathered from six talk show hosts from the three major Nigerian tribes who were purposively selected. The Cambridge pronouncing dictionary served as the native baseline. The data were analysed statistically (t-test) and phonologically.



Lessons from Fela Kuti: Audience/Referee Design, Phonological Nuances, and Word-of-Mouth Marketing in “Looku and Laughu”

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Abstract

Selling and or marketing is not only about products and services; politicians and social activists, for example, also market their ideologies, in very much the same way that others market vegetables or a website design service. Fela Anikulapo Kuti was one such activist who promoted and advertised his socio-cultural and political beliefs through the vocal performances of his music. Using Allan Bell's sociolinguistic theory of Audience/Referee Design, the goal of this paper is to show with empirical evidence, that beyond his well-known characteristic use of Pidgin to address the masses in his songs, Fela employs nuanced phonological variations to speak to at least four other levels of 'clientele' in the public space.

Keywords: intraspeaker variation; ideology marketing; responsive/initiative style shifts; Yoruba English

Cultural Translation, Nuances and the Review of Newspapers in Yoruba

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Abstract

Translation can be approached from either a communicative angle or a linguistic standpoint, employing methods such as literal translation, calque, adaptation or similar techniques. This paper delves into the concept of cultural translation and its intricacies, demonstrated through the lens of *Eléti Qfẹ* (The Scooper), a Yoruba language newspaper review on Oluyole FM 98.5MHz, a radio arm of the Broadcasting Corporation of Oyo State. Lawrence Venuti's translation theory serves as the foundation for this paper, which utilises an ethnographic research design. Primary data is drawn from purposively selected scripts utilised between January and March, 2024, and content analysis is applied for thorough examination, supplemented by in-depth interviews. In the cultural translation and nuances employed in Yoruba newspaper review, literary devices, figurative language, and idiomatic expressions work together to convert written English texts into conversational oral Yoruba drama.

Keywords: Cultural translation, Yoruba newspaper review



Exploring the Use of Phonological Features in Nigerian Skincare Influencer Reviews on Instagram

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Abstract

This study delves into the realm of sound and its influence within influencer marketing. Focusing on the beauty industry, a content analysis examined how skincare influencers leverage eight key phonological features including pronunciations, vocal delivery, and sound effects in their social media reviews. Thirty influencer reviews were selected based on high engagement metrics and diverse product categories within the skincare industry. The study found that confident delivery and technical pronunciations contribute to perceptions of brand credibility, while warm and approachable tones foster connection with viewers. Additionally, the study investigated potential links between features and audience engagement metrics (comments, views, likes). Findings revealed positive correlations between specific features and engagement, suggesting a potential influence on viewers' perceptions. This research sheds light on the power of sound in influencer marketing, highlighting how influencers strategically use vocal elements to potentially shape brand perception within the skincare industry.

Keywords: Influencer Marketing, Phonological Features, Content Analysis, Brand Perception.

Phonological Description of Intonation in Voice-overs in Nigerian Broadcasts**Carol Anyagwa Ph.D**Department of English
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The constant drive for communication and the need to exchange information through the voice has made voice-overs emerge as a veritable tool in marketing today. Voice-over is a production technique used in radio, television, theatre production, and other presentations. This study embarks on a phonological description of intonation in voice-overs in Nigerian broadcasts. Employing concepts from the constructs of Discourse Intonation theory, purposively sampled data (voice-overs in Nigerian adverts) are analyzed using Praat software. Adverts gathered from the media and other presentations constitute the data. The study aims to provide detailed descriptions of intonation in voice-overs in Nigerian adverts and it is significant as it will provide data for the Nigerian English corpus.

**Catholic Lectors as Models for Standard British English Word Stress Assignment****Adenike Akinjobi**University of Ibadan
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Research has shown that stress assignment poses a major challenge for Nigerian speakers of English. Although previous studies, in search of pronunciation models, have investigated English language teachers, postgraduate students of English, and newscasters, there is still a dearth of literature on Catholic lectors who are also trained to use English competently. Thus, this study aims at investigating how well Catholic lectors assign stress to English words to ascertain if they can serve as models for Nigerian users of English. Twenty-two Catholic lectors from eleven parishes in Ibadan were selected purposively and asked to read a prepared text which was recorded. A text-to-speech app (Narakeet), with a pre-installed accent of a British Speaker, served as the native baseline. Adopting Liberman and Prince's Metrical Phonology as framework, the data were analysed statistically, metrically, and acoustically.

A Comparative Phonostylistics Analysis of Monologic Cultural Marketing Discourse of 'Afrokids' in Ireland, UK And 'Afrokids' in Lagos, Nigeria

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Abstract

As the world becomes a global village, cross-cultural marriages increase, ethnic boundaries within families collapse and many more children have dual ethnic parentage. Promoting the language(s) and culture(s) of their ethnic backgrounds may therefore become paramount. This language and culture loyalty plays out in a trending online video tagged “Afrokids”. This research set out to: 1) identify the English phonological and phonetic features of the monologic cultural marketing discourse of these eight Afrokids in Ireland, UK; 2) compare the nuances of their enunciation with those of eight native Nigerian Afrokids in Lagos, Nigeria who were required to produce the same monologic cultural marketing discourse; 3) reveal the intelligibility level of the “Irish Afrokids” to the “Nigerian Afrokids”; unfortunately the Irish (Nigerian) Afrokids could not be reached to test the intelligibility level of their Nigerian counterparts' discourse on them, since the video which served as the data was sourced online. The findings and results are revealing and insightful.

Keywords: Afrokids, Phonostylistics, Monologic Discourse, Cultural marketing.



Phonological Persuasive Effects in Selected Radio Yoruba Advertisements

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Abstract

In order to grab and sustain the interest of their target audience, radio advertisers employ a variety of phonological persuasive strategies (e.g. pitch, intensity, speed tempo and so on). This paper will investigate the phonological features of radio Yoruba advertisements using Stuart Hall's (1973) Encoding and Decoding Theory. Ten recorded Yoruba ads will be subjected to both perceptual and acoustic analyses so as to identify the phonological features employed by radio advertisers to ensure patronage.

Keywords: advertisement, phonological features, persuasive strategies, Yoruba, radio

Stress Isn't Stressful: a Peculiarity of Pronunciation Skills of Educated Yoruba-English Bilinguals in Nigeria

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Abstract

Contrary to the Nigerian English pronunciation belief that stress, an aspect of the suprasegmentals of English phonology poses challenges to second language users (L2) of English, this study on the pronunciation skills of EYE bilinguals in Nigeria proves otherwise. It has been established in literature that Nigerian English is a variety of world Englishes with its own peculiarities as a result of being a multilingual nation which places a high recommendation on the use of English for official purposes. This study presents the pronunciation peculiarities of EYE bilinguals on English compound word stress. 30 EYE bilinguals in the three senatorial districts of Osun state, Nigeria and from diverse professions were used as respondents for the research. It further reveals that EYE bilinguals are skillful in their stress placement on the correct nodes of English compound words depending on their classification, viz-a-viz compound noun, compound verb, compound adjective and compound adverb.



Making Sense of Phonological Patterns in Teniola Apata's Song, Case

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Abstract

The study sets out to examine the phonological patterns in Teniola Apata's song, *case*. Through a linguistic lens, this analysis aims to elucidate the intricacies and significance of phonological elements within the song's lyrics. Known for her distinctive vocal style, the artist employs phonological devices such as rhyme, rhythm, and phonetic repetition to convey meaning and evoke emotion reflecting the social realities in the Nigerian society. By dissecting these phonological components through the framework of systemic phonology and practs, this article seeks to unravel the song's linguistic richness, exploring how phonological patterns contribute to its lyrical impact and socio-cultural resonance. Through this exploration, a deeper understanding of the interplay between phonetics and meaning in contemporary music emerges, shedding light on the artistry and craftsmanship behind Teniola Apata's song.

Keywords: Case, Phonological Patterns, Teniola Apata

Optimality in Disyllabic to Tetrasyllabic English Words Production by Three-Year-Olds in Lagos Schools

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This study examines optimality in disyllabic to tetrasyllabic English words production among three-year-old children enrolled in schools in Lagos. The study adopts optimality theory as the theoretical framework, as well as aspects of language development theory. The data for the study will be collected through audio recording from three-year-old children in preschool settings. The data will be transcribed and analyzed for phonological features, using perceptual and statistical methods. The phonological constraints that will be investigated include: syllable structure constraints, sonority sequencing principle, consonant cluster simplification, stress patterns, truncation, and phonotactic constraints, among others. Investigating how these phonological constraints interact and influence the production of disyllabic to tetrasyllabic words among three-year-old children can provide valuable insights in the field of phonology in general. Ultimately, this study seeks to contribute to existing knowledge on early language acquisition, especially the linguistic capabilities of three-year-olds in a multilingual educational setting like Lagos.

Keywords: Acquisition, Constraints, Optimality, Syllable Structure, Truncation



Perception Problems of English Alveolar And Palato-alveolar Fricatives of Yoruba Speakers of English as a Second Language.

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Abstract

In a bilingual or multilingual situation, the acquisition and mainly pronunciation of a second language usually brings about one problem or the other because the rules of the mother tongue is unintentionally transferred into the second language. This paper, therefore, examined the difficulties that Yoruba learners of English as a second language face with a particular reference to the production of alveolar and palato-alveolar fricatives. This study used unobtrusive observation. The study, therefore, concluded that in spite of the mispronunciation of the examined sounds, English language still remains the world language and widely used language in the whole universe.

Keywords: perception problem, English alveolar fricatives, palate alveolar fricatives, Yoruba speakers.

The Phonological nuances in the Sermons of selected Pentecostal Pastors in Nigeria

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Abstract

This paper examined the phonological nuances in the sermons of selected Pentecostal pastors in Nigeria, with a focus on the use of tone, stress, and intonation patterns. The study discovered that the selected pastors employ phonological nuances to convey emotions, emphasize certain words or phrases, and create a sense of urgency or excitement in their sermons. The paper argued that these nuances are essential for effective communication and play a significant role in enhancing the persuasive function of sermons.

Keywords: Phonological nuances, sermons, Pentecostal pastors



Phonological Analysis of English Pure Vowels in the Spoken English of Selected Undergraduates of Federal University Wukari

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Abstract

This research analysed the English pure vowels in the spoken English of selected undergraduates of Federal University, Wukari. The primary objective of the study was to describe the respondents' realisation of the sounds in sentences and words in isolation. One hundred and twenty (120) respondents were randomly selected. The theoretical framework used was Jim Flege's (1995) Speech Learning Model which asserts that second language learning is more difficult as the phonetic space becomes committed to the first language. Questionnaires and a read-aloud task were the research instruments used for the collection of data. The findings revealed that some of the respondents had pronunciation problems; thereby, pronouncing 'liberation', 'timbre', 'jeopardise', 'swallow', 'bosom', 'southern', 'leopard', 'veto', 'façade', 'scourge', 'soar', and 'acoustic' as [laibireɪʃən], [timba], [dʒɛpədaɪz], [swalo], [bosɔm], [saudan], [liopa:d], [veto], [fakeid], [skɔ:dʒ], [soa:], and [akɔstik] instead of /lɪbər'eɪʃən/, /tæmbə/, /'dʒɛpədaɪz/, /'swɒləʊ/, /'bʊzəm/, /'slɒðən/, /'lepəd/, /'vi:təʊ/, /fə'sɔ:d/, /skɜ:dʒ/, /sɔ:/, and /ə'ku:stɪk/ respectively. Also, respondents' overall performance of **28.1%** shows that they had problems in articulating the English pure vowels. Hence, recommendations were made and suggestions were given in a bid to better ESL speakers' pronunciation proficiency.

**Culture of Silence and Dehumanization of Rape Victims in Peniel Okwuchukwu's
Whispered Screams**

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Abstract

Previous studies on rape and its detrimental effect show that three out of five women have been victims of sexual abuse in some point in life. Rape is the act of violently having sex with somebody without the person's consent. The presentation of rape in literary works is an extension of the reality of the act. This paper is, therefore, a literary attempts to investigate the dehumanising effect of the culture of silence and its impact on victims of rape as well as those of other forms of sexual abuse in Peniel Okwuchukwu's novel, *Whispered Screams*. The study employed a content analysis approach with insights drawn from Sigmund Freud's psychoanalysis in its investigation of the psychical and traumatic experience(s) of Okwuchukwu's raped character in the chosen text. The subsequent result revealed through the authors' portrayal of the characters and events in the novel the harmful outcome of rape. The insensitive remarks, actions and in-actions of other characters towards the victim within their fictional setting generated a sense of confusion and silenced the rape victim from seeking justice. This instigated the disturbing effect encountered by both the victim and members of her family. The study concluded that rape victims generally suffer in silence as the socio-cultural dictates of the environment do not give room for them to tell their sides of the story.

Keywords: Rape, Sexual Abuse, Dehumanization, Culture Of Silence, Victims

**Spoken Art Forms and Performance Traditions as Cultural Aesthetics: A Literary
Perspective**

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Abstract

This paper explores the intricate relationship between spoken art forms as cultural aesthetics from a literary perspective. It delves into ways oral narratives, performance traditions, and spoken word poetry embody and reflect cultural values, identities, and experiences. Through a

comprehensive analysis of various spoken art forms, including folktales, ballads, hymns, and contemporary spoken word poetry, this paper aims to elucidate how themes and techniques are expressed as spoken arts forms, through the medium of language, rhythm, imagery, and performance techniques, which contribute to the aesthetic richness and cultural significance of the spoken art. The paper begins by examining traditional oral narratives such as folktales and ballads, tracing their evolution and adaptation within diverse cultural contexts. It explores how these narratives incorporate symbolic motifs, thematic variations, and storytelling techniques to convey moral lessons, historical events, and communal wisdom. By delving into specific examples from Nigerian literature and oral traditions, the paper highlights the enduring relevance of these spoken art forms in preserving cultural heritage and transmitting collective memories across generations. Overall, this paper offers a nuanced exploration of spoken art forms and cultural aesthetics, demonstrating their enduring relevance, artistic versatility, and transformative potential within literary and linguistic traditions, as well as cultural contexts.

Keywords: Spoken art forms, cultural aesthetics, oral narratives, performance rituals, literary perspective.

Phonological Analysis of Hamisu Breaker's song 'Yadda Kunne Yaji'

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Abstract

This study identifies the phonological features in Breaker's song 'Yadda Kunne Yaji', examines how the features are employed to contribute to melody and discusses the features in relation to style. The study employed qualitative design to analyze the song; this song was purposively selected, downloaded, listened to and transcribed to English where necessary. The theoretical insight was drawn from Discourse Intonation of Brazil (1997). The study found that both perceptual and acoustic features were employed such as, vowel lengthening, prominence, emotionality, rhythm, alliteration, repetition and assonance. These features contribute greatly to the melody of the song and how the message was presented. It concludes that the knowledge of phonological features employed in the song are prerequisite for its understanding and enjoyment.

Keywords: Phonological features, discourse intonation, Prominence/amplitude, emotionality.

Teaching Methodology of Jolly Phonics and Learners' Responses in Public Primary Schools in Ibadan South West LGUBEA"

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Abstract

The peculiarities of identifying English letters and their sounds/phonemic equivalence is a major challenge for both learners and users of the English language especially in nations like Nigeria where more than 80% of the population are at least bilingual. This made it imperative for the Nigerian academic sector within Oyo State, specifically the Ibadan South West Local Government Universal Basic Education Authority (LGUBEA) to devise a more engaging and result oriented teaching methodology of Phonics such that it is suitable for primary school students to understand easily. This paper is an exposition on the adopted phonic teaching methodology popularly known as Jolly Phonics. The paper focused its discussion on the goal of adopting Jolly Phonics for primary school learners; the five (5) basic skills required of the teacher to teach letter sounds in Jolly Phonics; the eight (8) steps to follow for successful implementation and a briefing on the success recorded so far in the course of adopting the Jolly Phonics teaching style in primary schools under the Ibadan South West LGUBEA in Nigeria.

Keywords: Jolly phonics, Teaching methods, English sounds, Primary school learners, Basic education

Educated Yoruba Pastors as Models for Standard British English Word Stress Patterns

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Abstract

This study examined the approximation of educated Yoruba Pentecostal pastors (EYPPs) to the Standard British English (SBE) word stress patterns with a view to ascertaining their acceptability as ancillary models for Nigerian users of English. Liberman and Prince's metrical phonology served as the theoretical framework for this study. Five EYPPs were purposively selected based on their acquisition of university education, large followership and media presence. A total of twenty-five sermons, five from each pastor, were transcribed. The data were subjected to both acoustic and metrical analyses, using Pratt and metrical grids respectively. The acoustic analysis showed that the stressed syllables have a higher pitch prominence in disyllabic words than the unstressed syllables. The metrical analysis also depicted a higher number of grids on the strong syllable than the weak syllable in each disyllabic word while a number of inconsistency was noticed in the stress patterns of polysyllabic words produced by all the participants. Thus, the EYPPs approximated to Standard British word stress assignment only at the level of disyllabic words. The study, therefore, concluded that the stress placement by the pastors cannot serve as ancillary models for word stress assignment.

Keywords: Educated Yoruba Pentecostal pastors, Approximation, Word stress, Ancillary Models



Intralingual Factors and Academic Achievement in Test of Oral, Among SSS 2 Students in Ibadan Southeast Local Government Area, Oyo State, Nigeria

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Abstract

One of the factors that account for the difficulties experienced by ESL and EFL across the globe is intralingual factors. The nature of English itself and its internal mechanism seems to be complex for non-native speakers. This study identified the intralingual factors that pose difficulties to ESL students in English test of orals; this study aimed to investigate the intricate relationship between

intralingual factors and academic performance in oral English among senior secondary school students. Employing a mixed-methods approach, data were collected through standardized test and questionnaires administered to a representative sample of 50 SSS2 students. The results identified complex orthography, lack of letter-to-sound correspondence, multiple sounds to a letter and inconsistency cases as some of the intralingual factors that affect students' academic performance in the test of oral of the English language. The findings underscored the importance of addressing intralingual factors in educational policies and pedagogical practices to enhance students' oral proficiency and academic success.

Phonological Analysis of Banter in Gombe Line Motor Park.

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This paper is a phonological analysis of banter in Gombe Line Motor Park. Banter as playful friendly oral exchanges are used to successfully lure passengers and others to patronize vehicles and goods. The place of oracy is important at such occasions and exchanges as previous studies have buttressed. The objectives of this study were to: identify peculiar banter in Gombe Line park; analyse the banter phonologically; and evaluate the impact of the banter on the passengers. The methods used was recording of the renditions as observed by the researcher. The recordings were later transcribed. One hundred (100) banter exchanges were recorded and used for analysis. It was discovered that various forms of banter are used in the park by different groups; phonological colourings in the pronunciation of sounds and tone manoeuvring influenced the preferences of vehicles and goods patronised by the passengers.

Keyword: Phonological Analysis, Oracy, Word of Mouth, Banter, Motor Park

From Pulpit to Performance: Pragmatic Functions of Intonation Patterns in Nigerian Pentecostal Pastors' Sermon Delivery

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Abstract

This study explored the pragmatic functions of intonation patterns employed by Nigerian Pentecostal pastors during sermon delivery. The specific objectives were to identify the pragmatic functions and intonation patterns utilized by Nigerian Pentecostal pastors during sermon delivery; analyze the roles of intonation in conveying meaning and fostering congregational engagement within the sermons; and examine how intonation features influence the pragmatic functions of the selected sermons. The study employed a qualitative research design. Five sermons were purposely selected from five Nigerian Pentecostal pastors; the focus of the analysis was on identifying pragmatic functions and intonation features, as well as examining the roles of intonation in conveying meaning and fostering congregational engagement with the selected sermons. The study drew its theoretical insights from Brazil's discourse intonation, May's Pragmatic Acts Theory and Grice's Conversational Maxims. The study found that certain features such as assimilation, elision, epenthesis, prominence, and vowel lengthening are used in the sermons. The study also found that these features promote clarity, precision, emotionality, and assertiveness in the sermons. In conclusion, this study highlighted the crucial role of intonation features in Nigerian Pentecostal sermons, emphasizing their contribution to conveying meaning, engaging audiences, and reinforcing religious beliefs. Through linguistic analysis, it demonstrated how features such as assimilation and prominence enhance clarity, precision, and emotional resonance in sermon delivery, deepening our comprehension of intonation's pragmatic functions in religious discourse.

Keywords: Intonation, Pentecostalism, Sermon Delivery, Pragmatic Analysis, Religious Performance

Tonal Nuances and Rhythmic Speech Pattern as Identity Marker in Igbo

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Abstract

This paper discusses tonal nuances and rhythmic speech pattern as identity marker in the Igbo language. The standard Igbo is characterised by level tones. However, some varieties of the Igbo language operate both level and gliding tones. This phenomenon is peculiar to the Aguata cluster of Igbo dialects especially, the Ekwulobia Igbo. This work focuses on the gliding tones and rhythmic pattern that underlie the tonal nuances common in Ekwulobia Igbo. The data used for the study are obtained from spontaneous speech of the native speakers in the Ekwulobia village setting. A descriptive approach is adopted in the analysis of language data. Our findings show that Ekwulobia Igbo is predominantly characterised by a rising tonal glide which occurs in sentence final position. It is observed that while Ekwulobia Igbo operates a level tonal pattern, the tonal nuances typical of this lect are overtly expressed in their questioning style. This results in a rhythmic undertone which reflects in their general speech pattern. This unique feature of the Ekwulobia lect serves as an identity marker of the Ekwulobia Igbo speakers. It often triggers various chants in mimicry of this variant by other Igbo speakers.

Keywords: Tonal nuances, Rhythmic Pattern, Aguata Cluster, Ekwulobia Igbo, Identity marker



Phonemic Substitution in English: A Case of Mother Tongue Interference

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This paper explores the phonological intricacies of Nigerian English, focusing on variations influenced by the diverse languages and dialects in Nigeria. It investigates phonemic substitutions made by English speakers in Anambra, specifically in Ekwulobia. Swadesh's hundred word list is used in this study but not exclusively. A descriptive approach is adopted in the analysis of language

data. The study observes that certain phonemes are substituted due to mother tongue interference, such as the voiced alveolar thrill /r/ being replaced by the voiced alveolar lateral /l/, the voiceless palato-alveolar affricate /tʃ/ being substituted with the voiceless palato-alveolar fricative /ʃ/, and the voiced palato-alveolar affricate /dʒ/ being replaced with the voiced palato-alveolar affricate /dʒ/. The absence of certain phonemes in Ekwulobia Igbo, such as /r/, /tʃ/, and /ʒ/, is noted, with the voiced alveolar lateral /l/ or the voiced alveolar nasal /n/ being used in place of /r/, and the voiceless palato-alveolar fricative /ʃ/ being used for both /ʃ/ and /tʃ/. This paper elucidates the phonological nuances in the English spoken by Ekwulobia English speakers, attributing them to phonemic substitution influenced by their native language.

Keywords: Phonemic Substitution, Mother Tongue Interference, Ekwulobia Igbo



The Melody of Language: A Case Study of Rhythm, Isochronism, Pitch and Perceived Stress in Nigerian English.

by

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Abstract

This work studies the melody of language in Nigerian-English with the aim of examining rhythm, isochronism, pitch and perceived stress in Nigerian-English. Twenty respondents were selected from among the students of the University of Uyo, through simple random sampling technique. The subjects' performances were recorded and the data analyzed using simple percentage. The Theoretical Framework for the study was Metrical Phonology. The findings include: Nigerian-English is mostly spoken with syllable-timed rhythm; isochronism in Nigerian-English is on syllables and not just stressed syllables and there are instances of isochronous and non-isochronous rhythm.

Keywords: Isochronism, Melody of Language, Pitch, Rhythm, Stress.

PARALELL SESSION

DAY ONE: WEDNESDAY MAY 22, 2024

GROUP 1	GROUP 2	GROUP 3	GROUP 4
<p>NUANCES IN PHONOLOGICAL ANALYSIS & HUMOUR <i>Chair: Dr Fajobi</i> <i>Rapporteur: Dr G. A. Ojo</i></p>	<p>PHONOLOGICAL NUANCES IN ADVERTS & BROADCASTING <i>Chair: Prof A. Atolagbe</i> <i>Rapporteur: Dr E. Osifeso</i></p>	<p>PHONOLOGICAL NUANCES IN SPEECHES <i>Chair: Dr Carol Anyagwa</i> <i>Rapporteur: Dr Oyelekan</i></p>	<p>NUANCES IN PHONOLOGICAL ANALYSIS <i>Chair: Prof Demola Jolayemi</i> <i>Rapporteur: Opeyemi Orimolade</i></p>
<p>Phono-Semiotic Nuances in Nigeria Social Media Humour Skits as Marketing and Communication Symbol - <i>Abana H. C. & Chidebe A. E.</i></p>	<p>Phonological Nuances in English Language Advertisements -Ike Peace Adaobi & Chidebe, Amaka Evelyn</p>	<p>Phonological nuances in Indaboski's speeches -Stella Tonyo Akinola, PhD</p>	<p>An Assessment of Native and Non-Native English Phonemic Articulations in Nigeria -Oladimeji Olaniyi (PhD)</p>
<p>Incongruence of English letters and sounds as comic material for Nigerian skit makers -Dr. Andrew Onoja</p>	<p>Marketing By Word-of-Mouth: Phonological Nuances In Nigerian Broadcasts, Movies and Orature - Oluwatoye Peter Oluwafemi</p>	<p>Phonological cues in selected political rhetorics on Stomach infrastructure policies in Nigeria - Julianah Akindele Victor Fabunmi Oyenike Adepoju</p>	<p>Syllable Structure Assignment In The English Of a Lamnso' Native Speaker - NSAIRUN, Theodore Shey</p>
<p>Childlike Phonological Nuances as Identity Marker in Humour Production -Salome Olajide-Buari & Taiwo O. Soneye</p>	<p>Appraisal of Linguistic Art in Broadcast Presentation in the Citizen Journalism Era - Enyinnaya, Ikedieze Charles</p>	<p>The Use of Phonoaesthetics and Cultural Symbolism in "Sorry": A Case Study of Mohbad's Song - Mosunmola Oluyinka Adebayo</p>	<p>Phonological Review of Nigerian English features in Select Nigerian Autistic Utterances -Esther Eytosho Abe</p>

GROUP 1	GROUP 2	GROUP 3	GROUP 4
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Catholic Lectors as Models for Standard British English Word Stress Assignment - Adenike Akinjobi & Kenneth Ugo	Different Pitches for Different Purposes: a Laboratory Analysis of Articulatorily Based Advert in Hit Fm And Cross River Broadcasting Corporation -Mfon Brownson Ekpe, Bassey Andian Okon, and Mercy Runyi Etu	Songs In Tarok And Their Phonological Implications - Modupe Olubunmi Onwochei & Daniel Nanlir Nimram	Natural Phonology Account of Educated Nigerian English Speakers& Pronunciation Preferences - Aderonke O. Akinola, & Rotimi O. Oladipupo
Static and Dynamic Approaches to Investigate Nigerian English Vowels - Oluwasegun Matthew Amoniyon	A study of phonological nuances in the news broadcasts in southwestern Nigeria -George Adekunle Ojo (PhD)	Phonological Nuances in Alhanislam's Poetry -Salome Olajide-Buari	Application of Standard British English Phonological Rules by Selected Nigerian Youtubers -Adenike Akinjobi & Mofogofoluwa Ayeni
Stress Isn't Stressful: a Peculiarity of Pronunciation Skills of Educated Yoruba-English Bilinguals in Nigeria -Basheerat Damilola, JIMOH	Phonological Features and Brand Engagement in Nigerian Digital Advertising Campaigns -Deborah Adejumo ADEJOB I	Phonological Analysis of Hamisu Breaker's song 'Yadda Kunne Yaji' - Prof Grace Olutayo & Hauwa Salihi Ateequ	Tonal Nuances and Rhythmic Speech Pattern As Identity Marker in Igbo - Chibunma Amara Bright-Ajoku, Chikelu Ihunanya Ezenwafor-Afuecheta

GROUP 1	GROUP 2	GROUP 3	GROUP 4
The Melody Of Language: a Case Study Of Rhythm, Isochronism, Pitch And Perceived Stress In Nigerian English Dr. Nkereke m. Essien & Amaitem Udo	Lessons from Fela Kuti: Audience/Referee Design, Phonological Nuances, and Word-of-Mouth Marketing in 'Looku and Laughu' - Bolanle O. Sogunro	Making sense of phonological patterns in Teniola Apata's song, Case - James I. Udaa, PhD	Phonemic Substitution in English: a Case of Mother Tongue Interference - Chibunma Amara Bright-Ajoku & Carolyn O. Mbata
Optimality in Disyllabic to Tetrasyllabic English Words Production by Three-Year-Olds in Lagos Schools Emmanuel Adedayo Osifeso	A Comparative Phonostylistics Analysis Of Monologic Cultural Marketing Discourse Of 'Afrokids' In Ireland, Uk And 'Afrokids' In Lagos, Nigeria - Adebukunola A. ATOLAGBE PhD.	The Phonological nuances in the Sermons of selected Pentecostal Pastors in Nigeria -Dr.Mrs C.O. Oyelekan	Nuances of Exclamations in Igbo Dialectal Phonology - Maureen Azuka Ezeani I & Onyinye Anulika Chiemezie ²
Phonological Analysis of English Pure Vowels in the Spoken English of Selected Undergraduates of Federal -Ogunrinde Olusola University Wukari	Phonological Persuasive Effects in Selected Radio Yoruba Advertisements - Bolatito Olufunke ADEJARE, PhD	Culture of Silence and Dehumanization of Rape Victims in Peniel Okwuchukwu's Whispered Screams - Rachel Oluwafisayo ALUKO (Ph.D) & Raji, Tolulope Olabimpe	Perception Problems Of English Alveolar And Palato Alveolar Fricatives Of Yoruba Speakers Of English As a Second Language -Omotayo, Abidemi Opeyemi
Jolly Phonics and Learners Responses in Public Primary Schools in Ibadan South West LGA - Morenike ADENIRAN Bayo OYEDEJI Rachel O.ALUKO	Cultural Translation, Nuances and The Review of Newspapers in Yoruba -Opeyemi Orimolade	Spoken Art Forms and Performance Traditions as Cultural Aesthetics: A Literary Perspective - Rebecca Ufuoma DAVIES (Ph.D) & Inioluwa Mayokun EZEKIEL ₂	Educated Yoruba Pastors as Models for Standard British English Word Stress Patterns - Olusoga Oludotun AYINDE, PhD

GROUP 1	GROUP 2	GROUP 3	GROUP 4
Phonological Analysis of Banters in Gombe Line Motor Park. - Malata Andrew Zakayo, PhD	Exploring the Use of Phonological Features in Nigerian Skincare Influencer Reviews on Instagram -Amelia Oluwatoniloba ADEJOBI,	From Pulpit to Performance: Pragmatic Functions of Intonation Patterns in Nigerian Pentecostal Pastors' Sermon Delivery Gbadegesin, Jegede and Adesina	Intralingual Factors and Academic Achievement in Test of Oral, Among SSS 2 Students in Ibadan Southeast Local Government Area , Oyo State , Nigeria - Adeyinka Osinbajo & Olufunmilayo Prosperity LAWAL
	A Phonological Description Of Intonation In Voice-Overs In Nigerian Broadcasts -Carol Anyagwa Ph.D & Uchechukwu I. Nnamdi Ph.D		

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