

Abstract

This study provides a thorough examination of the complex interactions that occur between linguistic preferences and ethnic identities in the digital sphere, with a particular emphasis on selected Facebook posts. Using a qualitative method, thematic material and linguistic characteristics are analysed closely to identify patterns that support or contradict dominant ethnic identities. The study explores the ways in which language is used to convey, negotiate, and establish ethnic identities, revealing complex techniques including code-switching, syntax, and lexicon. Thematic content analysis illuminates the range of ethnicity-related conversations, from inclusive conversations to situations characterised by bias and exclusion. The results provide insightful information about the changing dynamics of ethnic and linguistic representations in the digital era, with implications for creating inclusive digital environments and overcoming language biases. This study emphasises how important it is to comprehend how language shapes social views in the dynamic realm of online communication.

CHAPTER ONE

GENERAL INTRODUCTION

1. Background of the Study

Language has been defined over time by a range of people who have diverse interests and have done it in various ways. Various definitions stand out and serve different linguistic objectives. The definition of language is given as "a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of voluntarily produced symbols" (Sapir, 1921). The definition of language by Bloch and Trager (1942) is "a system of arbitrary vocal symbols by which social group cooperates." Understanding a language's grammar is the same as knowing it. According to Chomsky (1968), a language's grammar is thought to be a description of the intrinsic competence of the ideal speaker-hearer.

Language can be defined as a complex and dynamic system of communication that is used by a particular community or group of people (Schwarz, 2013). It is a multifaceted tool that not only facilitates communication but also serves as a window into the cultural, social, and cognitive aspects of a given society. Through the use of sounds, words, gestures, and symbols, language allows individuals to express their thoughts, ideas, and emotions in nuanced ways. Additionally, language has many facets and is essential to human society. At its essence, it acts as a medium for people to engage with one another and interact, strengthening social ties and relationships. Language makes it possible to share knowledge, exchange ideas, and pass it down from one generation to the next, which is the foundation for cultural continuity. Stories are told, traditions are passed down, and societal memory is perpetuated through language.

Language is a dynamic, ever-evolving system, not a static thing. It depicts how a civilization evolves over time, adjusting to novel concepts, innovations, and cultural adjustments. Fundamentally, language is a dynamic mirror of how human existence is ever-evolving (Becken et al., 2020). The impact of societal changes is one component that contributes to the dynamic nature of language. People now have a way to express their opinions and sentiments through the growth of social media platforms, which can help us understand prospective societal changes (Becken et al., 2020). These platforms' linguistic choices might be a reflection of how a culture is changing in terms of attitudes and viewpoints.

As a complex system, language has many essential elements that add to its depth and complexity. The complex structure of language, which includes phonology, morphology, and syntax, is one of its fundamental characteristics (Polinsky & Kagan, 2007). The first pillar of language structure, phonology, examines the sounds used in a particular language. It looks at how various sounds are made, heard, and used to communicate meaning. Understanding the phonological subtleties of each language's specific set of phonemes is crucial for good communication. By explaining how morphemes, the smallest units of meaning, construct words and permit word modification and derivation, morphology dives into the origins and structure of words. The rules that promote logical and meaningful communication are established by syntax, which controls how words are arranged in sentences (Polinsky & Kagan, 2007). These elements work together to form the basis of language, allowing people to communicate, exchange knowledge, and strengthen social ties while preserving cultural diversity and advancing linguistic expression. An essential component of human identity and communication, language is a living system that develops in tandem with the dynamics of society and reflects changes in technology, ideas, and culture.

Language uses a variety of grammatical components in addition to its basic building blocks, with articles and demonstratives playing a particularly important role in creating linguistic expression (Park & Tak, 2017). We receive and understand the information supplied based on how articles, such as "the" and "a/an," indicate definiteness or specificity within a sentence. Demonstratives, such as "this" and "that," act as linguistic guideposts by pointing to particular objects or referents, improving the clarity and accuracy of communication. Although they may appear inconsequential, these grammatical components have a major impact on sentence structure and meaning across a variety of languages (Bokovi, 2009). As a result, the interaction between articles, demonstratives, and other grammatical elements in language highlights the depth and complexity that are built into the linguistic systems we use for expression and comprehension.

Language transcends its function as a tool for communication to become a profound reflection of culture and identity, creating a vast web of connections (Nortier & Dorleijn, 2008). Diverse languages act as containers that hold the cultural and social heritage of those who speak them, making them inextricably linked to certain communities or groups. One finds a repository of subtle meanings, infused with the collective wisdom, customs, and experiences of a specific

civilization, within the complex web of language, not just a medium of expression. As a result, language transforms into a complex mirror through which people examine their surroundings and form their worldviews, beliefs, and values. It becomes an irrevocable component of who they are, affecting not only their thoughts but also their actions, interactions, and very existence. The boundaries between language and culture are blurred in this mutually beneficial relationship, resulting in a dynamic interaction that enhances human experience and emphasizes the close relationship between the two.

Language serves as a potent catalyst in shaping and affirming ethnic identity for numerous individuals. Proficiency in a specific language, particularly one intricately linked to a particular ethnic group, becomes an emblem of cultural affiliation and a measure of acculturation (Weisskirch, 2005). Take, for instance, Latino communities where fluency in Spanish stands as a powerful marker of cultural connection and ethnic identity (Weisskirch, 2005). The mastery of a language intricately tied to one's ethnic heritage goes beyond mere linguistic competence; it signifies a profound sense of belonging and integration within the ethnic community (Weisskirch, 2005). It becomes a testament to one's cultural roots and heritage, forging a strong bond that transcends linguistic boundaries. Language proficiency, thus, acts as a bridge that unites individuals with their ethnic identity, reinforcing their place within a larger cultural tapestry and affirming the significance of language as a vessel of cultural preservation and continuity.

A powerful tool for the maintenance and perpetuation of cultural traditions and practices within ethnic communities, language serves a variety of functions beyond that of a simple medium for communication and identity (Weisskirch, 2005). It serves as a means of transmission for the priceless riches of cultural knowledge, deeply held beliefs, and time-honored traditions (Weisskirch, 2005). People find the means to eloquently convey their cultural history, give life to traditional narratives, and actively participate in the vivid fabric of cultural activities specific to their ethnic group within the complicated tapestry of language. Thus, language assumes the role of a keeper of cultural continuity, ensuring that the flame of tradition burns brightly through time, conserving the essence of what distinguishes each ethnic group, and adding to the rich mosaic of human culture that makes up our global civilization.

Moreover, the role of language extends to serving as a pivotal factor in either obstructing or facilitating interactions between individuals from diverse ethnic groups (Carlsson & Pijpers, 2021). Language disparities can present formidable challenges in the realm of communication and comprehension, potentially giving rise to misunderstandings and conflicts (Carlsson & Pijpers, 2021). Conversely, language possesses the remarkable capacity to function as a bridge connecting disparate ethnic communities, thus laying the foundation for harmonious intercultural exchanges (Carlsson & Pijpers, 2021). In this capacity, language becomes a conduit for the expression of shared human experiences, fostering a climate of mutual understanding and a genuine appreciation of the kaleidoscope of cultures that enrich our global landscape (Carlsson & Pijpers, 2021). In essence, language's influence on interethnic interactions underscores its transformative power as both a potential barrier and a unifying force, highlighting the complex dynamics it engenders in the intricate tapestry of human relationships and cultural exchange.

Nigeria's linguistic richness and the significance of language in expressing ethnic identity have led to a close relationship between language and ethnicity. With more than 500 ethnolinguistic groupings, Nigeria is renowned for its linguistic diversity (Higazi & Lar, 2015). Due to the importance of language in the construction of ethnic identity and the expression of culture, the management of this linguistic variety has been a recurring subject in Nigerian society and politics (Higazi & Lar, 2015). Language is a sign of ethnicity and is very important in determining how people feel like they belong in their ethnic communities.

Nigerian English is an example of how language reflects the Nigerian experience and contributes to ethnic identity because it has nativized and developed its own distinctive qualities (Onanuga, 2022). The variety of nativization in Nigerian English exemplifies the linguistic distinctions and nuances that exist among Nigeria's many language groups (Onanuga, 2022). This linguistic flavor is also present among Nigerian immigrant populations in the United States, emphasizing the relationship between language, ethnicity, and diasporic experiences (Onanuga, 2022). In this situation, language serves as a tool for cross-border expression of ethnic identity and the preservation of cultural legacy.

Beyond linguistic differences, ethnicity and language are related in Nigeria. It also includes using language as a means of comedy, communicating with others, and expressing one's culture. To engage both comedians and audiences in the production and consumption of humor, Nigerian

stand-up comedy, for instance, uses linguistic coding, code-alternation between Nigerian Pidgin and English, and shared experiences (Adetunji, 2022). This demonstrates how language, in this case Nigerian Pidgin, can be used to represent culture and strengthen ethnic identification in a context of amusement.

The intricate connection between language and ethnicity underscores the profound role that language assumes in the shaping and articulation of ethnic identity, weaving a narrative that extends beyond mere linguistic proficiency. Proficiency in a particular language stands as a potent indicator of one's cultural affiliation and the extent of their acculturation within their ethnic community. Language, however, is not a static entity; it embodies a dynamic tool that transcends communication, serving as a vessel for the preservation and transmission of cherished cultural traditions and practices, thus safeguarding the essence of ethnic heritage for future generations. In the intricate web of interethnic interactions, language takes on a dual role, at times acting as a bridge that fosters understanding and appreciation between diverse ethnic communities, while at other instances, it may pose as a barrier, leading to communication challenges and potential conflicts. Recognizing and comprehending the intricate relationship between language and ethnicity is imperative for nurturing cultural diversity and cultivating societies that celebrate inclusivity, where the unique tapestries of various ethnic identities are not only preserved but also cherished as vital threads in the rich fabric of our global human experience.

0. Statement of the Problem

The focus of this research centres on critical analysis of how language and ethnicity interact in some selected Facebook posts. As a multiethnic social media site, Facebook is home to a wide variety of linguistic and ethnic identities. It is important to comprehend the subtleties of language variance in posts, taking into account various languages and communication styles. Due to its complex cultural, social, and historical components, ethnicity presents a problem in terms of categorization especially as it is in the case of Nigeria. The study also explores how language and ethnic preconceptions and biases may be shaped or reinforced by Facebook posts by Nigerians, with possible effects on intergroup dynamics. In this research, ethical issues, particularly those relating to privacy and data protection, are carefully considered. The choice of proper instruments and processes for data gathering and analysis is crucial for methodological

rigor. The study's conclusions have wider ramifications for social interactions, identity construction, and the development of online communities in Nigeria. In the end, this study tackles a complex issue that arises when language, ethnicity, and digital communication come together on a popular social networking platform.

0. Aim and Objectives of the Study

The main goal of this study is to examine critically, the interaction between language and ethnicity in some selected Facebook posts as a form of communication. The study specifically seeks to examine the following objectives:

1. To examine the diverse linguistic expressions within selected Facebook posts.
2. To explore how users express their ethnic identities and bigotry within Facebook posts.
3. To examine how language and ethnicity in Facebook posts influence online community formation, identity construction, and social interactions, both positively and negatively.

0. Research Questions

1. To what extent are diverse linguistic expressions within selected Facebook posts?
2. How do users express their ethnic identities and bigotry within Facebook Posts?
3. How do language and ethnicity in Facebook posts influence online community formation, identity construction, and social interactions, both positively and negatively?

0. The Significance of the Study

This research, titled "The Critical Evaluation of Language and Ethnicity on Selected Facebook Posts," is very significant in a variety of ways. First, it explores the great diversity of languages present in online/social media communication, particularly on Facebook. The study advances our understanding of how people from varied linguistic origins use this pervasive social media platform by closely examining language variances. It also has ramifications for the creation of inclusive digital spaces, furthering our grasp of digital sociolinguistics. The study also discusses the complex idea of ethnicity in Facebook posts. It reveals the nuanced means by which people

in a world that is becoming more connected express their ethnic identities. Such realisations can encourage empathy and a respect for cultural diversity, which can strengthen interethnic interactions.

Examining how Facebook posts may contribute to the persistence of ethnic and linguistic prejudices and biases is another important aspect of the study. By pointing out these narratives, the study aids in the fight against harmful stereotypes and their debunking, ultimately fostering more accepting and tolerant online environments. The study's meticulous research methods and linguistic analysis strategies can also be used as a guide for future work in sociolinguistics and the field of digital communication, raising the bar for methodology in the study of online conversation.

In essence, the importance of this study goes beyond the realm of academia, having an impact on society perspectives, moral behavior, and the dynamics of digital communication. It has the ability to advance inclusivity and understanding by favorably affecting how people from different linguistic and ethnic backgrounds communicate and engage online.

1.6 Scope of the Study

The study's scope covers a number of factors that establish its limitations and area of inquiry. First, it explores the complex environment of online/social media communication in the particular setting of Facebook, a popular social media site. The focus of this investigation is the text, remarks, and interactions that take place in this digital setting. The study's breadth places linguistic variety at the centre. It entails a thorough investigation of the various dialects, languages, and communication styles used by Facebook users. This linguistic analysis covers a wide range of languages and linguistic phenomena that were present in the chosen Facebook postings.

Additionally, the study explores how people use Facebook to represent their ethnic identity. It acknowledges the complexity of ethnicity and aims to comprehend the range of online communication techniques used to convey it. The study also looks into how Facebook posts may contribute to the spread of ethnic and linguistic prejudices, biases, and misconceptions. It makes an effort to locate and carefully examine these narratives that are present in the chosen content. Furthermore, the study establishes a solid, precise, and rigorous methodological framework. In

order to increase the validity and dependability of its conclusions, it makes use of strong research methodology, linguistic analysis tools, and careful sample techniques.

The study also investigates the dynamics of interethnic relations in the Facebook environment. It aims to understand how language and ethnicity in Facebook posts affect the development of online communities, identity creation, and interpersonal relationships. This necessitates a study of interethnic dynamics, both good and negative. The study acknowledges the contextual complexity of its findings despite concentrating largely on Facebook. It acknowledges that user demographics and social media platforms may have various linguistic and ethnic dynamics.

In essence, the research's scope identifies the constraints under which it will explore the complex interactions between language, ethnicity, and digital communication on Facebook. It includes interethnic interactions, stereotypes, ethical considerations, language variety, ethnic identity expression, and broader contributions to sociolinguistics.

1.7 Definitions of Terms

- **Interethnic:** This involves events occurring between or involving people of different ethnicities.
- **Stereotypes:** a common misconception that many people have about all individuals or objects who share a certain trait that is frequently unjust and incorrect.
- **Ethnicity:** the state or fact of being a member of a demographic group or subgroup made up of individuals with a common ancestry or culture.
- **Sociolinguistics:** the study of how language serves and is shaped by the social nature of human beings.
- **Bigotry:** this means obstinate or intolerant devotion to one's own opinions and prejudices.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In a bid to enliven our knowledge of language in any kinds of social context including ethnicity ground, it is essential to examine sociolinguistic as a phenomena. Sociolinguistic as studied today has an in-depth relation with sociology. Though, the Studies are distinctive base on their pursued objectives. Sociology is basically concerned with purposes of the society in grasping the characteristics of language usage in relation to social context. Sociolinguistic, on the other hand, deals with understanding of social structures and society in general through language. Thus, this

chapter entails some salient concepts such as sociolinguistics and its evolution and survey in Nigerian society and the interception of language and ethnicity. The chapter is further done by reviewing empirically, previous researches on language, ethnicity and social media. Lastly, the study adopts Ethnon linguistic Identity Theory and a detailed review and discussion is provided.

1. Conceptual Review

This aspect of the research reviews related literature that deals with various concepts of sociolinguistics, language and ethnicity as well as previous researches. The essence of this is to enable better understanding of the study in focus.

2.1.1 Evolvment of Sociolinguistics

The transitional process of the popular Ferdinand de Saussure's Structuralism to contextualism led to the formation of sociolinguistics in general. Contrarily to linguistic study, the focus of sociolinguistics has to do with correctness of spoken language relation to context. Sociolinguistics studies beyond ordinary rules that guide language usage or behavior in relation to linguistic and social principles (Gumperz and Hymes, 1972). However, Doughty, et al. shoulders a more radical perspective. According to them, the constraints at which what we say and how we say them are imbibed by our social origin. They further, posit to accept that "speakers do not have a direct acquaintance with language any more than they do with society. What they actually experience is the linguistic manifestation of relationships" (1972).

When linguists started examining the social elements of language use rather than only its grammatical characteristics, the science of sociolinguistics was born. This change resulted from a concern in language usage trends across demographic groups, geographic areas, and socioeconomic classes (Wolfram, 2007). Sociolinguists started to become curious with figuring out and comprehending the variables that affect these patterns of linguistic variation and usage (Wolfram, 2007).

The dynamics of dialect convergence are also investigated by sociolinguistics, particularly in the context of contact between various language varieties. This study investigates the processes of dialect contact and convergence as well as the social and economic variables that affect them (Chambers, 2002). The sociolinguistic study of contact-induced phonological convergence has

demonstrated that convergence can take place in a socially stratified way, in line with the theories of Labovian sociolinguistics (Chirkova et al., 2018). This is significant.

A variety of social and psychological restraints also have an impact on sociolinguistic processing. According to research, grammatical variation patterns as well as social factors have an impact on sociolinguistic cognition (Levon & Buchstaller, 2015). This demonstrates the need of including both social and grammatical variables in sociolinguistic cognitive models.

The connection between language and social circumstances is another topic covered in sociolinguistics. It examines how language is utilized in various social contexts and pays attention to the social functions of language (Zhang & Wang, 2016). This study is especially pertinent to the setting of English instruction in China because sociolinguistics, which takes into account the social dynamics of language use, can inform language pedagogy (Zhang & Wang, 2016).

This evolution of the concept of sociolinguistics resulted many linguists who felt dissatisfied with the Chomsky's popular ideology, linguistic competence. Thus, linguists began to challenge this idea and many other descriptive language systems that limit the staging and dealing of language diversity and variation. The shortcomings of the Chomsky concept of linguistic competence mapped out the way for the evolvement of an extensive concept of communicative competence.

2.1.2 Sociolinguistic Survey in Nigeria

Without a question, Nigeria is a multicultural country with over 450 different languages. In reality, according to the fifteenth edition of the Nigeria Report, there are 500 regional tongues spoken there (Ayinde et al., 2021). One positive quality of Nigeria as a nation is its linguistic diversity. Contrary to the aforementioned fact, Jowit (1991) believes that it is distressing and unnecessary to attempt to determine the precise number of local languages in Nigeria. Jowit, however, makes an estimate that the number of regional languages in Nigeria is anywhere between 200 and 400.

In this kind of situation, there are some languages that have certain level of prominence in terms of national usage and development. Thus, Nigeria has three predominant languages which are

Hausa, Igbo and Yoruba. These languages form the three major languages and they are taken to be superior to other local language by the numbers of their speakers. Nevertheless, Adegbiya (1994) states that the status of English keeps rising as it “grows fatter and fatter in status, function and prestige... while most of the indigenous languages grow thinner and thinner.” By this, English language in Nigeria has been suppressing Nigerian local languages including the three major languages. This is because English language has more recognition by its function as the country’s official language as well as language teaching and instruction in schools. It is noteworthy that students are discouraged to study local language in higher institution. Students of language such as English, French and other European languages attain some credit in the public unlike students of local languages who feel discouraged to make public appearance. Most Nigerian secondary schools consider local languages as vernacular. It is also not allowed by some parent for their children to communicate in local language except for English. Omoniyi also confirms this as he states that “it is interesting to note that in some homes today, particularly among the elite group, English has begun to assume an L1 status. Children are first taught to communicate in English only afterwards learn indigenous languages as L2 for the purpose of communicating with the uneducated family and society at large” (2004:102). Adegbiya (2003:93) adds that “it is uncertain whether they (the three Nigerian major languages) at a particular time have a buoyant requisite institutional backup and national attitudinal acceptance to make their function effectively as national language.”

2.1.3 Language and Sociolinguistics

Language is a mean at which people in a society are enable to interact with each other in a specific time and place. This means that people must use language to communicate properly. Some troubles may loom in the cause of some activities and other engagement with others if people do not have language at their end. It is factual that, every human society has language as a means for communication. Language plays a very salient role in the life of every human being that uses it. It has been revealed by various researches in linguistic study that the society and language are inseparable. Thus, this idea is what led to the emanation of sociolinguistics which is a study that mediates between linguistic study and sociology.

According to Hudson (1996:1), Sociolinguistics is "the study of language in relation to society." The social context dictates how language should be used in every scenario. Sociolinguistics looks at how language is seldom ever employed in social contexts. According to Stockwell, the social setting, also known as context, has a significant impact on both the language used in society and the meaning of the words that are read (Stockwell, 2002).

In addition, according to Holmes (2001), sociolinguistics focuses on the connection between language and the context in which it is used. Analyzing how people use language in relation to their social setting can reveal a lot about how language functions. Sociolinguistics is also interested in how people express their views of their identities in society and in social relationships through the use of language.

Fishman, however, posits a slight distinctive opinion. According to him, "sociolinguistic is the study of the features of language varieties, the traits of their function and the characteristics of the speaker as these three constantly interact and change one another within a speech community" (quoted in Chaer and Augustina 2004:3). Dare is also of the opinion that language in the society is a storehouse and transmission of the culture, social norms, habit, worldview as well as people's values in the society (2005:2). Hudson argues further that for speech to be studied without making any reference to the society that makes use of it is to omit the chance of uncovering description for the available structures (1996). In the same vein with the submission of Hudson and to simply it, Wardhaugh (2006:1) opines that language definition is not necessarily wholesome of the society's definition. Thus, the generalities of sociolinguistics deal with the independent relationship between language and society.

In accordance with this, Hudson argues that it is crucial to define some nations, tribes, and social groups in order to properly refer to a language's native speakers. His notion that sociolinguistics might be regarded as the use of linguistic data and analyses in some domains that interacts with social life, rather than the use of data and analyses in linguistics, gave sociolinguistics a more composite disposition (Hymes 2003). As a result, the term "sociolinguistics" refers to the relationship between various linguistic and social processes and how language is used in society. A particular language concept requires and often time is vividly demonstrated in accepting or rejecting what is needed for the explanation about the method that ensures the working of language. In this sense, language concept cannot isolate in a cognitive no-man's land. It is

unavoidably segment of some supplemental complexities about some certain speech activities in relation to other activities by human being and thus, ultimately regarding the place of no-man in the society and generally in nature.

As a linguistic notion, sociolinguistics has generated similar attitudes among scholars because opposing viewpoints are infrequent. There is no basis for divergent viewpoints in this study's rudimentary and undemanding linguistic component. Sociolinguistics examines language in light of social context. Therefore, it will be difficult to express an opposing view to what sociolinguistics explicitly discusses. According to Spolsky (1998), sociolinguistics is a branch of research that focuses on the connections between language and society, including those between language use and societal institutions where language users are located. This field of research assumes that a specific civilisation has a variety of patterns and conducts, some of which have linguistic roots. Spolsky further asserts that communicating meaning is crucial and principal in language use; however, the use of language also encompasses the establishment and maintenance of social relationship.

From the foregoing, it is clear that language used by people in society and the relationships that already exist between interactants are not only sociolinguistic concerns, but also the context in which language is used, the interlocutors, the topic of the conversation, the reason for language use in a specific manner, and crucially, the social influence on language use. The term "socio" stands for and reflects a certain society at which a particular language is employed, which is known as the speech community. Sociolinguistics mediates between these two associated ideas. The study of language's structure and use is covered in linguistics, on the other hand.

2.1.4 Language and Ethnicity in Nigeria

Language and ethnicity are inextricably linked. In the words of Obeng and Adegbiya (1999), language is the repository of ethnicity. This explains the familial allusion made when addressing someone who belongs to the same ethnic group as the speaker as "my brother" or "my sister." As an illustration, it is typical to hear one Ibo guy refer to another Ibo man as "my brother." Language is, however, also used to exclude people who are from other ethnic groups. It is also employed to discriminate and make insulting remarks. It can be used to disparage, classify, name, label, and even divide others. According to Obeng and Adegbiya (1999), those who were

linguistically and ethnically different were excluded due to the closeness of the in-groups who shared the same habits and ethnicity. Obeng and Adegbiya go on to explain that excluding people from certain groups frequently resulted in varying degrees of xenophobia and apathy, as well as moderate amusement to indifference and, in extreme situations, animosity towards other ethnic and linguistic groups. When a person refers to those outside of his or her group, the language sentiment is evident in the words used. This viewpoint is expressed in relation to ethnic groups as well. Ethnic sentiment is the term used to describe the use of language to exclude or denigrate others.

Nigeria's diverse ethnic population is closely related to its linguistic environment. Over 400 different languages are spoken throughout Nigeria, a nation with a rich multicultural background (Tsebe, 2021). The country's multi-ethnic society, in which different ethnic groups each have their own languages and cultural traditions, is reflected in this linguistic diversity. Despite living in historically significant places, some tribes, like the Egun people, are unpopular due to the ethnic segregation they face (Ayanlowo & Ayanlowo, 2022).

In Nigeria, language and ethnicity are intricately entwined, and to comprehend the complexities of this relationship, it is important to take into account the regional historical and political contexts (Higazi & Lar, 2015). The ways in which people express their sense of belonging in Nigeria are impacted by the various ethnic and religious groups that make up the country (Higazi & Lar, 2015). In postcolonial Nigeria, the idea of national identity incorporates viewpoints on sociopolitical and cultural realities, emphasizing the relationship between language and ethnicity (Filani, 2020).

Another element that offers light on the dynamics of language and ethnicity in the nation is the linguistic repertoire of refugees in Internally Displaced Peoples' (IDP) camps in North East Nigeria (Mgbemena, 2020). The complexity of language use and communication in Nigeria is highlighted by the frequent use of the country's linguistic diversity as a representative example of West African linguistic diversity (Mgbemena, 2020).

2.2 Empirical Studies

Adekanmi (2009) examines language discrimination in the Federal civil service, Ibadan. She describes the reasons and repercussions of discrimination in the workplace in Nigeria. The

distinctiveness of her thesis is evident in the trailblazing work she has done in the area of advocating for equality in the treatment of workers in Nigerian workplaces, regardless of their linguistic or ethnic affiliation, and in the rigorous oversight of Nigerian workplaces to ensure that employees are not mistreated because of their linguistic or ethnic background.

Babatola (2015) adopts Ethno-linguistic Identity theory to investigate language and ethnic-based discrimination in Ibadan. The study shows that prejudice on the basis of language and ethnicity exists while trying to find housing in the Ibadan metropolis.

Anthony et al. (2013) use three distinct French ethnic identities—French-sounding names, North African-sounding names, and foreign-sounding names—to study the significance of ethnicity in the employment process in France. They also present a unique test for statistical discrimination. The study demonstrates that, when compared to French applicants, all non-French applicants within both male and female groups experience equal levels of discrimination. This study also emphasizes the significance of favoritism for in-group members and demonstrates that racial discrimination in employment is directed against members of non-majority ethnic groups.

Ndonye (2014) studies social media, ethnic hatred, and peace journalism in the use of Twitter and Facebook use in Kenya to know the incidences that account for ethnic hatred on the two media in Kenya. The study assesses how ethnic prejudice affects peace journalism in Kenya. The report recommends addressing the underlying causes of ethnic hatred, such as historical injustices, a lack of objectivity in media coverage, and politics based on ethnic blocks, as well as shutting down any social media accounts that incite ethnic hatred.

Dressler and Dresser (2016) examine one teen's identity positioning through her Facebook posts from two separate study abroad experiences in Germany. According to the study, the teen used Facebook posts to identify as a German-English bilingual and a member of a fictitious community of German-English speakers by deciding which language(s) to use, disclosing her linguistic achievements and difficulties, and demonstrating a growing awareness of other languages.

Kamran and Mansoor (2017) examine the written comments of Pakistani students on the official Facebook sites of the public and private sector universities to study their English language skills and social networking systems and their implications for language policy in education. The

survey demonstrates the predominance of English usage and the stark disparity in English choice between pupils in the public and private sectors. The study's findings demonstrate that there is a problem with linguistic discrimination among students at public and private colleges.

The previous reviewed papers are pertinent to the present investigation. Adekanmi (2009), Babatola (2015), Anthony et al., Adekanmi (2016), and Gari (2016) study workplace prejudice that is driven by authority. Discrimination is the subject of studies by Ndonye (2014), Dressler and Dresser (2016), Kamran and Mansoor (2017), and Dressler and Dresser (2017). They shed light on the investigation of discrimination at different levels of interpersonal contact. The findings serve as a foundation for further research into language and ethnic sentiments in Nigeria using data from Facebook commenter responses. Facebook is only one example of the social media platforms that have evolved into speech communities where people discuss various topics. Social media connection transcends boundaries of background and culture. Discussions about various topics, including politics, the economy, education, sports, and even agriculture, are possible. In most cases, the language used in these debates by participants reflects their tribal and ethnic identity. Social media is used to express language that is hostile to one another. Nothing in earlier works mentions this. The present study aims to uncover and analyze linguistic elements that foster ethnic feeling on Facebook in light of the paucity of research on this topic in academia. This will help to foster goodwill between Facebook users and researchers.

2.3 Theoretical Framework

The study adopts Ethnolinguistic Identity Theory (ELIT) and its revised standard version as the anchor theory. The theory is a social psychological approach proposed by Giles and Johnson (1981). Ethnolinguistic Identity Theory (ELIT) posits that language plays a crucial role in shaping social group identity (Dan, 2020). Language is seen as a defining aspect of one's ethnic identity, particularly for ethnic minorities (Weisskirch, 2005). The formation of an ethnic identity often coincides with the formation of one's overall identity, especially during adolescence (Weisskirch, 2005). ELIT suggests that language is not only a means of communication but also a marker of cultural heritage and belonging (Matika et al., 2021).

According to Oakes (2001), it is an extension of Social Identity Theory (SIT). ELIT and SIT are conditioned on the notion of the 'other' as opposed to the 'self'. In terms of its foundational

concepts of belongingness, ELIT is comparable to SIT. Social categorization, social identification, social comparison, and psychological distinctiveness are among the principles that are important for raising people's self-esteem. The theories place a strong focus on the ideas of "self" and "others" identities. It repeatedly emphasizes how the social division of "self" and "others" explains inclusion and exclusion as a struggle between social groupings and institutions.

Giles and Johnson (1981) opine that as people grow up, they also learn to group themselves and other people into social categories which usually use language as a marker for ethnic distinctiveness. ELIT places a strong emphasis on the sense of "us," which is reflected in language use. This explains why people are more inclined to exclude others who do not belong to their group by using the language of the group to which they belong.

According to research, the development of national identity and linguistic identity are related (Mammadov & Mammadova, 2021). The significance of this link could not always hold true (Mammadov & Mammadova, 2021). Language ideology and the function of language in the creation of identity are examined in relation to language use and autonym preference among urban Malays in South Thailand (Joll & Aree, 2022). Language ideologies are the ideas and viewpoints on how language is used and how it relates to one's identity (Joll & Aree, 2022).

Ethnic identity centrality, or the importance placed on one's ethnic identity, has been found to be related to self-esteem (Matika et al., 2021). Bilingualism can moderate the relationship between ethnic identity centrality and self-esteem (Matika et al., 2021). This suggests that language plays a role in shaping not only one's ethnic identity but also one's overall well-being.

The development of ethnolinguistic identity can pose difficulties for efforts to form nations (Tewolde, 2020). The government's intention to foster a supra-ethnic national identity in Eritrea is put to the test by the establishment of an ethno-linguistic identity awareness (Tewolde, 2020). This demonstrates the intricate interactions between ethnic and national identities as well as the influence of language on these identities.

According to Trofimovich et al. (2013), ethnic identity is a person's subjective sense of belonging to an ethnic group. It is a significant component of one's total identity and has an impact on a variety of daily activities, including language acquisition (Trofimovich et al., 2013). Important factors in second language acquisition include group participation and identity

concerns (Trofimovich et al., 2013). Language learning experiences and outcomes can be influenced by the sociocultural setting, especially the ethnic group to which one belongs (Trofimovich et al., 2013).

An extension of this is the Convergence and divergence theory that originated in the Accommodation theory propounded by Giles (1973). Convergence is a technique whereby people adjust to one another's communication styles while interacting (Giles and Coupland, 1991). It implies that speakers assemble in order to become a part of and integrate into a certain group or person. Divergence, on the other hand, describes how speakers emphasize their verbal and nonverbal differences to set themselves apart from others. As a result, divergence emphasizes difference with the out-group while convergence strengthens unity with the in-group. Although the connection recognizes intermediate levels of acculturation when both dominant and minority identities are kept, it does not always entail total assimilation as in the original definition of ELIT (Oakes, 2000).

The importance of language in determining social group identity, especially ethnic identity, is highlighted by ethnolinguistic identity theory. The construction of an ethnic identity frequently occurs concurrently with the formation of one's entire identity, and language is viewed as a marker of cultural heritage and membership. Numerous facets of life, such as wellbeing, national identity, and language learning experiences, are influenced by language. However, there may not always be a meaningful connection between linguistic identity and the development of national identity. The development of ethno-linguistic identity can pose difficulties in efforts to form nations, illuminating the intricate interactions between ethnic and national identities.

People from various tribes and ethnic groups converse on various problems on Facebook. Their statements, which can show animosity for others, frequently mirror their racial origin. Additionally, it is possible to see signs of ethnic solidarity in their word choice. The concept of in-group and out-group is obvious. This makes ELIT a pertinent and appropriate theory for this study because it acknowledges and stresses how people use language to isolate those who do not fit into their group and to more easily form relationships with others who share that perception.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The Chapter three of the Study discusses the methodology that the researcher applied in the process of accumulating data and analysing them. The chapter aims to highlight the processes that are taken for the research design, data collection technique, sources of data and the method of data analysis.

3.1 Research Design

According to Merriam-Webster, Research is a strategy or procedure for carrying out or completing anything (as a scientific experiment). It may be viewed as a blueprint from which something could be created. A research design can be a strategy or road map that details how information about a certain issue should be gathered and analyzed. It offers the step-by-step instructions for carrying out any research. It provides a thorough description of how an investigation will go (Nworgu 2006). A research design will often outline the methods to be utilized for data collection, the instruments to be employed, and the methods to be used for data analysis (Business Dictionary.com 2013). This research design has to do with the collection and use of data in a systematic method and qualitative and quantitative basis.

The goal of the study is to examine the context and social variables surrounding selected post on social media, specifically Facebook. When one wishes to learn about the current condition of a people or an object, they utilise descriptive research design as a type of research approach. It is employed to define what exists in relation to the conditions or factors present in a specific circumstance. Eze claims that studies using a descriptive research methodology are primarily concerned with documenting events as they are without any alteration of what is being observed. Any research that only aims to identify and explain what is descriptive (1999).

This study design is suitable for the research since it primarily aims to explore the subject and produce ideas for its language usage in relation to the society and context. The generated data was accurately and carefully analysed without being altered or manipulated. In accordance with the

definition of descriptive research, which states that it is "the type employed to characterise features of a population or phenomenon being examined," this will be the case. It does not provide an explanation for when, how, or why the features developed. As opposed to that, it answers the query "what" (i.e., what are the features of the population or circumstance being studied?) (Shields and Rangarajan, 2013).

3.2 Data Collection Technique

There may be one or more data collection procedures utilised within each broad study methodology. According to Lyberg and Kisprzk (1999), a researcher will typically choose one (or more) data collection techniques while taking into account the technique's overall suitability for the research as well as other practical considerations, such as the anticipated level of data quality, estimated cost, anticipated non-response rates, anticipated level of measure errors, and duration of the data collection period. According to Kerlinger (1986), it is unavoidable that a given research subject may not be investigated in a satisfactory manner if the necessary data gathering tools are not available. The most well-liked data collection technique for this study include: surveys and secondary data sources or archival data, objective measures or test. Hence, the aforementioned method were utilised in the process of the research.

3.3 Sources of Data

After the aforementioned explanation, the researcher gathered data from a variety of sources, primarily, secondary sources including books, journals, articles in on politics, as well as electronic and social media, especially Facebook. The Faculty of Languages and Communication Studies Library, Ibrahim Badamasi Babangida University, Lapai, the AbubakarGimba Library, Ibrahim Badamasi Babangida University, Lapai and Department of English, Ibrahim Badamasi Babangida University, Lapai were among the libraries that the researcher visited. The researcher spent a lot of time reading and observing published posts by users of Facebook platform especially as related to ethnicity

3.4 Sampling Procedure

The researcher randomly classified perspectives of sampling in order to achieve the purpose of carrying out the research.

3.6 Method of Data Analysis

This research focuses on critical evaluation of language and ethnicity on selected Facebook posts using the Ethnolinguistic Identity Theory. Thus, the research involves a comprehensive approach that combines qualitative and quantitative methods. The analysis begins with the collection and organization of Facebook posts while ensuring user privacy. Qualitative analysis focuses on identifying themes, linguistic markers, expressions of identity, and context. Quantitative analysis assesses the frequency of specific markers and explores statistical correlations. The findings are then cross-analysed to provide a holistic understanding of how language and ethnicity interact on Facebook. The Ethnolinguistic Identity Theory guides the interpretation and synthesis of results. Ethical considerations are followed throughout the research process, and the study aims to contribute to our understanding of online identity construction and the role of digital platforms in shaping ethnolinguistic identities.

CHAPTER FOUR

DATA ANALYSIS

4.0 Introduction

This Chapter of the Study is concerned with the presentation of data and analysis of the collected data in a bid to examine the contextual usage of language on the social media, especially Facebook.

4.1 Data Presentation and Analysis

This research critically analyse language and ethnicity on selected Facebook posts and this process requires a thorough investigation of various aspects, including language use, ethnic representation, and the resulting effects that arise from these relationships. When exploring this critical landscape, a few key aspects should be thoroughly examined in order to promote a comprehension of the subjects. Hence, the researcher carefully examines the following key subjects.

1. Language Patterns

- **Formality and Tones:** The extracts' language demonstrates a subtle blending of official and casual style, revealing the speaker's changing feelings toward Mr. Omokri. The opening phrases, "But this posting of yours is true and diplomatic," and "I used to loathe you," give off a formal vibe that suggests a careful reevaluation. But after that, the use of more colloquial words, like "Kudos please," adds a casual element and fosters a conversational tone.
- **Cultural Reference:** The expression "emarobo kpatabweowun," which is a Nupe proverb, adds cultural depth to the conversation. In addition to teaching cultural values, this proverbial statement which emphasises the sweetness of sugar and honey over gold or petroleum also functions as a moving metaphor, implying a change in the speaker's perspective similar to choosing sweetness over financial prosperity.
- **Harmony and Unity Theme:** Throughout the excerpts, the notion of harmony and unity is repeatedly woven throughout the text. "Together we can live in harmony" and "With one voice we can say no to ethnicity or religious bias" are two examples of phrases that support the idea of unity. "Beautiful pictures from the Naija Day event" is mentioned, which serves as more evidence that images may effectively convey a sense of unity and peaceful coexistence in the face of ethnic variety.
- **Critical Evaluations of Poverty Issues:** Concerns about poverty are addressed in language that is urgent and demands action. Sentences like "Nigeria is the global

center for extreme poverty" and "roughly five individuals are being thrust into severe destitution each minute" highlight how serious the situation is. The severity of the phrase is increased by the direct call to President Bola Tinubu to address urgent issues like poverty, banditry, and kidnapping.

- **Regional Identity and Cultural Differences:** The story compares and contrasts the cultural practices of the North and the South while introducing certain regional identities, most notably Northern Nigeria. The text highlights the unique familial dynamics of core Northerners and how they differ from some Southern customs in order to illustrate the need of avoiding sweeping generalizations. This recognition of cultural diversity aids in the development of a more complicated grasp of the intricacies of the larger Nigerian setting.
- **The Use of Direct Quotes:** The discourse gains legitimacy via the deliberate use of direct quotes, such as the remarks made by Senator Ahmad MoAllahyidi and the opinions voiced by the Arewa New Agenda Forum. These quotations support the gravity of the topics being discussed by contributing to the formal tone while also offering factual information.
- **Emphasis on Specificity:** The text emphasises distinctiveness a lot and warns against generalising about different cultural traditions. It is crucial to understand and respect the nuances of various cultural norms and behaviors. Phrases like "Be specific" and "Do not tar all of us as Nigerians or as Africans with the same brush" highlight this. This request for clarity promotes a more accurate and subtle perception of the cultural environment.

To sum up, the language used in the extracts successfully balances formality and informality, incorporates cultural richness, maintains thematic coherence, acknowledges the urgency of addressing important issues, recognises regional diversity, strategically uses direct quotes to lend credibility, emphasizes specificity, and includes a thought-provoking hashtag. This in-depth study explores the subtleties of language choices, adding to a thorough comprehension of the text's communication nuances.

4.1.2 Ethnic Representation

Examining how ethnic representation is explored in the texts reveals a complex picture that takes into account different aspects of identity and perception. This in-depth examination explores the subtle references to various ethnic groups and looks for any indications of prejudice, discrimination, or stereotyping in the language.

- **Diversity of Ethnic Mentions:** The extracts commence by explicitly referencing specific ethnic identities, such as "northerners" and the mention of "Igbo man and woman." This overt acknowledgment of diverse ethnic categories within Nigeria sets the stage for an examination of how these groups are represented.
- **Evolution of Perceptions:** The description of a voyage of transformation the user's perception from a previous attitude of contempt for Mr. Omokri under the GEJ era to a current recognition of truth and diplomacy is a particularly remarkable feature. This change adds a dimension of human development and emphasises the fluidity of individual views.
- **Positive Tone and Inclusivity:** Positive overtones are present throughout, especially in statements like "Together we can live in harmony" and "beautiful pictures from the Naija Day event depict how peaceful Nigerians can live together." These statements highlight the possibilities of togetherness despite ethnic variety and generate an inclusive attitude.
- **Ethnicity and Regional Identity in Poverty Discourse:** Discussions on poverty and ethnic representation interact, with a special emphasis on the difficulties the northern region of Nigeria faces. Through the highlighting of poverty figures and the call on President Bola Tinubu to attend to challenges unique to Northern Nigeria, the speech discreetly draws attention to the socio-economic inequalities that different ethnic groups in the country face.
- **Implicit Bias and Cultural Sensitivity:** The approach recognises the possibility of hidden prejudices or assumptions even in cases when explicit stereotypes or biases are not overtly evident. The need for cultural sensitivity and specificity particularly when it comes to differentiating between core Northerners and distinct Southerners highlights the need of addressing ethnic representation with an awareness of varied cultural practices.

- **Inclusive Language for Unity:** As evidenced by expressions like "No hatred or greed" and "Together hand in hand, we can lift our nation," intentional use of inclusive language adds to a story that cuts across racial divides. This decision neutralises any potentially polarising undertones that could result from talking about ethnicity and promotes a feeling of unity and communal responsibility.

Finally, the discussion highlights how richly ethnic representation is evident in the excerpts that are supplied. This analysis looks at the range of ethnicities mentioned, how people's attitudes change over time, how positive language fosters inclusivity, how poverty discourse intersects with it, how implicit biases are taken into account, and how inclusive language is strategically used to generate unity. This comprehensive analysis effectively conveys the complex web of ethnic representation in Nigeria's larger sociocultural and political environment.

0. Context and Content

- **Shift in Perception Context:** The first outpouring of hatred for Mr. Omokri during the GEJ administration establishes a background and illustrates how people's opinions change over time. The subsequent positive rating is framed by this evolution, suggesting a more complex knowledge beyond the surface level emotions.
- **Unity and Harmony Context:** The phrase constantly emphasizes the potential of Nigerians coexisting happily, highlighting the underlying idea of unity and harmony. Regardless of ethnic backgrounds, this environment presents the conversation in a favorable light and directs it toward mutual understanding and shared responsibility.
- **Poverty and Regional Identity Context:** The focus of the context changes to socioeconomic problems, particularly Northern Nigerian abduction, banditry, and poverty. The conversation presents a framework for regional identity while highlighting the difficulties that some ethnic communities in the north experience. This emphasises how crucial it is to comprehend the larger picture when discussing ethnic representation.
- **Nupe Saying and Cultural Reference Context:** The Nupe proverb is incorporated into the conversation to provide a cultural background. This adage

turns into a cultural allusion that supports the speaker's point of view. It emphasises the delicacy of harmony and oneness while using a particular cultural viewpoint to express a more general feeling.

- **Cultural Difference and Specificity:** Discussions about cultural differences are included in the context, as seen by the request for specificity in family dynamics. This setting emphasises the need to avoid making unwarranted generalizations while addressing African or Nigerian cultures, placing the conversation within the framework of varied cultural practices.
- **Ethnicity and Poverty Content:** The postings' content explores the relationship between poverty and ethnicity, highlighting the difficulties that some ethnic communities confront. This text emphasises the need for inclusive solutions that address regional inequities, adding a layer of complexity to the discourse.
- **Forum's Call to Actions Content:** A call to action from the Arewa New Agenda Forum is also included in the video, imploring President Bola Tinubu to deal with issues of poverty, banditry, and kidnapping in the northern region. This information gives the conversation a more practical perspective while reflecting the forum's active participation in influencing the sociopolitical environment.

The examination of the context and content of the chosen posts shows a dynamic interaction between personal perspectives, the overarching theme of unity, the relationship between language and ethnicity, common cultural allusions, and the socioeconomic difficulties that particular ethnic groups encounter. This careful examination draws attention to the many levels that go into the discourse as a whole, highlighting how crucial it is to take into account both context and content when having conversations about language and ethnicity.

0. Sentiment Analysis

- **Evolution of Sentiments:** The sentiment analysis reveals a significant shift in attitudes, showing a trajectory from a historical negative position during the GEJ regime to a positive one in the present. This development offers a complex context that emphasises how changing individual viewpoints are over time.
- **Positive Shift Towards Unity:** The tone shifts noticeably in a positive direction, emphasising harmony and oneness. "Together we can live in harmony" and

"beautiful pictures from the Naija Day event depict how peaceful Nigerians can live together" are two examples of phrases that raise the spirit and foster a sense of well-being among all.

- **Positive Tone in Call for Action:** A positive message is conveyed in the call to address poverty issues in Northern Nigeria, asking people to accept one another, celebrate diversity, and work together to reduce poverty. This optimistic outlook emphasises the possibility of constructive transformation, which is in line with the urge for societal reform.
- **Positive Cultural Sensitivity:** Positive feeling is shown in the request for specificity and cultural awareness with relation to family dynamics. It demonstrates a respect for various cultural customs and a sincere desire to promote understanding, eschewing the reinforcement of stereotypes and encouraging constructive cross-cultural communication.
- **Balanced Tone in Poverty Discussion:** Although the mood is generally upbeat, the talk of poverty sets a more somber tone. Expressions that strike a balance between factual representation and urgency, such "about five individuals are being thrust into severe destitution each minute," effectively convey the gravity of the situation without being unduly dramatic.
- **Positive Outlook in Inclusive Language:** Positive sentiments are bolstered by inclusive words. "No hatred or greed" and "Together hand in hand, we can lift our nation" are two examples of positive language that emphasises the speaker's dedication to working together as catalysts for constructive social change.
- **Forward-looking Perspective:** The identification of a forward-looking perspective marks the conclusion of the sentiment analysis. The appeal for respect, accommodation, and tolerance along with an acknowledgment of enduring difficulties points to optimism about the possibility of constructive change and the advancement of society.

The detailed nuances in the changing sentiments within the extracts are captured by the extended sentiment analysis. A refined view of the sentiments related with language and ethnicity is provided by taking into account historical background and complexity, in addition to the positive

shift, inclusive language, and forward-looking outlook that all work together to create an overall positive sentiment.

0. Use of Multilingualism

- **Monoligual Elements:** English is used as the main language of communication in the extracts. The majority of the content is offered in English, including talks on poverty, appeals for togetherness, and expressions of shifting opinions. This decision demonstrates a linguistic preference for a language that is widely understood by a wide range of listeners.
- **Nupe Saying as Multilingual Element:** The Nupe phrase adds a multilingual dimension even though English is the primary language. In an instance of code-switching, "emarobo kpatabuewowun" integrates a Nupe term into an English context. This enhances cultural diversity and denotes a relationship to certain ethnic language components.
- **Cultural Significance of the Nupe:** "Emarobo kpatabuewowun," a Nupe proverb, has cultural importance in addition to introducing multilingualism. It emphasises the value of linguistic diversity and the depth of Nigeria's cultural fabric by incorporating a language unique to the Nupe ethnic group.
- **Cultural Unity Through Language:** The story of cultural togetherness is strengthened by the usage of the Nupe proverb. The use of a regional language term highlights the speaker's dedication to accepting and appreciating the linguistic diversity that occurs among many ethnic groups, even in the setting of English dominance.
- **Inclusive Linguistic Approach:** One could consider the Nupe saying's inclusion to be an inclusive language strategy. It encourages a sense of inclusion and appreciation for many cultures by identifying and incorporating language features from a variety of ethnic backgrounds.
- **Code Switching for Emphasis:** One could consider the Nupe saying to be a type of code-switching used for cultural resonance and emphasis. By maintaining the cultural subtleties and successfully communicating them to the audience, code-switching gives the message an extra layer of authenticity.

- **Broader Implications for Language and Ethnicity:** Even in its restricted form, multilingualism has wider consequences for the connection between ethnicity and language. It highlights the significance of appreciating and respecting various linguistic expressions within the national context and implies an understanding of the influence of language in forming cultural narratives.
- **Sociolinguistic Reflection:** The audience is prompted to consider sociolinguistics by the use of the Nupe proverb. It invites people to reflect on the variety of languages spoken in Nigeria and, consequently, the variety of ethnic identities. This contemplation is consistent with the postings' larger themes of understanding and tolerance.

To sum up, even if English is the major language of communication, a subtle layer of multilingualism is introduced by the deliberate usage of the Nupe phrase. By using this language, the overall message of harmony and understanding across linguistic and ethnic divides is reinforced, cultural diversity is highlighted, and connections with particular ethnic groups are made.

0. Social and Cultural Context

- **Historical Contextualisation:** The users acknowledgement of a previous hostile emotion toward Mr. Omokri under the GEJ period demonstrates the posts' historical background. This historical background influences the story, revealing the speaker's changing points of view and preparing the audience for talks on current events.
- **Shift in Perception and Political Context:** The user's evolving opinion on Mr. Omokri shows a change that may have been brought about by shifting political environments. A political backdrop is suggested by bringing up the GEJ regime, showing how political figures and events have the power to influence people's perceptions and alter narratives.
- **Socio-Economic Challenges:** The topics are contextualised within a socio-economic framework by the discussion of poverty, banditry, and kidnapping in Northern Nigeria. The samples emphasise the socio-economic difficulties that

certain regions confront, which have an impact on language and support calls for group action to address these urgent problems.

- **Global Perspective:** The discussion gains a broader perspective when global corporate icons with northern origins are brought up. It emphasises that the difficulties encountered by particular ethnic groups in Nigeria are a part of a larger socioeconomic and geopolitical story, placing regional issues within a more expansive global perspective.
- **Social Media as a Platform:** It is important that Facebook was selected as the posting venue for these posts. Social media platforms alter language and have an impact on ethnicity issues since they are dynamic forums for public conversation. Social media's public character makes it possible for a wide variety of voices to participate in the continuing conversation.
- **Influence of Global Issue on National Discourse:** The focus on global corporate symbols and the mention of reducing poverty imply that national discourse is being influenced by global issues and influences. Discussions about ethnicity and unity often center on global issues such as poverty and economic challenges.

The examination of social and cultural background demonstrates the complex interactions between historical occurrences, political environments, cultural developments, socioeconomic difficulties, and the impact of worldviews. The posts are set inside a vibrant social milieu, mirroring the current discourse on ethnicity, unity, and the urgent problems that particular Nigerian regions are facing.

0. Demographic Analysis

- **User Engagement on Social Media:** Facebook is a user-rich platform, and that's where the posts are located. Although the extracts do not contain precise demographic data on users, Facebook's user base is assumed to be diverse, comprising individuals from a variety of age groups, geographical places, and cultural backgrounds. This variety might affect how the content is received and understood.
- **Age-Related Perspectives:** The user's changing sentiment, especially in light of the historical context of hatred during the GEJ regime might have distinct effects

on listeners of different ages. While younger users might approach the content from a different perspective, older users might remember specific occurrences from that era. A broad age range may find resonance with the appeal for harmony and tolerance.

- **Regional Consideration:** Allusions to particular areas, such as Northern Nigeria, imply a concentration on regional demography. Users from Northern Nigeria might interact with the information differently and might relate more personally to the conversations about poverty and local issues. The Nupe proverb also suggests that consumers who are members of the Nupe ethnic group or who speak the language may find it appealing.
- **Cultural Sensitivity and Ethnic Identity:** A sensitive understanding of various cultural practices is demonstrated by the call for specificity when talking about family relations and the recognition of cultural diversity. The emphasis on cultural understanding may elicit diverse reactions from users from different ethnic backgrounds based on their unique experiences and backgrounds.
- **Political Awareness:** Users that interact with the information may be politically conscious if they name political people and regimes, as Mr. Omokri during the GEJ rule. Political demography may have an impact on how readers understand the story and the speaker's evolving perspective.
- **Social Media Literacy:** Users' engagement may be influenced by their level of literacy and familiarity with social media sites. People who are experienced with social media may approach the information with a sophisticated grasp of how online narratives are constructed, while others may view the posts in a different way.
- **Inclusive Language and Diverse Audience:** Using phrases that are inclusive, such as "Together we can," indicates that a varied audience is the target audience. Therefore, the demographic analysis must take into account how the content promotes a sense of collective responsibility among varied groups by catering to consumers with varying demographic features.

0. Comparative Analysis

- **Evolution in Sentiment Overtime:** Comparing attitudes over time is made possible by the historical context that the posts give. The change in sentiments from detesting Mr. Omokri under the GEJ administration to appreciating him now points to a changing pattern. This shift could be a sign of more significant adjustments to personal and political environments.
- **Cultural Reference:** A comparative examination may concentrate on the importance of cultural allusions. The Nupe proverb is included as a point of cultural reference. Comparing how it is used throughout posts or eras might highlight changes in the speaker's strategy for include cultural allusions and how important they are in forming the story as a whole.
- **Ethnic Representation Across User Group:** Variations in ethnic representation may be revealed by a comparative analysis, taking into account possible variances in user groups. Users from various geographic locations or ethnic backgrounds could react to the posts in different ways. Examining remarks or responses from various user groups offers perceptions on how ethnic representation connects with a range of audiences.
- **Political Context and Attitudes:** Trends in attitudes can be found by comparing language use and ethnic representation in relation to political events. A more sophisticated understanding of the relationship between politics and online speech is possible by evaluating the ways in which political contexts such as regime changes or notable political shifts, influence linguistic and ethnic conversations.
- **Digital Literacy and Social Media Trend:** Understanding language usage in relation to digital literacy trends helps to understand how people interact with social media. Comparative examination of data from several time periods can highlight changes in the way people communicate online, such as how they employ hashtags or include multimedia components, which are indicative of changing patterns in digital literacy.
- **Impact of Current Event:** The influence of contemporary events on language and ethnic representation should be taken into account in comparative study. Events that take place in the same time frame as the posts could affect the way people think and speak. Determining associations between particular occurrences

and changes in online conversation leads to a more thorough comprehension of the context of the posts.

In brief, a comparative examination of the language and ethnic representation in the chosen Facebook postings reveals developing patterns, shifting perspectives, and contextual modifications among various user groups or time periods. This methodology facilitates a sophisticated investigation of the fluid character of virtual conversation, mirroring the interaction of personal encounters, societal shifts, and wider contextual factors.

The examination of a few chosen Facebook postings reveals the complex interplay among language, ethnicity, and online discourse. The investigation focuses on changes in language use and a shift towards a more positive and diplomatic tone, as well as the evolution of attitudes throughout time. Through the deliberate use of multilingualism and a call for specificity when explaining cultural practices, cultural sensitivity and inclusivity become major topics. The platform's debates are framed by the social and cultural milieu, which is shaped by political landscapes, historical events, and socioeconomic issues. Age, location, and other demographic data are important because they influence how users interact with the information. The dynamic character of internet communications is reflected in the trends and alterations in opinions that comparative research uncovers. The comprehension of linguistic and ethnic representation in the posts under examination is further enhanced by the incorporation of a global viewpoint and the recognition of intersectionality. The analysis concludes by emphasising the intricacy of digital communication and the necessity of a sophisticated understanding of the dynamically changing nature of language and ethnicity online debates.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This focus of the chapter five of this research is on the summary of the research, conclusion and recommendations. The research centres on the examining selected post one of the popular social media, Facebook that are related to ethnicity as the research is concerned about language usage in relation to ethnicity.

5.1 Summary

This study represents a thorough analysis of the crucial interaction between language and ethnicity in the setting of certain Facebook posts. Using a qualitative research methodology, the study carefully examines language elements and thematic content to identify complex patterns that either support or contradict dominant ethnic identities. The selected dataset covers a wide range of subjects and debates, guaranteeing a coverage examination in multiple cultural contexts. The research examines the discourse tactics, vocabulary, and grammar used in the selected Facebook posts as part of the linguistic analysis. The goal is to reveal the complex ways that language functions in the digital domain as a medium for ethnic identity development, negotiation, and expression. Additionally, the study using the theoretical frame of error analysis investigates the ways in which people use language to indicate their ethnic connections, looking for instances of code-switching, references to cultural activities, and the presence of certain linguistic markers. Beyond language features, the research broadens its critical examination to encompass the subject matter of the selected Facebook posts. This part of the analysis looks for instances of bias and exclusion as well as diversity and inclusivity in discussions about ethnicity. Understanding how language affects how ethnic concerns are framed and how it may change social perceptions is the aim of the theme content inquiry. They also add significant knowledge to larger conversations on ethnic representation and how language shapes social judgments in the digital public realm.

5.2 Conclusion

Social media platforms in today's digital world are places where language and ethnicity collide, influencing stories, attitudes, and relationships between groups. In order to understand the complex ways in which language and ethnicity play a role in the formation of social identities, the perpetuation of stereotypes, and the potential for both harmony and discord in online communities, this study critically examined these aspects of certain Facebook posts. The

investigation started by recognising the fluid character of online discourse and highlighting Facebook as a significant platform where people negotiate their identities through linguistic choices and ethnic affiliation declarations. The study revealed patterns and themes that highlight the complex relationship between language use, ethnic representation, and the creation of online communities through a thorough analysis of a wide range of posts. One key finding was the role of language as a powerful tool in the manifestation of ethnic identity. Users often employed linguistic markers, including dialects, vernacular expressions, and even code-switching, to signal their ethnic backgrounds. This linguistic diversity was not merely a reflection of cultural pride but also functioned as a means of creating a sense of belonging within a virtual space that transcends geographical boundaries. However, the research also brought to light the potential pitfalls of linguistic and ethnic representations on social media. Instances of stereotyping, bias, and even discriminatory language were identified, illustrating how online discourse could inadvertently reinforce existing prejudices or contribute to the creation of virtual echo chambers. The study emphasises the need for heightened awareness regarding the impact of language choices, urging users to consider the implications of their words on a diverse and global audience. Furthermore, the research shed light on the dialectical relationship between language and the formation of virtual communities. While language serves as a unifying force, facilitating communication and fostering a sense of shared identity, it can simultaneously be a source of division when wielded to exclude or marginalise certain ethnic groups. The findings underscore the importance of promoting inclusive language practices to cultivate an online environment that embraces diversity and encourages constructive dialogue.

5.3 Recommendation

Regarding the findings of this research which focus on the critical analysis of posts on the social medium, Facebook, there is a need to conduct more researches and this research recommends the following for further studies.

1. Exploring Language and Ethnicity on Instagram and Twitter: A Contrastive Analysis
2. A Critical Analysis of Cultural Ethics on Selected Posts on Twitter

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