

**A STUDY OF FIGURATIVE LANGUAGE USE IN AMINIYA
NEWSPAPER HEADLINES**

BY

LUBABATU INUWA GARBA

SPS/15/MLG/00034

**M.A. DISSERTATION SUBMITTED TO THE SCHOOL OF
POSTGRADUATE STUDIES BAYERO UNIVERSITY, KANO IN
PARTIAL FULFILMENT OF THE REQUIREMENT OF THE AWARD OF
THE DEGREE OF MASTERS OF ARTS IN LINGUISTICS.**

MAY, 2021

DECLARATION

I hereby declare that this work is the product of my research efforts, undertaken under the supervision of Professor Aliyu Musa, and to the best of my knowledge, it has not been presented elsewhere for the award of degree or certificate. All sources have been duly acknowledged.

LUBABATU I. GARBA
SPS/15/MLG/0034

CERTIFICATION

This is to certify that this research work A Study of Figurative Language Use in Aminiya Newspaper Headlines by Lubabatu I. Garba SPS/15/MLG/ 00034 was carried out under my supervision

Professor Aliyu Musa

Date

Dr. Isa Yusuf Chamo

Date

HOD Department of Linguistics and Foreign Languages,
Bayero University, Kano

APPROVAL PAGE

This dissertation has been submitted for examination with our approval as university supervisors.

Prof Aliyu Musa
Supervisor

Date

Dr, Anas Sa'idu Muhammad
Internal Supervisor

Date

External Supervisor
Dr. Bello S.Y. Alhassan

Date

Prof Yahaya Imam Suleiman
P.G Representative

Date

Dr. Isa Yusuf Chamo
HOD Department of Linguistics and Foreign Languages,
Bayero University, Kano

Date

ACKNOWLEDGEMENTS

All praise and gratitude are due to Allah the Almighty for His boundless gifts, bounties and blessings; for His creation, provision, support, protection and promotion in our earthly life. Yet, we pray for God's gift of blissful and bountiful life in eternity, hereafter. He created man and taught him what he knew not. I thank God for giving me the rare and salient opportunity and ability to carry out this research to its logical conclusion. May the benediction and salutations of Allah *Subhaanahu Wa Ta'aalabe* upon His exalted Messenger, Prophet Muhammad Sallallahu Alaihi Wasallam..

A special thanks to my late parents who laboured, groomed and brought me up to full adulthood and to what I have become today. May Allah *Subhaanahu Wa Ta'aala* continue to envelop them in his mercy and bliss, in the highest abode of Jannah.

I also thank my teachers and mentors, for teaching and mentoring me onto this level of scholarship. My special thanks to my Professors, teachers at the Department of Linguistics and Foreign Languages of the Bayero University, Kano. In particular, I am grateful to my supervisor, Professor Aliyu Musa for his inexplicable support and contributions, towards the actualization of this work. My Internal Examiner, Dr. Anas Sa'idu Muhammad, deserves my thanks for his

immense contributions and guidance in the work. Thank you Malam and may Allah reward you abundantly.

I am indebted beyond words to the people who in one way or another contributed to the success of this study. My heartfelt gratitude goes to Dr Isa Muhammad Inuwa for moral support when otherwise I had despairingly decided to give up.

My special thanks go to Professor Isa Mukhtar for his invaluable academic assistance and mentoring. I am equally grateful to Dr. Tijjani Almajir and Dr. Hafiz Imam for their guidance and assistance in enriching my literature for the research. My thanks also go to the library staff of the Department of English and Literary Studies, as well as Department of Nigeria Languages, Bayero University, Kano, for allowing me access to their archives.

I also thank our able H.O.D, Dr. Isa Yusuf Chamo, Professor Hafizu Miko Yakasai for their support, guidance and understanding. My course mates deserve my special mention and gratitude for their fraternal cooperation, contributions and understanding. Similarly, I thank all the staff of the Department of Linguistics and Foreign Languages, Bayero University, Kano.

Finally, My husband Mal. Ali Tamasi Mua'z, my children, my niece Zainab Sani Abubakar deserve acknowledgements for their prayers and continued moral support which incredibly encouraged me through tough times.

DEDICATION

I dedicated this work to my parents late Alhaji Garba Lulu and his brother late Alhaji Alqasim Kalu. May Allah grant you Aljannatul Firdausi Amin. And also dedicated the work to my mother Hajiya Amina Garba and my Children Abdallah Ali Tamasi Mu'az, Abdul'ahad Ali Tamasi Mu'az and Amatullah Ali Tamasi Mu'az.

TABLE OF CONTENTS

Title page.....	i
Declaration	ii
Certification	iii
Approval Page.....	iv
Acknowledgements.....	v
Dedication	vii
Abstract	xi

CHAPTER ONE

GENERAL INTRODUCTION

1.1 The Background of the Study.....	3
1.2 Statement of the problem	8
1.3 The Research Objectives	9
1.4 The Research Questions	9
1.5 The Significance of the Study	10
1.6 Scope of the study.....	11
1.7 Definition of Terms.....	11
1.8 Summary	12

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction	13
2.2 Empirical Review.....	14
2.3 Theoretical Framework	27
2.4 Summary.....	28

CHAPTER THREE

RESEARCH METHODOLOGY

3.1	Introduction	29
3.2	Research Design.....	30
3.3	Research Approach.....	31
3.4	Research Sampling Framework.....	32
3.4.1	Research Population.....	33
3.4.2	Research Sampling Technique.....	33
3.4.3	Sample Size.....	34
3.5	Research Instrument.....	35
3.6	Data Collection Procedure	35
3.7	Data Analysis	35
3.8	Content Analysis	36
3.9	Research Credibility and Trustworthiness.....	36
3.10	Ethical Consideration.....	37
3.11	Summary	38

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1	Introduction	39
4.2	Metaphor	40
4.3	Metonymy.....	43
4.4	Idioms	46
4.5	Personification	51
4.6	Euphemism	54
4.7	Summary.....	57

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0	Introduction	59
5.1	Summary.....	59
5.2	Findings and Conclusion	60
5.3	Research Limitation.....	53
	REFERENCES.....	62

ABSTRACT

Figurative language is a part of human behavior in making communication in the society. *Aminiya* Newspaper is a publication of Media Trust Limited which often uses figurative language in its headlines. The research is aimed to analyze a discourse of figurative languages such as metaphor, metonymy Idioms, euphemism and personification used in the Aminiya Newspaper Headlines of the year 2018. The research is qualitatively descriptive approached. In conducting the research, the data are collected by using documentation technique. The data are categorized by referring to Perrine's category namely: metaphor, metonymy, personification, idioms, euphemism. The Data are collected from Hausa language and analyzed into English language. To analyze the data, the research uses discourse analysis and descriptive method. The findings of the research are expressions of figurative languages found in the Aminiya Newspaper Headlines of 12 months from January – December. These figures are analyzed by using the context of the headlines. The study hopes that the findings would be useful for writers of the newspaper headlines and readers as well as teachers in the selection of words and expressions that are more relevant for the context of the news.

CHAPTER ONE

GENERAL INTRODUCTION

Language is a system of signs that consume a cultural value. Speakers identify themselves and others through the use of language; speakers view their language as a representation of their social identity (Kramsch,1998:3). Basically, Cook (1989:9) states that any one receives a message, he pays attention to many other factors more than the language itself.If we are communicating directly with the person sending a message (face to face) we will try to observe what he will be doing with his /her face, eyes, or even the body while speaking: the smile, looking away, and so on. Moreover the social, cultural relationships, the shared knowledge and expressions that are used by the communicators take role in communication.Language is essentially "meaningful". Language considers as the most important instrument that is used to create meaning in a world that lacks meaning in itself.Chomsky (1968:3) opined that we may think of language as a set of sentence, each with an ideal phonetic form and an associated intrinsic semantic interpretation”whereasTrudgill (1995:84) describes language as a form of social activity which has to be appropriate to the user, be suitable for particular occasions and situations. He argues that the social context in which language is used keeps on changing so that different linguistic varieties in different situations and for different purposes are always at interplay.He further stated that the language is the

collection of symbols and rules for combining the symbols, which can express and infinite variety of messages. In the definition, language separate to three criteria. First is language is symbolic which known as the use of symbols such in spoken or written words to express ideas to the world. The second is language is generative which define as the capability to produce many different messages by combining symbols in different ways. The third language as structured which mean following grammatical rules and produce grammatical sentences.

Bloomer (1978: 34) language structure used can be viewed as a designated possible and psychological cognitive and physiognomies. Variation of language can be seen in use factual or Cartel (e.g topical, themes, domains, such as work, study, home). Language is a fundamental material that is used for communication between people in general. Nevertheless, people, in certain situations, prefer to use other means to achieve communication, to mail certain idea or to pass their thought on to others. These means could be used by people to communicate with others or with a community in general. The use of non-literal language is exemplified by the use of *signs, gestures and symbol*.

However, there are many situations in which language is used in a different fashion from the standard form with aim of communicating as in the standard form of language which is known as Figurative language. This form of usage can be

detected in everyday language, media language, which is the concern of current study, and other uses. Thus, this study would look into such usage of language in media print language.

1.1 The Background of the Study

The works of figurative language use in the media are quite in variance with this in term of scope, theory used, and purpose of research. So this research takes a step to uncover how figures of language are used in Nigerian print media, particularly Aminiya Newspaper Headline in passing information to the public in order to fill the missing gap and add to a body of knowledge.

Aminiya Newspaper was founded in 2006. It is a publication of Media Trust Limited, the publisher of Daily Trust Newspapers. It is a weekly paper coming out on Friday and has 40 pages which comprises general news, entertainments, politics, business, agriculture, Foreign, editorials and so on. Virtually, Aminiya has a wide range of material, ranging from regular columns, analyses of news and feature stories. AminiyaNewspaper is published in Abuja, Kano, and Lagos. The newspaper gets its name Aminiya from word Aminci that is Trust. More so, it is written in Hausa language which is one of the major Nigerian languages. Hausa language is widely accepted and spoken as Lingua-Franca for majority of people from different ethnic groups of the northern Nigeria. In addition, it is also spoken

by many people across Nigeria and West Africa. It has been written in two scripts: (Boko and Ajami) languages for years. It is used in both local radio stations notably, the Federal Radio Cooperation of Nigeria, FRCN and international radio stations such as the BBC, the VOA, DW, (DuetchWelle) and Radio France International, RFI and in Hausa newspapers such as Gaskiya Ta fi Kwabo, Aminiya, Leadership Hausa and Rariya.

On the other hands, Newspaper Headlines, according to Sexena (2006) is a title of a news report, set in big and bold letters. An ideal headline is one that is less than a dozen words and it summaries what a reporter says in 100, 250 or even 500 words” Importantly, newspaper texts and particularly headlines are known to exhibit vivid stylistic features, distinct from ordinary plain language. Newspaper Headlines are usually done by experienced writers in the newspaper industry. They are also usually written in catchy ways, whose sentence constructions are in most cases less considerate to grammatical rules with the cardinal purpose of attracting attention of readers and buyers. The style of each newspaper item appears as distinct because each of the items has its own style of lexical choice and grammatical elements. The pattern of each items uses words, sentences, idiomatic expressions that have their own distinct style which makes it appears figurative in nature.

Figurative language however, is a way of symbolizing things to others instead of using the literal description for these things to achieve communication. Figurative language is a part of human behavior in making communication in the society. The use of figurative language has great impact to attract and influence people. It can deliver idea in more powerful, significant and interesting ways. People need to understand the whole concept of the context and use their imagination. They can also enjoy reading by using figurative words rather than just by using plain words. As for the media language, like many other language genres, has its distinct style which marks it out as unique and it attracts the attention of keen observers. One common feature of particularly the print media is its sentence construction that often appears (what the academics accuse) as amplification, at times a deviation from grammar (Isa 2000). However, this study is particularly motivated by the fact that Newspaper headlines contains issues that border on socio-cultural, political, religious, economic, in the society. Thus, the study will look into newspaper language in general and Aminiya Newspaper in particular that is language style. This is to say that in some situations especially in writing headlines using figurative language is more useful and save a space than using literal language. This study uses one of the modern approaches to language use and makes discourse analysis of media text, focusing on headlines in the Aminiya Newspaper. The study particularly dwells on those parts of the headlines that could be seen to

contain figurative language in the text. The work applies five, out of 12 figurative language proposed by Perrine (1969), namely, 'metaphor, metonymy, idiom, personification and euphemism.

Metaphor literarily means 'a carrying over" language is deeply metaphorical because people find it difficult to grasp new concepts model (Fowler 1974:111) Black (1979/19193) stated that metaphor consists of two elements (source and target) which something else is said, and something else is used to convey something about target. Lakoff and Johnson (1980) defined metaphor as the process of interpreting or understanding one domain which is relatively abstract by using another domain which is concrete.

Metonymy involves the part-and-whole relations and associations. The word of a part is used to refer to the whole, and the whole is referred to in terms of something associated with it.

Idioms are the conventionalized phrases at which the meaning of the whole phrase is different from the meaning of the individual word in any phrase, for example: *spell the beans* or *jump the gun*. In some cases, idioms are used to submit any fixed phrase. Some idioms are transparent while others are opaque and obscure in their origin. Knowles and Moon (1980:15).) argue that the metaphorical structure has become conventionalized in what is called "idioms". It is a kind of structuring the

lexicon of English or any other language or constructing vocabulary. Idioms varied and interpreted according to context, background knowledge and inferences.

Personification is a kind of figurative language in which inanimate objects are endowed with the qualities of human being. It is a device through which an abstraction or a -human entity is treated or represented as a human. In other words, personification is a figure of speech in which a thing – an idea or an animal – is given human attributes. The non-human objects are portrayed in such a way that we feel they have the ability to act like human beings.

Euphemism can be defined as linguistic phenomena that is permitted by norms and verbal behavior socially acceptable and used for substituting forbidden improper, impolite, inconvenient, offensive, unpleasant or vulgar words or taboo for ones that are considered more proper, polite, convenient, inoffensive , pleasant or sweet sounding. It could be a form of word, phrase, sentence fragment or the whole sentence. It helps writers convey those ideas that have become a social taboo, and are too embarrassing to mention directly. Writers skillfully choose appropriate words to refer to and discuss a subject indirectly that otherwise might not published due to strict social censorship, such as for reasons of religious fanaticism, political theories, sexuality, and death. Thus, euphemism is a useful tool that allows writers to write figuratively about the difficult issues. Euphemism

are classified into various types, such as protective euphemism, death euphemism, euphemism for age, euphemism for sex, euphemism for disease, euphemism for dishonesty, euphemism for security, religious euphemisms, lucid euphemism and so on.

1.2 Statement of the problem

A lot of research has been conducted on the Hausa Newspapers in general. However little has been done on how figurative language is used in a newspaper particularly headlines. And even if some works are done on the language in newspaper, none has been done on Hausa Newspaper, particularly Aminiya Newspaper. Figurative language as a best device in portraying media language is chosen in this work to linguistically analyze how possibly Aminiya Newspaper employ it to address its readers. This is part of the motivation behind this discourse analysis in the domain of the print media. At this juncture it is important to point out that another issue associated with the media language or *journalese*, is its influence in persuading listeners and readers to believe, what is broadcast or published in the media. This particular attitude of readers and listeners of media makes it easy for figurative language to be imbibed easily. Similarly as these figures of speech are being implicitly embedded in the content of the headlines, readers and listeners of the media are subject of influence by most of the figures of speech embedded in the media. Thus this research is aimed to analyze the figure of

speeches found in Aminiya Newspaper Headlines. Also the research looks at social backgrounds of the chosen words to analyze the context of the utterances.

1.3 The Research Objectives

The aim of this research is to investigate the figurative language and how it is used in *Aminiya* Newspaper Headlines. So the research objectives are as follows: -

1. To identify the aspect of figurative language use in the form of metaphor that manifest in *Aminiya* Newspaper Headlines.
2. To examine the aspect of figurative language use in the form of metonymy that manifest in *Aminiya* Newspaper Headline.
3. To explore the aspect of figurative language use in the form of idiom that manifest in *Aminiya* Newspaper Headlines.
4. To identify the aspect of figurative language use in the form of personification that manifest in *Aminiya* Newspaper Headlines.
5. To explore the aspect of figurative language use in the form of euphemism that manifest in *Aminiya* Newspaper Headlines

1.4 The Research Questions

Bearing in mind the research objectives governing the study, it will seek answers to the following questions:

1. What are the aspect of figurative language in the form of metaphor that manifesting in Aminiya Newspaper Headlines?
2. What are the aspect of figurative language in the form of metonymy that manifesting in Aminiya Newspaper Headlines?
3. What are the aspect of figurative language in the form of idiom that manifesting in Aminiya Newspaper Headlines?
4. What are the aspect of figurative language in the form of personification that manifesting in Aminiya Newspaper Headlines.
5. What are the aspect of figurative language in the form of euphemism that manifesting in Aminiya Newspaper Headlines.

1.5 The Significance of the Study

The main reason of this research due to the fact that there is need to highlight how the Hausa language is used in the media. This study will be helpful in describing the newspaper headline in terms of using figurative language, expressing the usefulness of metaphor in everyday life with its economic symbols. It is hoped therefore that this study will contribute to the knowledge of newspaper language. It is also the goal of the research is to add value to the existing literature of linguistics and pave way to further research to be conducted in the field. The *Aminiya* Newspaper has been chosen in this research for its wider coverage and readership in this country and neighboring countries like Niger, Cameroon and Ghana. The

study provides an opportunity of analyzing metaphor, metonymy, idiom personification, and euphemism in Hausa language from a linguistic point of view prior to subsequent studies on the concepts from a figurative perspective, and this makes it quite significant. It is hoped that this will pave way for other researchers to explore more sociolinguistic phenomena in the media. This work will also contribute to existing literatures on media and sociolinguistics in general.

1.6 Scope of the study

The work intends to cover some sampled copies of the *Aminiya* Newspaper which is published in Kano. The research is limited to the collection of adequate written sentences in the Newspaper Headline. The research will also concentrate on at least 30 headlines from copies of the newspapers that published from January 2018 to December 2018. This collection of copies is expected to give adequate representation of the entire publication of the newspaper. The scope of our study is focused on analyzing figurative language use in the *Aminiya* headlines, within the realm of sociolinguistics.

1.7 Definition of Terms

- i. **Hausa Language:** is one of the major Nigerian languages, spoken as Lingua-Franca for majority of people from different ethnic groups of the northern Nigeria.

- ii. ***Aminiya Newspaper***: Is a Hausa Newspaper a publication of Media Trust Limited.
- iii. **Newspaper Headlines**: Is a title of a news report, set in big and bold letters.
- iv. **Figurative Language**: is a language that contains figure of speeches, that is, word or phrases which express more than it seems to say.
- v. **Metaphor**: means the use of language to refer to something other than what it is initially applied to.
- vi. **Metonymy**: Involves the part-and-whole relations and associations.
- vii. **Idioms**: Are the conventionalized phrases at which the meaning of the whole phrase is different from the meaning of the individual word in any phrase.
- viii. **Personification**: This is a kind of figurative language in which inanimate objects are endowed with the qualities of human being. The attributions or human qualities are given to animate objects.
- ix. **Euphemism**: Is a figure of speech which is used to substitute a mild pleasant expression for a harsh word.

1.8 Summary

This chapter discussed on the introduction of the study, background as well as problem statement of the research. It also discussed on the Research objective,

hypothesis and scope of the research. The significance of the research is also discussed in this chapter which was followed by the definition of the key terms of the research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The essence of literature review in any research work such as this one is of great importance of any viable study, which can never be over emphasized. For that reason, this part of the exercise dwells on reviewing works in the form of books,

journals, dissertations as well as prior published research materials found to be particularly relevant to the subject matter.

2.2 Empirical Review

Inuwa (2002) states that Hausa like many other languages, has varieties of forms and sub-forms like dialects, registers or styles. However in a more formal way, written communication, especially in offices and those meant for wider public attention assume a somewhat standard way of writing” He further notes that, „most prominent languages possess their specific ways of combining sounds, alphabet of figure (its and vowels in writing. Such items of the language as the nouns, verb, tenses aspects and auxiliaries are written in a peculiar way in each of the languages.

Chikaodemi (2002) observed that there are certain linguistics features which are only permissible in journalistic context, therefore care needs to be taken to ascertain the occurrence of such features especially those peculiar of language of newspaper reporting. She tried to justify this through analyzing the headlines, paragraphing, punctuation, grammatical features and others.

GidanDabino (2004) pointed out on how Hausa newspapers and magazines faced challenge of instability, right from the time of introduction of newspaper in 1932 as about many of these newspapers came up and it vanished within a very little

period of time. He listed some problems as the root cause of the instability of Hausa newspapers as lack of funding from Hausa rich people and lack of encouragement from the Northern government side as very few states in the North has its own Hausa newspaper, as well as they do not place an advert in these newspapers. He also noted that the Northern elite also do not read Hausa newspapers as they do not encourage their wards on doing so. GidanDabino also suggested a way out to those problems which he believed that if it could be enforced the Hausa newspapers would be sustained. Some of these solutions according to GidanDabino are general public to imbibe the reading culture and the government should encourage any publisher of Hausa newspapers by placing an advert in the paper as well as to patronage the paper.

Hansen (2004) observes the format of the media message, which said it indicates the style in language, audio, print as well as other presentations made by the media at various points in time and as time and need arise. He distinguished between the media message and all other types of messages, and the difference between the message formats of the print and the broadcast media. He notes that a broadcast news report handles information differently than does a report that runs on the front page of a newspaper. Also, information for that report is handled differently still when it is prepared to appear on a computer screen or on a hand-held, text based device, such as smart phones and i-pad. With particular focus on the nature of

messages in the print media, particularly the newspapers, Hansen notes that messages in the print media include words, pictures, and graphic images on paper. He adds that the audience involvement is high, in terms of messages in the print media, adding that the message is more permanent in nature and can be kept and referred later. This type of message content is contrary to the broadcast media, where the nature of the message is more or less non-permanent and transient, but addresses and appeals to mass audience. However, the word content of the print and the way and style the wordings are presented in the print media, (the newspaper), as mentioned by Hansen (2004), is the area of interest to this particular research.

McLoughlin (2005) focuses on magazine and the different types of magazines, such as the ‘special interest magazines’ and ‘centre of interest magazines’. He described the nature of the productions and composition of producers of magazines, their formats as well as target readers and patronage. Related to this study was where he highlighted on the language of the magazine, where he talked about the strategies, (in this case, the styles) ‘adopted by text producers’ (the media), to attract attention. He views front page language or headlines of magazines are directed at attracting attention. He stated that “a magazine’s front-cover image and cover-lines are persuasive selling tools. “They motivate readers – confronted with shelves of front covers competing for their attention – to buy our magazine

rather than the other.” He equally subscribes that not only the front page content, but even the title or name of the magazine itself “plays a large part in shaping the readers’ expectation which readers have on purchasing and consuming the magazine.” That is to say the issue of attracting attention isn’t an end in itself, but it is also attached to some commercial goals of buying the magazine.

Enebeli (2005) focuses on the linguistic stylistic analysis of advertisement in some selected Nigerian Newspapers. He particularly studies the interrelation between language, meaning and in the media text of advertisement. He defines advertisement variously as a group of activities aimed at and including dissemination of information, idea, product or service to compel action. Further, advertising is a form of communication intended to promote the sale of product or service, to influence public opinion. He uses the theory of Systematic Functional Grammar Halliday (1985), which views language as performing varieties of functions, such as the ‘Ideational’, ‘Contextual’ and ‘Interpersonal’ functions. The theory therefore sees language as a form of functional behavior, which is related to the social situation in which it occurs. He finds that newspaper advertisements are saturated with interplay of meaning and style, in terms of the language use. He also found that advertisers were free to choose from the linguistic resources of their languages to create the advertisement text to serve their purpose.

He also notes the language use in advertisement for using glamour and that they are unique in utilizing language

Saxena (2006) writes exhaustively on Newspaper headlines, describing in simple terms, that headline is the title of a news report, set in big and bold letters. She says an ideal headline is one that which “is less than a dozen words and it summarizes what a reporter says in 100, 250 or even 500 words.” She observed that the big or bold characters used in writing headlines help in serving to the readers as ‘guide’, ‘compass’, and ‘index’ and they spark curiosity and draw readers into the story. It also establishes news value and the relative importance of a news report. She explored the stylistic content of some selected headlines of a particular Newspaper, as well a stylistic categorization of the different headlines of the newspaper. What appears to be more relevant to this study is where Sexena identifies different types of headlines. Though journalistically done by Sexena, part of the research seeks to explore the stylistic content of some selected headlines in Aminiya Newspaper.

O’Keeffe (2006) studies the language of the media discourse in its position as a special genre of writing, which is different from the normal and straight forward (everyday language). She posited that in some ways, the everyday language and the media language shared things in common. On the other hand, the two types of language are quite different. She therefore referred to the media language as a

specialized genre, in the context of “casual conversation”, with a view to blend the normal everyday discourse with the media type (genre) language. Although her focus on the media discourse was confined to the ‘interactional’ and rather than ‘representational’ or ‘critical’ framework, she however opines that on broader sense, media discourse can refer to a totality of how reality is represented in broadcast such as in television and print media such as in the newspaper. Also unlike in the case of this work that deals with written media language, O’keeffe (2006) was concerned with spoken media discourse, looking at “how interactions differ when they are transmitted through a different medium”. She avers that in some ways, everyday conversation and media interaction have much in common; she therefore attempts to place media interaction in the context of the genre of casual conversation, of which the two share things in common. She claims that many media interactions have their varied distinct formats, such as ‘news report’, a ‘chart show’ and ‘documentary’, as against the distinct formats of everyday conversations, such as a ‘University lecture’ and ‘sales presentation’, etc. She adds that the many generic levels for the media formats broadly signal the kind of communication to expect, further claiming that all these communication events have a widely recognizable structure, because, as she maintains, media interactions are institutionalized events. Where O’keeffe’s (2006) work is related to this study is in the area of media discourse generally, it however differs where she concentrates

on spoken discourse in the form of media interviews in the television, while this study focuses on written articles in the newspaper column.

Shi-Xu (2007) posits that the mainstream critical discourse analysis involves a linguistic, meaningful activity that is different from (though related) to context, person, the mind, the medium, the situation, the society and culture. He adds that the theory of discourse and approaches to it are presented as more or less universally applicable implicitly or explicitly. He addresses issues that advance thinking on discourse, power and imperatives of culture. He noted that stretches of language (discourses) are regarded in their total textual, cultural and social contexts, as well as how these assume meaning and unity for their respective users. This is related to this particular research, since the critical stylistic analysis used here, deals with the issue of ideological beliefs as culturally held by members of the society. He discusses discourse as ‘cultural transformation mechanism’, observing that far from being just a representation of reality and of oneself, discourse is also a “weapon and an action for influencing other players”. He further reasons that discourse is intimately related to power and identity, whereby all the actors, “be they nations, regions, international organizations or cultural groups, use discourse to present themselves, to defend their interests and to advance plans of action with or against other actors”. This notion of the power of discourse in

cultural influence is quite similar to the focus of this study, whereby the media language is seen as means of disseminating ideologies to readers or listeners.

Fatima (2010) talked about difference between two Hausa newspapers that is A YAU newspaper and *Aminiya* newspaper. She focused on the use of Hausa language through analysis of advert, news, literature and the editor's note in both papers. Even though her work is solely on comparative analysis between the two newspapers but it is relevant to this as both works are dealing with use of Hausa language in the media..

Shi and Sheng (2011) explores the role of metonymy in the formation of euphemism in Chinese and English cross-cultural communication and translation. Using a frame work of conceptual metonymy, it asserts that the association of euphemism and metonymy is revealed in the indirectness and vagueness of euphemism as well as the cognitive feature of metonymy. It does this by sampling some relationships like the whole for part, the part for whole and the part for part relationship. It also point out some metonymic device for generating euphemism like lexical device, grammatical and pragmatic devices. It concludes that metonymy plays a vital role in euphemism formation with the use of conceptual metonymy in order to avoid embarrassment through distancing styles. This research analyses euphemism in cross-cultural communication and translation in English and Chinese languages while my work investigates figurative language in

Hausa language alone. Also, it uses semantic analysis to discover euphemism relation to conceptual metonymy, while my work uses socio-semiotic theory to discover how Nigerian media uses figurative language to aid dissemination of messages.

Sa'adatu (2011) investigated some problems concerning sentences, lexical items and the use of figures of speech, loan words and translation in Hausa newspapers. Her work has direct relation with this research as both works look into how the Hausa language is used in the media.

Swan (2013) categorizes different aspects of language use under different circumstances, specifically discussing on Newspaper headlines, pointing that the style of headlines as difficult to understand because they are written in a special style, which is very different from the ordinary. He discovers some special rules of grammar are used in the style of headlines writing, observing that the words are often used in unusual ways. He further points that many headlines are not always complete sentences, as they usually consist of noun phrases with no verbs as he proved by citing an example of the sentence 'Furniture Factory Pay Cut Row' which means "There is disagreement about cut in pay at a factory that makes furniture". His discussion of the media language style relates to this study, in terms

of the language use in the media text. However he focuses on newspaper headlines, while this study dwells on the use of figurative language in Hausa Newspaper.

Francis (2014) tried to analyze the linguistic features of editorial and reports in selected Nigerian Newspapers. He also tried analyse stylistics interesting relevant variation found in editorials and reports of two major Nigerian daily newspapers. He tried to analyze the linguistic features of editorial and report in selected Nigerian Newspapers. He also tried to analyze some of stylistically interesting relevant variation fund in editorial and report of two major Nigerian daily Newspapers.His work has similarity with the current study as they talk about language use in print media that is newspaper.

Usman (2015) stated that the newspaper language stylistically distinct from ordinary language. It catches the attention of the readers. It shows that the newspaper writers are concerned also with influencing their audience about facts and events in a manner of interesting as possible.

Nur (2015) focuses on language use and gender representation in children's picture books where she stated that language and gender has been a field of study started with a focus on investigation speech associated with a particular gender and social norms for the use of gendered language, Lakoff (1975) identifies the linguistic forms such as tag questions used by females that reflects, maintains and reinforces

the gender to a subordinate role. In achieving conversational goals, Tannen (1990) argues that male tends to use “report style” whereas female uses “rapport style. She notes that in the Malaysian context, there are strong indications in researches that gender bias and linguistic sexism occur in children’s reading materials, particularly school textbooks. She also applies the theory of schema in the processing of information related to gender, schema theory looks at the processing of information in terms of and conforming to the definitions of masculinity and process of the world being partitioned into two equivalence classes based on gender providing an explanation regarding the process of the development of gender. She stated that when looking at the use of language in reading materials, one of the ways is through the use of descriptive words or adjectives. She also analyzed the data based on three aspects of adjective: positive, negative and neutral. In order to further evaluate the descriptors, the adjectives are further evaluated according to the types and functions with reference to Alsagoff’s (2009) general categorization of adjectives. (a) how male and female characters are portrayed linguistically through the use of adjectives, (b) the portrayal of characters through social roles, occupations and activities, and (c) visual components (illustrations) representing the characters in the texts.

Shally (2019) focuses on discourse analyses of figurative language use describing in simple terms that a Discourse analysis is a study to analyze spoken or written

languages which is used naturally in terms of communication. She says that discourse analysis enables us to see how to understand, use and organize a message. We can also see a variety of ways used by the speaker, writer, or movie director to achieve their goals in delivering the message. He observed that the study of a discourse is connected with text, context and meaning. A discourse includes speech scripts, newspaper headlines/content, books, essay and campaign. Yule(1983) defined the analysis of a discourse is, necessarily, the analysis of language in use and an investigation of what that language is used for. The finding of the research will also be presented and explained descriptively. He further observed that, the role of context is very crucial in a language analysis. It can help the researcher to find the actual interpretation more than just rely on the literal forms of the utterance. The context contains hints about the speaker intention through the language they produce. It also helps to avoid ambiguity. May (1993:8) says that if we do not get any points of the context of the utterances, and we do not have anyone to tell us exactly what they mean by their words, we will keep confusing and thinking about that forever. He categorized his data by referring to Perrine's category (1969) namely personification, metaphor, hyperbole and paradox. He used a simple descriptive statistics to present the frequency of the figurative language used in the lecture where he founds 98 expressions of figurative languages in the lecture of the cleric for 70 minutes namely 34.6 % the expressions

of paradox, 25.5% the expressions of hyperbole, 20.4% the expression of metaphor and 19.3 % the expression of personification. He opined that the use of figurative language has great impact to attract and influence people. It can deliver ideas in more powerful, significant and interesting ways.

Wasan (2019) focuses on figurative language use describing it in simple terms that Figurative language is a significant method of using symbols to express certain meaning or pass on an idea for its easiness which can be understood by most of the people. Figurative language is not an alternate to the literal language in communication, but it could be favorable in certain situations or a brief way to convey certain meaning. He says that figurative language can give more information than the literal one does. He observed that the social, cultural relationships, the shared knowledge and expressions that are used by the communicators take role in communication. He says that figurative expressions can be used for more than one specific meaning at a time. He stated that figurative language is an economical effected way of sending messages. He assumes that figurative interpretation is somewhat opened because it brings a lot of presuppositions and different concepts to the given context. He stated that figurative language does not on spoken or written utterances but could be symbols (posters) like those that are used in long roads that give certain information for example; the use of a fork and a knife to tell people that there is a restaurant

nearby, or the symbol or the a curved red line to tell the driver about a sudden change in the road. He argued that Figurative language creates a kind of worry between the literal meaning and the original context of the word and this demands knowledge in culture as well as the linguistic system. Sopibayna Carroll (2008:141f) states that meaning is a problematic matter , since some outputs of some sentences determine the literal meaning while others do not consider the literal meaning. He finds out figurative language is widely used in politics for its smoothness and effectiveness.

Conclusively there is limited academic work done in the past to analyze the figurative language used in newspapers.

2.3 Theoretical Framework

The theoretical frame work of the study, I adopted the socio-economic approach to discourse studies as championed by Renkema (2004). Renkema (2004) explained "the central aim in this approach is every pieces of discourse has to be studied based on its social context, in the culture and situation in which it appears". According to Halliday and Hassan (1985), there are three concepts that make it possible to interpret the social context of a discourse are the field, tenor and mode of discourse. The field of discourse refers to what is happening in the discourse and the nature of the social action that is taking place. More especially, it answers

questions what the participants engaged in it, in which the language figures as an essential components. In relation to the present study, the field of discourse here is headlines in the *Aminiya* newspaper.

2.4 Summary

The chapter discusses the previous literatures relevant to the research including works on figurative language as well as media language, newspaper headlines. Figurative language is treated with various methodologies by different scholars, which are similar to the work but varies in term of scope, methodology or context. This was done to find the missing gap that needs to be filled.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the methods and step by step processes and procedures followed in conducting and compiling the research work, to coincide with research objectives and questions. It also contains discussion research design in research approach and source of Data, data collection procedures, data analysis, sample technique validity and reliability and ethical consideration of the study. The chapter also discusses the theory employed in this present research which guides the researcher in the analysis of the data.

The research uses two major sources of data, the primary source and the secondary source of data. The primary data has been described as that information which is collected afresh, for the first time and original in nature, while the secondary data is that which has already been collected by someone and has already passed through a process. Hence the primary data for this research are collections of copies of some past *Aminiya* Newspaper, the headlines. A total of 20 copies of *Aminiya* Newspaper were randomly selected across 2018 and served as the subject of the study. The cluster random sampling method was applied to come up with those 20 copies. The secondary source of data which involves referring to materials already processed by an author or some authors, are books, articles, PhD and other

post-graduate Thesis, Journals both directly and indirectly related to the subject matter. Therefore, the research also involves consulting libraries such as the post-graduate section of the Bayero University, Main Library; the Library of the Center for the Study of Folklore and Translation, Bayero University; the Library of the Department of English and Literary Studies of Bayero University, Kano, the Library of the Department of Nigerian Languages, Bayero University, Kano.

3.2 Research Design

The current study is designed to undertake a discourse analysis of the figurative language used in Aminiya Newspaper. The analysis is directed to finding cases of figurative language embedded by the newspaper in its headlines. The work is also designed towards answering the research questions as to whether there exist cases of figurative language in Aminiya Newspaper by using tools such as metaphor, metonymy, idiom, personification and euphemism. The design is used to describe the central measures of variability and measures of relative position. Descriptive qualitative method is used in this study to provide a picture of a situation as naturally happens that is to analyze the picture of the figure of speech of some selected headlines in Aminiya Newspaper which comprises the metaphor, metonymy, personification, idioms and euphemism.

3.3 Research Approach

This study follows the philosophical presumption of the social constructivism to guide the action, process, data collection and interpretation and procedures that guide the research. Moreover the research seek to generate the frequency of each figure of speech in order to understand the which figure are used more by the media writers during writing headlines. The main idea of the approach is that each person understands the world in which he lives and works. Humans engage with their world and make sense of it based on their historical and social perspectives. The research is in line with this approach, because the approach deals with social discuss and the study focuses on media discourse which is connected with social issues. Though this view, the researcher studies the headlines of Aminiya Newspaper and identified the figures of speech used in the headlines. The study uses qualitative approach towards a discourse analysis of figurative language evidences in the media language, as represented in Aminiya Newspaper Headlines, That is to say, it doesn't aim at providing any rigorous empirical and statistical proof. Rather, it would exploit all the analytical avenues to reveal those elements of figurative language use in the Headlines of Aminiya Newspaper. Discourse analysis is a study to analyze spoken or written languages which is used naturally in terms of communication. Discourse analysis enables us to see how to understand, use and organize a message. We can also see a variety of ways used by

the speaker, writer, or movie director to achieve their goals in delivering the message.

The study of a discourse is connected with text, context and meaning. A discourse includes speech scripts, newspaper headlines/content, books, essay and campaign. (Yule G, 1983) defined the analysis of a discourse is, necessarily, the analysis of language in use and an investigation of what that language is used for. The finding of the research will also be presented and explained descriptively. Furthermore, the role of context is very crucial in a language analysis. It can help the researcher to find the actual interpretation more than just rely on the literal forms of the utterance. The context contains hints about the speaker intention through the language they produce. It also helps to avoid ambiguity. Mey (1993:8) says that if we do not get any points of the context of the utterances, and we do not have anyone to tell us exactly what they mean by their words, we will keep confusing and thinking about that forever.

3.4 Research Sampling Framework

The sampling framework of this study comprises the populations of the study, the total number of the entire participants where the study took place, sample technique which were employed in this research and the sample size, the specific

numbers of the participants studied in this study. The detailed explanation of each items are as follows:

3.4.1 Research Population

The total population for the research was the total number of newspaper copies for year 2018 under study, which are 48 copies. However, the target population was 20 copies, sampled out from the total population, using the purposive sampling as earlier mentioned. As usual, the target population, i.e. the 30 texts of headlines served as the variable for the study and on which the research was conducted through the analysis of the said texts. The target population or material is some 30 Headlines in Aminiya Newspaper. The content of the headline's text is the center of focus of the study, which was collected through sampling technique. These collected data are analyzed, using the tools of Metaphor, Metonymy, Idiom, Personification and Euphemism. The reason for selecting 30 headlines is to allow for manageability in handling the data

3.4.2 Research Sampling Technique

The researcher employed the Quota purposive sampling in order to have the specific segment from the sample size. Quota purposive sampling has a strategy which allows the research to take some unit of the participants. Quota purposive sampling is a type of purposive sampling which assures that certain groups are

adequately represented in the study through the assignment of quota. “The quota fixed for each subgroup is based on the total numbers of each group in the population. A sample is a part of our population, and crucially, the sample must be an adequate reflection of our population. Sample technique is a process of choosing the type of sample used in any kind of research. In order to have the minimal number of the sample needed for this study: purposive sampling technique was used in this study. Purposive sampling has to do with non-probabilistically selecting the sample that serves the purpose of the study. Purposive sampling is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher / It also shows the extent to which judgment can be relied on to arrive at a typical sample . Purposive sampling allows the researcher to select the sample representatives using his experience or knowledge of the population to be sampled”.

3.4.3 Sample Size

Based on investigation of the figurative language in Aminiya headlines, the researcher could not study the entire numbers of the headlines presented. Therefore, he needed a sample size to represent the entire population. In this case, 30 out of the hundreds in 20 newspapers utilized as the sample size of this study.

This is because in qualitative research, 30 headlines are enough to explore and to identify the headlines patterns and their organization in any media content

3.5 Research Instrument

Basically, the researcher used Aminiya Newspaper as the research instrument; and the newspaper is the source of data.

3.6 Data Collection Procedure

As mentioned earlier, the data for this study were gathered through the printed newspaper of Aminiya from January to December 2018. The researcher utilized quota purposive sampling to generate the headlines texts from each newspaper printed on Friday of the chosen months. By this, the researcher selected only 30 headlines from the newspaper which they appeared on it. The researcher used the copies of newspaper in the Daily Trust's Library Kano branch. Aminiya can be accessed and retrieved from their website. (<https://aminiya.com.ng>)whereas the printed version of the Newspaper is circulated nationwide each Friday in Nigeria.

3.7 Data Analysis

The Data is analyzed based on socio-semiotic theory. The aim of this research is to investigate the figurative language in Aminiya Newspaper. To answer the research questions, there must be a need of clear analysis of collected Data. After collecting the data, the research carefully read the text and be able to find out the figure of

metaphor, personification, idioms, euphemism and metonymy, during analysis, the discourse approach was used to interpret the result. The study also explained the frequency of a figure from the data to understand the figure that used frequently in the Aminiya headlines. In addition the study used content analysis in analyzing the data, because the media discourse is regarded as a content which contains information on something,

3.8 Content Analysis

In this study, the researcher utilized the content approach for the categorizing the text into different units for sample data. This approach helps the researcher to identify the figures of metaphor, metonymy idiom, euphemism and personification. This approach helps to provide detailed interpretation and description of the data.

3.9 Research Credibility and Trustworthiness

Justification in any research adds more value and quality to research findings. Validity and reliability are two terms that are required to test instrument when measuring what is intended to measure and fulfils its purpose. As Knowles (2014) said “reliability is signify individual score from an instrument which should be suitable on repeated administration and should be free from measurement error and bias” (p11). The study verify examined and approved by the supervisor Professor Aliyu Musa of Department of Linguistics and Foreign Languages, Bayero

University, Kano. Similarly, the analysis of data was assessed during the Departmental Board proposal and seminar presentation by scholars who have an idea and knowledge on the area of the research in order to give a valid and reliable result. The external rater is the person who has knowledge in the area of investigation as the study is subjected for external and internal examinations. This person serves for more than years in academic environment in one among Nigerian universities and is Hausa speaker. This will give proper assessment of the findings.

3.10 Ethical Consideration

As what Phakiti (2014) on ethical consideration, a researcher needs to access some personal information about participants. Also a researcher needs to follow some ethical to protocols to safeguard their research participants in terms of confidentiality and their right to privacy. Participants need to voluntarily agree with researchers to take part in a study. Ethics are not limited to the participants because even public needs to respect research professional. By this statement, the study passed through the research proposal, seminar, internal and external presentation to make sure that the work fulfils all the rules and regulations governing the conduct of research. The aim of this research is to investigate the figurative language in Aminiya Newspaper headlines. The work studied how the editor organized his text to form meaningful information. For that there is need to inform the editor that a

research will be conducted using their publication. A consent letter was sent to the media in order to notify them.

3.11 Summary

In summary, this chapter discussed the research design as well as research approach and the technique used to conduct the analysis of the study. Also the chapter provides the research sample framework which includes population, sample technique, sample size used in this study. Furthermore all the items provided in chapter three will be explained by the researcher in chapter four which intended to reveal the outcome of the data analysis,

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This section of the research discusses very important aspect of the study, as it serves as the main body of the work. Hence, the section is dedicated to the main exercise of presentation of data obtained for the study as well as the subsequent analysis of the data. This was done, according to the methodology and the theoretical framework on which the study was based. The data presented here were the 40sampled headlines from *Aminiya*Newspaper where four figures of speech namely, 'metaphor' 'Metonymy' 'idioms' 'personification' and 'euphemism' were used. As state earlier, the study takes a qualitative approach the analysis of data relating to the presence of figures of speech in the media language, as represented in the newspaper headlines of *Aminiya*.

The study and the analysis are based on textual perspective, because we are dealing with the analysis of media language in form of various headlines of *Aminiya*. Halliday and Hasan (1989) argue that the way to understanding language lies in the study of texts, adding that texts and context are aspects of the same process, in that context includes additional information beyond what is written or said, but also involving other on-goings of the total environment in which the text unfolds. In other words, the context serves as a bridge between the text and the situation in

which the text actually occurs. The work is thus categorized into four main parts, according to the 5 chosen figures of analysis – the first part, ‘metaphor’ the second part, ‘metonymy’ while the third part, ‘idiom’ the fourth ‘personification’, the fifth, euphemism.

4.2 Metaphor

Metaphor according to Knowles and Moon (2006:2) refers to the use of language to refer to something other than what it was initially applied to, or what it literally or exactly means. The idea of metaphor according to (Lamarque, P.1997: 152) is a basic process in the formation of words and word meanings. One thing to note here is that, correlations are not similarities. If event E1 is accompanied by event E2 (either all the time, or just habitually), E1 and E2 will not be similar events; they will be events that are correlated. For example: ZUMUU ZUMÀA3 (relatives honey) relatives are honey/bees. The ZUMÀA metaphor for ZUMUU gains expressions in language in many ways. In Hausa there exist such words and phrases for ZUMUU as “*Sun ji daadin zùmùntarsù* ‘they enjoyed their relationship’. Example of use of metaphor in Aminiya Headlines is as follows:

Example of use of metaphor in Aminiya Headlines

(1) APC fankon ashana ce a Bauchi (14/9/2018 p26)

(APC is empty marches box in Bauchi. LIT).

(APC not functioning in Bauchi. GLOSS)

Based on the context of the headline above the word 'fankon ashana' 'an empty matches box' has been used metaphorically on the word "APC" which is a political party. The correlation between the two is that emptiness of the box of matches and the non-function of APC in Bauchi state, as a lot of politician have been leaving the party for PDP.

(2) Girkinki'yancinki (3/8/2018 p23)

(Your cooking your freedom. LIT)

(Good cooking is your pride. GLOSS)

Based on the context of the above example the headline is metaphorical. A woman ability to cook good and tasty food earned her respect from people especially those around her. The ground of similarities between the two is If a woman knows how to cook tasty and delicious food she doesn't have any worry over her food, and she can present her food everywhere to any person. Likewise anyone especially a prisoner when he regains his freedom he will move around freely.

(3) Aure maganin mugun aiki (23/5/2018 p18)

(Marriage is a medicine of bad work. LIT).

(Marriage is a solution to vices. GLOSS).

Based on the headline above the 'aure' 'marriage' has been described as a 'magani' 'medicine/solution' to social vices. The ground of similarity between 'aure' and 'magani' is both cures. If a patient takes medicine he will be cured and when a man gets married he is cured of so many vices like fornication and so on.

(4) Qarinalbashiciyawar rmahaukaci ne (p32)

(Salary increment is a madman's weeds.)

(Salary increment will not make any impact. Gloss)

In the above example the headline is metaphorical as the word "qarin albashi" "salary increment" has been described metaphorically as ciyawar mahaukaci ce'. The antecedent similarities between the two are a 'madman's weed' which is not a good one and nobody will benefit from it, so is as good as when the salary is increased, usually there is inflation in the market so that increment did not serve the purpose and will not make any impact especially for low earners.

(5) Mace Musulma furen Musulunci (30/3/2018 P23)

(A Muslim woman is an Islamic flower. LIT)

(A Muslim woman is an icon to Islam Gloss)

In the above headline the Muslim woman described metaphorically as a flower of Islamic religion. The antecedent similarity between the two is that the way flower beautifies place is as a Muslim woman who is virtuous. So she beautifies the religion by complying with the rules and regulation of the religion. The virtues woman stands as the model to other Muslim women.

4.3 Metonymy

Metonymy is an important kind of non-literal language. It involves the part-and-whole relations and associations. The word of a part is used to refer to the whole, and the whole is referred to in terms of something associated with it. An example of the first type is *hand*, used to refer to a worker, especially a manual worker, (Knowles and Moon, 006:6).

The classification of metonymy is one of the crucial concerns of research in both traditional rhetoric and cognitive linguistics, as it contributes to understanding the exact nature of metonymy.

Traditional approach to classifying metonymy is to give more or less complex lists of its types, such as PART FOR WHOLE (e.g. Many *hands* make light work.), WHOLE FOR PART (e.g. *Australia* beat *Canada* at cricket.), PLACE FOR INSTITUTION (e.g. The *White House* isn't saying anything.), PRODUCER FOR PRODUCTS (e.g. I like (*Shakespeare* most)).

Example of use of metonymy in Aminiya Headlines

(6)Matar da ta sace yarinya a cocì ta shiga hannu (5/1/2018 p8)

(The woman who stole a girl in church entered hand. LIT).

(The woman who stole a girl in church has been arrested. GLOSS)

Based on the context of the above headline the word 'hannu' 'hand' has been used figuratively/metonymically to stand for 'arrest'. When you look at the both words you find out that they are associated or somehow related. Usually a security personnel uses his hands to make arrest to a suspect. Sometimes he uses his hands to put a handcuff to a suspect. Thus the activity of 'hannu' 'hand' is mapped on arrest to for headline means 'The woman who kidnapped a girl in the church has been arrested'

(7)Ba ka da bakin cewa kada Buhari ya sake tsayawa takara (2/3/2018 p2)

(You do not have a mouth to say Buhari would not stand for election again. LIT)

(You don't have anything to say that Buhari will not re-contest again. GLOSS)

Based on the context of the above headline the word 'baki' 'mouth' has been used figuratively/metonymically to stand for 'talking'. When you look at the both words you will find out that there is relationship between the 'mouth' and 'talking' as a

person uses his mouth to utter anything he wants to say. So the headline quote a politician responding to former president Olusegun Obasanjo "You don't have anything to say Buhari should not re-contest"

(8)Iran za ta sarrafa makamashin Nukiliya dubu 120 (8/6/2018 p29)

(Iran would process Nuclear Resources 120. LIT)

(Iran would produce 120 Nuclear Resources. Gloss)

Based on the context of the above headline the word 'Iran' which is a country has been used metonymically to stand for the Iranian Ministry of Defense who gave an announcement of its plan to process about 120,000 Nuclear resources. Here the whole of the Iranian country used in the headline to stand for the part of the country; Defense ministry

(9) Saudiya ta fara raba lasisin tuqin mota ga mata (8/6/2018 p29)

(Saudi Arabia has started distributing driven license to women. LIT)

(Saudi Arabia Ministry of Transport have announced its commencement of issuing driving license to women. GLOSS)

Based on the context of the above headline the word 'Saudiyya' 'Saudi Arabia' which is a country has been used metonymically to stand for the Saudi Arabian

Ministry of Transport who gave an announcement of its commencement of distributing a driven license to women. So here the whole of the Saudi Arabian country used in the headline to stand for the part of the country; transport ministry.

(10)Yadda tsintsiya ta watse (27/7/2018 P2)

(How a broom spread. LIT)

(How a broom scattered. Gloss)

In the above example, the word 'tsintsiya' which means 'broom' is used metonymically to stand for 'APC a political party' the relationship between the two words that the APC logo is bearing a broom so here a part has been used to stand for the whole.

4.4 Idioms

Idioms are the conventionalized phrases in which the meaning of the whole phrase is different from the meaning of the individual word in any phrase, for example: *spell the beans* or *jump the gun*. In some cases idiom is used to submit any fixed phrase. Some idioms are transparent while others are opaque and obscure in their origin (Knowles and Moon 2006:15). Chilton and Schiffner (2002:28) argue that the metaphorical structure has become conventionalized in what is called "idioms".

It is a kind of structuring the lexicon of English or any other language or constructing vocabulary.

Idioms varied, and interpreted according to context, background knowledge and inferences. See also (Yule 2006:108) (Knowles and Moon 2006:16).

Grundy (2000:62f) states that there are idiomatic expressions used as a way of asking people to do something such as (*can you pick me up at eight*) and are not being used too much in language, while other expressions are true idioms such as (*kick the bucket*) which is general away of giving an order or asking question .Since that in idioms of a literal meaning (the direct meaning) and the indirect meaning which requires an inference by the hearer.

Example of use of idioms in Aminiya Headlines

(11) Obasanjo ya xauko Dala ba gammo (26/2/2018 p2)

(Obasanjo has carried Dala hill without a carrier. LIT)

(Obasanjo has started a difficult task. GLOSS)

In the above example the expression 'Dala ba gammo' is a Hausa idiom which means 'carrying a Dala hill without a carrier'. Dala is a very big hill that is difficult for anyone to carry it. Based on the context of the headline the idiom used

figuratively to stand for a difficult task that the former President Obasanjo wanted to do by creating another faction of APC.

(12)Sanata Hunquyi da Tijjani Ramalan sun tsallakerijiya da baya (4/5/2018 p26)

Senator Hunquyi and Tijjani Ramalan have crossed a well with reverse. (LIT)

In the above example the expression 'tsallake rijiya da baya' is a Hausa idiom means 'to cross over a well with reverse' Based on the context of the headline the idiom is used figuratively to stand as " narrow escape' . So the idiom is qualifying how Senator Hunquyi and TijjaniRamalan were narrowly escaped from the angry youths in Kaduna.

(13)Kwanannan ‘yan Boko Haram zasumiqawuya (11/5/2018 p 34)

(Boko Haram members would soon give their neck. LIT).

(Boko Haram members would soon surrender. GLOSS)

In the above example the expression 'miqawuya' is a Hausa idiom which literary means ' to give a neck'. Based on the context of the headline the expression 'miqawuya' is used figuratively to refer as 'surrender"

(14) Farashinqwallonyazawayayitashingwaronzabi (30/2/2018 p12)

(The price of cashew nut has gone up)

(The price of cashew nut is higher. Gloss)

In the above example the expression 'tashingwaronzabi' is a Hausa idiom, which means 'the going up ' Based on the context of the headline the phrase is used figuratively to stand for 'high price' describing how the price of cashew nut go higher in the market.

(15) Man United za ta yitankaxe da rairaya.

(Man united would sieve its players. LIT)

(Man united would screen its players. GLOSS)

In the above example the expression 'tankaxe da rairaya' is a Hausa idiom which means 'to sieve'. Based on the context of the headline the idiom is used figuratively to refer as 'screening of the players of Manchester United club.'

(16)HannunkamaisandagaGwamnatinZamfara (2/3/2018 p8)

(A hand with stick to Zamfaragovernment.LIT)

(Drawing attention to Zamfara government. GLOSS)

In the above example the expression 'Hannunka mai sanda' is a Hausa idiom which means "Your hands with stick" Based on the context of the headline the phrase

used figuratively to refer as to draw attention of Zamfara government on the need to pay the arrears of its staff outstanding salary.

(17) Qazamai za su shiga ukua Oyo (19/1/2018 p19)

(Filthiest would enter three in Oyo. LIT)

(Filthiest would be punished severely in Oyo. GLOSS)

In the above example the phrase 'shiga uku' is a Hausa idiom which means 'to enter three's. Based on the headline the phrase is used figuratively to refer as 'to severe punishment'.

(18) ‘Yan qwallon Arsenal sun dawo daga rakiyarWergen (9/3/2018 p38)

(Arsenal players have returned from escorting Wergen. LIT)

(Arsenal players withdrew their support to Wergen. GLOSS)

In the above example the expression " dawo daga rakiyar' is a Hausa. idiom which means 'coming back from seeing off' Based on the headline the expression of 'dawo daga rakiyar' is used figuratively to refer as 'to withdraw support' describing how Arsenal players withdrew their support to Wagon'

(19)Trump yayi amai ya lashe akan Rasha (20/7/2018 p29)

(Trump has licked his vomiting over Russia. LIT)

(Trump rescinded his decision over Russia. GLOSS)

In the above example the expression 'lashe amai' is a Hausa idiom which means "to lick vomiting" Based on the context of the headline, the expression 'lashe amai' is used figuratively to refer as 'rescind' the headline how the American president Donald Trump rescinded his decision over Russia.

(20) Edita ta kasa xaukar labarin xanta da ya yi harbin mai uwa da wabi (2/2/2018 p35)

(An editor failed to take her son's story who shot anyhow. LIT)

(An editor failed to publish a story involving her son who shot people sporadically)

In the above example the expression 'mai uwa da wabi' is a Hausa idiom which means 'anyhow' Based on the context of the headline the expression 'harbin mai uwa da wabi' is used figuratively to refer as 'shooting sporadically'.

4.5 Personification

This is a kind of figurative language in which inanimate objects are endowed with the qualities of human being. The attribution of human qualities to inanimate objects. It is a device through which an abstraction or a non-human entity is treated or represented as a human.

Example of use of personification in Aminiya Headlines

(21) Kotu ta hana EFCC binciken wanda ya karvi Naira miliyan 25 don yin addu'a.

(Court halts EFCC's investigation on alleged N25m prayer money).

In the above example the word 'kotu' means 'court' has been attributed with the human quality of motion. Here the headline above used a figurative language where the headline mentions that a court halts EFCC's investigation on alleged N25m prayer money. Based on the context of the headline the word 'kotu' 'court' has been personified, for it is only animate can make decision.

(22) Qungiyar Izala ta buxe sabuwar sakariyarta a Jos (16/2/2018 p13)

(Izala sect has commissioned its new secretariat in Jos)

In the above example the word 'qungiya' means 'association' has been attributed with the human quality of motion. In that case based on the context of the headline the word 'association' has been personified, for it is only animate has the quality of doing something.

(23) Qungiya ta karrama Sarkin Bauchi (10/3/2018 p13)

(An association honored Emir of Bauchi'

In the above example the word 'qungiya' means 'association' has been attributed with the human quality of motion. In that case based on the context of the headline the word 'association' has been personified, for it is only animate has the quality of doing something

(24) Makarantar Nurul bayan ta shirya gasar karatun Alqur’ani (9/3/2018 p8)

(A Nurul Bayan school has organized a Qur'anic competition. GLOSS)

In the above example the word 'makaranta' 'school' has been attributed with the human quality of motion. In that case based on the context of the headline the word 'association' has been personified, for it is only animate has the quality of doing something

(25) Qungiyar Marayu da zawarawa ta raba kekunan xinki a Kafanƙan (9/3/2018 p12)

(An association of orphans and widows has distributed a sewing machines in Kafanƙan)

In the above example the word 'qungiya' means 'association' has been attributed with the human quality of motion. In that case based on the context of the headline the word 'association' has been personified, for it is only animate has the quality of doing something.

4.6 Euphemism

Euphemisms are used to refer to taboo topics (such as disability, sex, excretion, and death) in a polite way, or to mask profanity. Shi and Shimg (2011) defined Euphemism as device of created with the help of conceptual metonymy to replace a taboo or sensitive word in order to strengthen the effect or avoid embarrassment. Euphemism is defined as by Sebkuwa (2012) as a substitution of an agreeable or inoffensive expression for one that may offend or suggest something unpleasant. However, it is very difficult to avoid speaking about unpleasant issues completely. That is why people have always felt the urge to find away phenomena they feared, disliked, worshipped or considered taboo while not meaning them directly. Taking this into consideration, it could be concluded that the attempt to use euphemism are as old as our ability to use language. So euphemisms are a key indicator of increasing complexity of speech. Saying what we mean takes a high order of intelligence. It takes an even higher order to not say what we mean while still conveying our thought.

Euphemism can be defined as linguistic phenomena that is permitted by norms and verbal behavior socially acceptable and used for substituting forbidden improper, impolite, inconvenient, offensive, unpleasant or vulgar words or taboo for ones that are considered more proper, polite, convenient, inoffensive , pleasant or sweet sounding. It could be a form of word, phrase, sentence fragment or the whole

sentence. It helps writers convey those ideas that have become a social taboo, and are too embarrassing to mention directly. Writers skillfully choose appropriate words to refer to and discuss a subject indirectly that otherwise might not be published due to strict social censorship, such as for reasons of religious fanaticism, political theories, sexuality, and death. Thus, euphemism is a useful tool that allows writers to write figuratively about the difficult issues.

Euphemism are classified into various types, such as protective euphemism, death euphemism, euphemism for age, euphemism for sex, euphemism for disease, euphemism for dishonesty, euphemism for security, religious euphemisms , ludical euphemism and so on.

Example of use of Euphemism in Aminiya Newspaper Headline

(26)Xan jarida mai gaskiya da rashin tsoroyakwantadama. (16/2/2018 p4)

(The honest and bold journalist lied on his right . LIT)

(The honest and bold journalist has died)

The above example death is euphemized with a soft expression '*kwanta dama*' which show that death stand for damaging fate to which human being cannot control or avoid. Consequently, they are powerless in the face of death.

(27))An sallami manyan kwamandojin sojojin Saudiya (2/3/2018 p29))

(Gloss: Saudi Arabia dismissed its army chiefs).

In the above example the word "*sallami*" is euphemized here to substitute the word 'kora' 'dismissed' in order to reduce the gravity of the dismissal on the army chiefs.

(28) Gurgu mai vata yara mata ya shiga hannu, (13/4/2018 p17)

(Gloss: The cripple that defiling young girls has been arrested)

(29) An xaure Fasto shekara xaya saboda neman matar aure (5/4/2018 p7)

(Gloss: A pastor has been sentenced one year imprisonment for adultery)

In the above examples 28 and 29 the words '*vatawa*' and "*nema*" appeared in the Aminiya headlines are euphemized '*zina*' fornication'. With a milder term in order to avoid shame bluntness and coarse language.

(30) Masu karvar na goro za su haxu da fushin Rundunar ‘Yan sanda (19/1/2018, p4)

(Gloss: The police force would deal with corrupt police personnel)

In the above example the euphemism is used to conceal truth as bribery reduced to polite phrase ' **karvar na goro**' receiving kolanut from someone'.

Budurwa ta yanke mazakutar saurayinta (17/8/2018 p7)

(Gloss: A girl has cut off her boyfriend penis"

In the above example the word '*mazakuta*' is euphemized "penis" In order to reduce the intensity of the disgusting imagination of the place in the mind of the reader.

4.7 Summary

The chapter consist of data presentation and analysis of the study. The data are presented and analyzed in five sections according to the figures used in the Aminiya Newspaper Headline. The first section consists of figurative language of metaphor, the second metonymy, the third, idioms, the fourth personification while the last section consist the euphemism.

From the forgone examples, we can say that we can say that figurative language as linguistic phenomena is used in Aminiya Newspaper to portray meaning logically in different occasions using various of figures to carry their readers along. Nevertheless the use of figurative language in Aminiya Newspaper Headlines is a good avenue for preserving and enriching Hausa language, especially with the use of idioms which are inventive a times (dawowadagarakiyar in example23) In the same vein, it is worthwhile to note that the use of figures of speech might not always be advantageous to the readers especially to the nonnative or L2/L3

learners. As they may find some figurative expressions a little hard to comprehend
(kanmaiwa da wabi in example 30)

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter served as the point where we have summarized in concise way, the stage by stage build up and content of the research. The conclusions as well as the references or works consulted in the course of the study.

5.1 Summary

The work is presented in five chapters each consisting of various items which could be seen as follows:

Chapter one consists of general introduction , which gives a hint on what is all about, including the definition of term, why and how figures of speech is created and the reason prompted the study. It also discusses the likely problem to solve after the research is conducted as well as the fundamental target and goal for the study. Nevertheless, it stated the academic importance of the research and the extent of the subject matter covered as well as the restrictions of area and time.

Chapter two on the other hand include the re-capitulatory hint of previous works on figurative language in different domain, media, semantics to mention but few, and other works done on sociolinguistics phenomena. It does this while stating the similarities and differences of the work to the works conducted, all in effort to find the missing gap that needs to be filled academically.

Furthermore Chapter three has in the system of method used in conducting the research, which includes the area of the research, official way of data collection as well as library research. It also includes the detailed assumption of the theory used as well as how it fits into the work.

Nevertheless, chapter four discusses the presentation and analysis of the work which is classified in five sections according to the kind of figures of speech used in Aminiya Newspaper Headlines.

Lastly chapter five gives a recap detail of the work, conclusion as well as findings of the research. It also listed the references or citation of source of information regarding books, journal, articles and so on.

5.2 Findings and Conclusion

The research offered a sociolinguistics study of figurative language in Aminiya Newspaper Headlines using socio-semiotic theory postulated by Renkema (2004). By using qualitative method of enquiry, it draws data from both primary and secondary sources to analyze the figurative language based on the figures used in the headlines of Aminiya.

The research found that figurative language is used in Aminiya Newspaper to portray meaning logically in different occasions using various types of figures which have the function of given more information than the literal one. Saving the

space of newspaper in economical and effected way of sending messages, it also served to entertaining, showing language competence as well as shaping people character.

5.3 Research Limitation

The work covered some sampled copies of the *Aminiya* Newspaper which is published in Kano. The research is limited to the collection of adequate written sentences in the Newspaper Headline. The research also concentrated on at least 30 headlines from copies of the newspapers that published from January 2018 to December 2018. This collection of copies is expected to give adequate representation of the entire publication of the newspaper. The scope of our study is focused on analyzing figurative language use in the *Aminiya headlines*.

REFERENCES

- Ayagi, T.S. (2000). Adon Harshen Hausa Cikin Wasu Kalmomin Hausawa. B A Disseration, Department of Nigerian Languages, Bayero University, Kano.
- Ahmad, M. A (2009). Nazari a kan yadda akefassarar labaraidaga Ingilishizuwa Hausa a Gidan Rediyon Pyramid Madobi FM. B.A. Dissertation: Department of Nigerian Languages, Bayero University, Kano.
- Akmajian, A., Demers, R., Farmer, A.K. & Harnish, R.M. (2010). Linguistics – An Introduction to Language and Communication (Fifth Edition). New Delhi: PHI Learning Private Limited.
- Alhaji, J,U (2007). The English language and its contribution to the Media in Nigeria. B. A. Dissertation. Department of English and Literary Studies Bayero University, Kano
- Almajir, T.S. (2014). Hausa Metaphor: A Cognitive Semantic Perspective. Unpublished doctoral thesis, Bayero University, Kano: Nigeria. and its Challenge to Western Thought. New York: Basic Books,
- Andrea, T. Yiyong, K. Mari T. and Mouton, G. (2013) Language in the Context of Use Discourse and Cognitive Approaches to Language. Berlin · New York
- Berry, T.E. (1976). Journalism in America: An Introduction to the News Media. New York: Hastings House Publishers.
- Black, M.(1979) “More About Metaphors” in Andrew Ortony (ed.), *Metaphor and Thought*, London: Cambridge University Press, pp. 19-43
- Bagnall, N, (1993), *Newspaper Language*. Oxford: Butterworth-Heinemann Ltd.
- Bell, M. (1981). The language of News Media: London Cambridge University Press.
- Bunza, U.A (2008). Jaridu da Mujallun Hausa: Samuwarsu da Rashintabbatu warsudaga 1986-2008. Nazaridaga Tarihin Adabin Hausa. M.A. Thesis. Sokoto: Usmanu Xanfodiyo University. Chicago Press.
- Cook, G. (1989). *Discourse*. Oxford : Oxford University Press.

- CRNL (2003). SababbinKalmominIngilishizuwa Hausa. Kano: Benchmark Publishers.
- Enebeli, E. S. (2005). *A Linguistic stylistic analysis of the language of advertisement: A case study of Nigerian Newspapers*: Unpublished M. A. Dissertation, University of Ibadan, Nigeria.
- Fogelin, R. (1988) *Figuratively Speaking*, New Haven: Yale
- Francis, T, A, (2014). Language in Print Media: An Appraisal of Style in Editorial and Reports. B A Dissertation, Department of English and Literary Studies. Bayero University, Kano.
- GidanDabino, A. A. (2004). Ta leqo ta koma: Jaridu da Mujallun Hausa inamafita? *A paper presented at Hausa week*. Bayero University, Kano.
- Halliday and Hasan, (1989). *Language, context and text: Aspects of language in a social semiotic perspective*. London: Oxford University Press.
- Hansen,A.K. and Paul N. (2004). *Behind the Message Information Strategies for Communications*. Boston: Pearson Education.
- Hassan, H. (2015). The Use of Informal Language in the media: A case study of NTA/FRCN, Kaduna. B. A Dissertation. Department of English and Literary Study, Bayero University, Kano.
- Hohenberg, J. (1960). *The Professional Journalist: A Guide to the Practices and Principles of the News Media*. New York: Holt, Rinehart and Winston, Inc.
- Inuwa, I, M. (2002). Critical Analysis of Translation and Usage of Hausa in Offices: A case study of communication in some offices in Kano State. M. A. Thesis. Kano: Bayero University, Kano.
- Kramsch, C. (1998). *Language and Culture*. Oxford : Oxford University Press.
- Kovecses, Z. (2002). *Metaphor: A practical introduction*. London: Oxford University Press.
- Knowles M., Moon R. (2006). *Introducing Metaphor*. Routledge: London and New York .

- Lakoff, G. & Johnson, M. (1980) *Metaphors We Live By*. Chicago: University of
- Lakoff, G. & Johnson, M. (1999) *Philosophy in the Flesh: The Embodied Mind*
- Leech, G. N. & Short, M. H. (2007). *Style in fiction - introduction to English fictional prose*. London: Pearson Education Limited.
- Leezenberg, M. (2001). *Context metaphor, current research in the semantics/pragmatics Interface Vol. 7*. London: ElsevierScine Ltd.
- Malmkjser, K. (ed) (1991). *The Linguistic Encyclopedia*. London and New York: Routledge
- Mamman, M. (1985), *Problems in English-Hausa Translation in Media Establishment*. M. A Thesis. Department of Nigerian Languages: Bayero University, Kano.
- Mc Loughlin, L. (2005). *The language of magazines*. New York: Routledge
- Media Trust, (2018). *Our Story*. Retrieved from www.mtrustonline.com and www.mtrustonline.com/dailytrust
- Melham, A.A. (2015). *A critical Discourse Analysis of Editorial in selected Nigerian Newspapers*. B. A. Dissertation: Kano: Bayero University.
- Misau, A. H (1987). *MatsalolinFassaraBaqinkalmomi a kafofinYaxalabaru*. M.A Thesis Department of Nigerian Languages : Bayero University, Kano.
- Muhammad, Y. M. (2005). *Rubutun Hausa da Ka'idojinsa*. Zaria: ABU Press Ltd.
- Mukhtar, I. (2004). *Introduction to Stylistic Theories, Practice and Criticism*. Volume 1. Abuja: Countryside publishers, a division of countryside ventures Nigeria Limited PLC.
- Nur, A. A. (2015) *Language Use and Gender Representation in Children's Picture books by Malaysian Authors*. Faculty of Languages and Linguistics, University of Malaya, Kuala Lumpur.
- O'Keefe, A. (2006). *Investigating media discourse*. London: Routeledge
- Rabiu, M. T (2009) *The Use of Language in the Editorial of Gaskiya Ta Fi Kobo from 1939-1945*. M.A Thesis. Department of Nigerian Languages, Ahmadu Bello University, Zaria.

- Sani H, U. (2009). Amfani da Harshen Hausa a Kafofin Watsa Labarai: Nazari a kan waxansushirye-shiryen Hausa na Rediyon Muryar Jama'a. M.A. Thesis. Department of Nigerian Languages, Bayero University, Kano.
- Sebkowa, M.K. (2012). Euphemisms. A Dissertation, Masaryk University, Brno: Department of English and Literature.
- Shally, A. (2019). A Discourse Analysis of Figurative Language. Journal of Language Education Development vol. 1 no. 2 University Putra Indonesia, Pandag.
- Shi, Y. & Sheng, J. (2011) The role of Metonymy in Formation Euphemism in Chinese and English. Journal of Language Teaching and Research, 2(5) Retrieved December 17, 2017 from www.academypublication.com/issues/past/jltr/vol02/05/29.pdf
- Shi-xu, (2007). *Discourse as multicultural struggle*. Hong Kong: Hong Kong University Press
- Simpson, E. (2009). Babel: Perspectives for Nigeria. International Center for Research on Bilingualism. Canada.
- Swan, M. (2013). *Practical English usage (third edition)*. New York: Oxford University Press.
- Usman, U. B. (2015). Creativity in Newspaper writing: A case study of Daily Trust. B. A Dissertation: Department of Nigerian Languages, Bayero University, Kano.
- Wardhaugh, R. (2011) An introduction to Sociolinguistics USA: Blackwell Publishing.
- Yakasai. H. M (1994). Figurative Translation (A Communicative Approach) M. A Dissertation. Department of Nigerian Languages, Bayero University, Kano.
- Yule G, B., G. (1983). *Discourse analysis*. Cambridge: Cambridge University Press.
- Zahra, D .S. (1986). Jaridun Hausa: Havakarsu da Gudummawarsu kan Harshe da Al'adun Hausawa. M.A Thesis. Department of Nigerian Languages, Bayero University, Kano.