

A MORPHOLOGICAL ANALYSIS OF FEATURE ARTICLES IN THE PRINT MEDIA

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ABSTRACT: *This paper entitled “A Morphological Analysis of feature articles in the the Print Media” attempts a survey of the language use in feature articles in The Nation and The Chronicles Newspapers using Critical Case Purposive sampling technique, One human interest and seasonal feature article was chosen each from the newspapers under study. The Halliday's Systemic Functional Grammar was used to analyse the language use in the selected feature articles. The research examines the language used in nigerian feature articles using lexico-morphological sub-linguistic approach. The paper revealed that the language of nigerian feature articles holds noticeable rareness in its lexico-morphology, it showed significant linguistic deviations pertaining to word formation and lexical meaning. The study further emphasized that the feature article writers use their own peculiar approach to writing which could be in form of word-coinages, informal expressions, captivating images or use of indigenous languages to communicate the intended information. The paper therefore concludes that the language of feature articles is affected by the perspective of the writer.*

KEYWORDS: Morphology, print media, feature articles, the Nation Newspapers and the Chronicles Newspapers

INTRODUCTION

The domain of language use in a society results in language variation because within a language, there are many specialized varieties or fields such as science, medicine, law, religion and mass communication and these various fields have developed because every individual speaks differently due to the societal situation and field they find themselves in the society. Also language varies in sections like the political, educational, economic, media sector etc. and among several varieties of language styles, the language of mass media in print presents a wide range of linguistically distinctive feature, as a newspaper has its specific vocabulary that can be found in its various content as editorials, news, comment, sport, fiction and advertisements. Oyero (2016) asserts that:

Newspaper content can be classified into four groups. They are: news, comments, advertisements and fiction. News as a genre of print media consists of straight news, feature and picture news. Comments include editorials, opinion articles, cartoons and letters to the editor. Advertisements

consists of advertorials and supplements; while fiction consist of short stories, poems, riddles etc. By these genres, the print media perform its functions of surveillance (news/information function), correlation (interpretation/opinion function), entertainment, cultural transmission, social mobilization, economic integration and national integration among others (p.112).

Due to this, each segment in the newspaper uses a different variety of English, as every segment has its particular target audience and subject matter which needs specific dictions and writing style to persuade, inform, educate or entertain its readers. By the 19th century, newspaper language was recognized as a particular variety of style, characterized by a specific communicative purpose and its own system of language means. It includes a system of interrelated lexical, phraseological and grammatical means serving the purpose of informing, instructing and, in addition, entertaining the reader. As a result of this diversity of purposes, newspapers contain not only strictly informational, but also evaluative material, comments and views of the news- writers, especially characteristic of editorials. On this note, Crystal (2003) comments thus:

The world of modern newspaper and magazine publishing presents a wider range of linguistically distinctive varieties than any other domain of language study. This is because newspaper reporting style is different from other styles of language as there are some fundamental constraints of using language which are the pressures of time and space. Information has to be compressed into a limited space, usually in columns. Interest has to be focused, captured, and maintained through the use of large type, dramatic headlines, short paragraphs, and succinct sentences. In various ways, the occurrence of photographs, the decency of the information reported and the need to maintain human interest will influence the choice of vocabulary and grammar (as qtd in Sandar Moe, 2014:83).

As Crystal (2003) asserts, the language use in newspaper is different because newspapers have different segments or content with different audience and subject matter, and because of this, and because of this, a journalist uses the appropriate language in other to drive home his/ her point and avoid misconceptions, apart from this, the limited space in newspapers also makes change for language. In the same vein Rasheed (1990) states, “newspaper language varies according to the paper's ideological orientations. Thus, human interest dictates the impact of the news, making differences appear in the tone of the story. The language of feature articles is usually affected by the perspective of the writer” (p. 2). Notwithstanding the language of the Nigerian newspaper holds varying varieties which is dependent on the field of discourse and segment in the newspaper, as such, feature, advertising, sport, obituary and news segments have different language use.

Therefore, a feature article which is an article written to give more depth to topical events people or issues is written by an expert or a journalist, provides background information on a newsworthy topic as well as the writer's personal slant or experience which can be informative, persuasive, opinionative etc.so is the language employed according to focus area. The language of feature articles in Nigerian newspaper may have some characteristics of Nigerian English, and

also the use of informal language as this headline in the Chronicles Newspaper “floing this marriage proposal matter e-h-n!!!” while the language of advertisement may be seen to be persuasive. Because of time and space of the nature of this paper, this paper looks at only morphological analysis of the print media using the Nation and Chronicles Newspaper as a case study, therefore, this research work is aimed at exploring the language use in feature articles in the Nation and Chronicles Newspapers.

Statement of the Problem

The Nigerian Newspaper has received much studies, most of which is in relation to social problems or recent happenings such as Dr. J.U. Igbeka’s “Use of Newspapers by Nigerian University Students: The Case of Delta State University, Anwai Campus”, Okorie, and Oyedepo’s (2010) “Newspaper reportage and its effect towards promoting agricultural development in Nigeria”, Ekwueme Anthony’s (2017) “Newspaper Coverage of the Economic Recession Under the Buhari Administration: A Study of Guardian and Vanguard”, and Odegbenle, Lateef Bolarin (2013) “Language of Communication in the Nigerian Media” Etc.

Although the study of newspaper has been on, little study has been done on the language of feature articles on newspapers in *The Nation* and *Chronicles* Newspaper. Again, regarding the study of feature Articles only Jimi Kayode and Raheemat Adeniran, (2012) in “Nigerian Newspaper Coverage of the Millennium Development Goals: The Role of the Media” studied different segment of the newspaper, the feature segment been inclusive. Having seen the studies and researches of these scholars, therefore, this paper, explores the lexical and morphological analysis of the use of language of feature articles in the *Nation* and *Chronicles* Nigerian Newspapers, using Halliday’s Systemic Functional Grammar to analyse the language use.

A BRIEF REVIEW OF RELATED LITERATURE

Concept of Mass Media

Mass media influences our daily life more than any other cultural institution. They are a tremendous source of information for individuals as well as society. They define the public purchase decision through adverts, behaviours, academic achievement etc. and because of this all- encompassing impact of mass media, individuals, businessmen, politicians, and government agencies depend on media to influence and educate the public. It has contributed to the growth and development of the society in terms of political, economic, culture, education, agriculture and social system, etc. Fundamentally, media has become an essential part of our life. Moreover, the media played most significant roles towards promoting the political, social and economic aspirations of the nation.

Uche (1989) asserts that mass media, therefore, refers to channels of communication that involve transmitting information in some way, shape or form to large numbers of people. It can also refer to communication devices which can be used to communicate and interact with a large number of audiences in different languages. Devices that are used to communicate to the public include

printed documents, television, radio, DVD, cassettes, the internet etc. The mass media is divided into three namely: electronic, new media and print media.

Electronic Media

The history of electronic mass media starts with the invention of radio by Marconi. The first radio station was set up in Pittsburgh, New York and Chicago in the 1920s. Following the USA, European countries also started radio stations for broadcasting news and entertainment content. The colonial powers like Britain and France set radio stations in Asian and African countries in the early years of 20th century. The next step in electronic communication media history was the invention of cinema, television broadcasting was initiated in the US on experimental basis during 1920s. But, the dramatic impact of television as a mass medium began in 1950s. Parallel to these, recording industry was also boomed in the western countries. This media includes: Radio, Television, Audio and Video records.

The New Media

This media is also called Online Media. The new Information and Communication Technologies (ICTs) such as Internet brought to limelight the phenomenon of the new (online) media. The online media is otherwise known as the new media because it is a departure from the old or conventional media of radio, TV, newspaper and magazine. The term encompasses computer mediated communication technology. It implies the use of desktop and portable computers as well as wireless and handheld devices. The form of communicating in the digital world includes: Internet facilities like World Wide Web, bulleting boarding, email, Online Newspapers and Magazines, Internet Radio, Blogs websites, social media. Etc.

The Print Media

Johannes Gutenberg's invention of the moveable metallic type in the fifteenth century paved the way for proliferation of the print media. The printing press using moveable types introduced the method for mass production of texts. Before the invention of the printing press, books were expensive materials afforded only by aristocrats and royal families. Printing reduced the cost of books and made them available to the common man also. Rapid duplication of multiple copies of handy texts led to the innovation of modern newspapers. The print media encompasses mass communication through print material.

The press in Nigeria dates back to 1846 when a printing press was established in Calabar. It was established by the Presbyterian Church and the essence was to print religious books and pamphlets. The establishment of the first newspaper in Nigeria can be traced back to 1859 when Reverend Henry Townsend of the Anglican Mission (A missionary) established a newspaper that was called "Iwe irohin Fun Awon Egba" meaning, the newspaper for the Egba people. (Akpobo, 2012:5) Reverend Henry Townsend is seen as the father of Nigerian press. He printed modern newspapers despite the fact that he was a religious man. Print Media include: Newspapers, magazines, booklets, brochures, billboards, press release and other textual documents.

History of the Nation/ Chronicles Newspapers

Following its debut in July 2006, the Nation newspaper became a daily digest providing information to Nigerians and indeed the rest of the world from different sectors and industries within and outside the country. Presently, the newspaper is published daily in Lagos by Vintage Press Limited and distributed across the length and breadth of Nigeria. Meanwhile, as obtained from a survey conducted in 2009 by AAPN, MIPAN, and ADVANN, the Nation newspaper Nigeria is the second most popular newspaper in the country (Finder [https:// nigerianfinder.com](https://nigerianfinder.com) > the-nation-newspaper Nigeria).

The motto of the Nation newspaper “Freedom, Justice, and market economy” makes it become one of the most comprehensive newspapers in Nigeria. The Nation newspaper contains articles bordering on public policies, business and economy, fashion and lifestyle, entertainment, arts and culture, health, education, law, and sports. In addition, the paper also boasts of about thirty-four columnists that provide daily analysis on topical issues from different perspectives. Although, the Nation Newspaper targets the upwardly mobile members of the society, the paper has, however, been in tune with events at the grassroots. It is currently published in print and on the internet.

The Chronicles newspaper was established by South Eastern State government headed by Brigadier U. J. Esuene. The government in 1970 promulgates an edict establishing the newspaper corporation with the state Ministry of Information as its supervisory ministry. The corporation which assumed the status of a parastatal was mandated to publish the Chronicles newspaper, magazines as well as other journals and tabloids in addition to the production of stationeries and undertaking of commercial printing services. Recently the Chronicles newspaper has been divided into Nigerian chronicles and weekend chronicles. It is located at Barracks Road, Calabar, Cross River State.

Characteristics of newspapers

Primarily newspapers are print media even through digital age offers online newspapers and e-newspapers. That is why it has all the features that any print medium has. Major features of newspapers are given below as stated by University of Calicut (2011):

- i. Predominance of news-oriented content
- ii. Future reference facility
- iii. Periodicity
- iv. The literates' medium
- v. Choice of the time of use
- vi. Multiple users
- vii. Textual medium
- viii. Low cost

RESEARCH METHODOLOGY

Sources of data

The primary source of data in this paper is the print media specifically newspapers in Nigeria. The data for the analysis is collected from two different newspapers which include: *The Nation and The Chronicles Newspaper*. One feature article is chosen from each of the newspaper because they contain the required samples for the study.

Method of data collection

In the course of this research, one human interest and one seasonal feature article was selected and critical case purposeful sampling technique was employed thereby restricting the choice only to those that manifest characteristics that are unique to Nigerian feature articles such as varied language use which includes Nigerian English, informal use of language and other characteristics. That is to say, choices were restricted to those Nigerian features articles that contain linguistic and non-linguistic characteristics.

Method of data analysis

The feature articles were read, studied and examined and feature of Nigerian English were identified and described. The data were analysed based on lexico-morphological approach.

DATA ANALYSIS AND DISCUSSION OF FINDINGS

Lexico/Morphological Analysis

Lexis is the total vocabulary that makes up a language or the body of words known and used by a particular person. A lexical item can be seen as a unit of meaning whether or not it refers to one word, compound, phrasal verb or an idiom without any restriction to the number of words or length on the page of a paper. Aremo (2004) defines a word or lexical item as the coming together of morphemes to create reference which is in the "the non- linguistic world of experience" (p.583). At the lexical description of the text, attention would be paid to code switching and mixing, neologism or coinages, culture specific words, loan words or borrowings from other languages, clipping and also compound words as seen below.

Code Mixing and Code Switching

Code mixing and code switching can be defined as a means of communication which involves a speaker attempting between one language and other in communicating events. In other words, someone who code- switches uses two languages or dialects interchangeably in a single communication. Both code- switching and code- mixing are sociolinguistic phenomena that are unavoidable in any bilingual/ multilingual societies. Code switching therefore there is the use of two languages within the same conversation. Hymes (1978) defines code-switching as "a common term for alternative use of two or more languages, varieties of a language or even speech styles". Code-switching, on the other hand, is the change of one language to another

within the same utterance or in the same oral/written text. Several language scholars have undertaken various researches on these phenomena.

This switching can be inter-lingual or intra-lingual. A communication which may involve a native tongue and a foreign language or two foreign language or two dialects of a language can be initiated with one of the two languages and be concluded in other. From are data examples are:

- 1). "Since we have decided that everything foreign is the "in-thing" and we must *follow-follow* in our orientation, our level of *mumu* has increased in both geometrical and arithmetical proportions, so much that we are on the idiotic path. *We come dey think from our anus like people wey no get culture and tradition. Ehn- ehn, no beg me! No even try am! The thing just dey pain like say tomorrow no dey! Haba! But I dey talk because I believe say our mumu suppose either don't do, or e for reduce from the ' mu' raised to the second power wey e dey now.* What is irking her, I hear someone ask, and I reply, "Read the headline and receive sense". (paragraph 1)
- 2) "To do this, the man now borrows a leaf from his western brother. He goes down on one knee and asks or requests the woman to marry him. *Hia! E don happen! Bros, you be African or you be oyibo Americanah! When you begin the marriage trip on your knee, no blame anybody when the second knee follow o!* And when it becomes a habit, you must realize that you started it in the first place, from the very beginning. Then, blame no one but yourself o!" (paragraph 3)
- 3) "*Abeg, make una no vex o. I am only asking because I no know. Is there no other way of doing this proposal thing without necessarily having to go down on one knee? Na beg? And even if na beg, when and where did the African man learn to beg a woman, or any one at that, on his knee? This erosion menace stuff must also be affecting masculinity, ministry of Environment, where una dey?"* (paragraph 4)
- 4) "He needs his mother to take him to the nearest babalawo, Akpabuyo, Biase, Danare to "*wash im head*" with brand new local sponge and black soap. And no woman would want to be identified with such man, *if gree tell ourselves the truth. What is bad is not good nau!!!"* (Paragraph 5)
- 5) "*Shou!!! Dem swear for dem? Dem drink weeded ogoro? Hey! I don chichontin for. Naja! Where is the mother of the man so proposed to? Even if she is dead, wey im sisters? Wey im family? Would she or they open her/ their eyes wide and allow talubo to enter? Tufiakwa times 10! Aru!!!"* (paragraph)
- 6) "*Ma Abasi, ereimbot emi abiara.* I saw men proposing to women and the women accepting joyfully. I also saw some declining. It was also a two - way thing for the women "bold" enough to propose to men. *Dat kain boldness!*" (paragraph 7)
- 7) "Automatically, when a woman proposes, she assumes the status of master, *abi?* Then, *shebi* the man will wear her ring? As what? Husband? Wife? *I no know book o!* How would he then explain to his parent, family and friends that he is wearing a woman's engagement ring, against the natural order of things? *Ooops!!!* I forgot that the "natural order" has been reordered, upturned and overturned so many times over and men can now marry their fellow men, and women likewise, without qualms. Do you still want to believe the world is not standing on it's head? Tell me something else *o jare!*(paragraph 8)

8) “*Ohooooo!!!* A colleague just reminded me of the Bible book of Isaiah 4:1 where it is expressly stated ” and in that day, seven women shall take hold of one man, saying, we will eat our own bread and wear our own apparel: only let us be called by thy name, to take away our reproach. “*Hmmmm! E b like say that time don finally reach*, or almost. May God help us overcome this calamity living with us, staring us in the face unblinkingly, with the singular aim of altering our collective sense of judgment” (paragraph 9).

9) “And what did the man do? *He feghe!* Or like my Tic brothers and sisters will say, he *lun. What shame! What ridicule!!* What a public disgrace!!! *I nearly die for shame for that sister, Na then I understand say truth dey inside the words of our elders say person at mad fit no shame, but im family go shame on his behalf*” (paragraph 11)

10) “Why does it appear as if the black man has given over the efforts of thinking, and has thrown all his efforts behind taking as much money as possible out of any position he gets into, without bothering about the future of that place? *Why eh, why?* Why can’t he, for instance, even think of may be getting g someone to sweep the room or clean the chair he sits for a change?” (The nation paragraph 5)

From the above examples it can be noted that the writer code mix and code switch languages in Nigerian such as, Akwa Ibom, Igbo, Yoruba, Hausa and Pidgin. By code switching and mixing the writer convey their message effectively, emphasize their points and makes it more understandable for Nigerian readers. The code mixing and switching helps the writer to express emotions that the use of just English will not be able to express. For instance,” *for reduce from the ‘mu ‘raised to the second power wey e dey now.* What is irking her, I hear someone ask, and I reply, “Read the headline and receive sense”. (paragraph 1) if expressed in English will not give much emphasis on the idea. The code mixing and switching in the above examples helps the readers to relate with the message been sent.

Lexical Borrowings

Lexical borrowing basically refers to the process by which some linguistic items of one language or dialect are incorporated into another language and it is a way in which vocabularies can be expanded through borrowing of words from other languages. They are also referred to as loan or foreign words. Borrowing can also come in an indirect form when an expression in one language is translated literally into one language.

In these articles many words are borrowed from Pidgin, Hausa, Yoruba and Igbo languages. Examples of the borrowed words are:

- i. “Mumu” (Paragraph) Stupid
- ii. “Oyibo” Americanah (Paragraph)
- iii. “African man”(Paragraph 4) black man
- iv. “Babalawo”(Paragraph 5) a native doctor (yoruba)
- v. “Akpabuyo”(Paragraph 5) name of a community (Cross River State)
- vi. “Biase ”(Paragraph 5) name of a local government (Cross River State)
- vii. “Danare”(Paragraph 5) name of a community (Boki,Cross River State)
- viii. “Talubo”(Paragraph 6) dirt (Hausa)

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- ix. “Aru”(Paragraph 6) abomination (Igbo)
 - x. “Tufiakwa”(Paragraph 6) God forbid (Igbo)
 - xi. “Weeded”(Paragraph 6) dope/marijuana
 - xii. “Ogogoro”(Paragraph 6) dry gin
 - xiii. “Ma Abasi” (Paragraph 7) my God (Akwa Ibom)
 - xiv. “Ereirimbot emi abiara” (Paragraph 7) the earth has spoil (Akwa Ibom)
 - xv. “O jare!” (Paragraph 8) exclamation (Yoruba)
 - xvi. “Shebi” (Paragraph 8) exclamation (Yoruba)
 - xvii. “Osho”(paragraph 10) name of a person (Yoruba)
 - xviii. “Iya”(paragraph 10) mother (Yoruba)
 - xix. “Fulani”(the nation paragraph 10) name of a tribe (Hausa)
 - xx. “Boko haram”(the nation paragraph 10) name of a terrorist group (Nigeria)s
 - xxi. “Blood money” (the nation paragraph 10) Money gained through the killing of human beings
 - xxii. “He feghe!!”(Paragraph 11) One (Calabar)

Unlike the names of communities like “Akpabuyo” ”Biase ” “Danare” that have no English antecedent, other indigenous words were borrowed into the English language for aesthetic purpose. The lexical borrowings above include the adoption and adaption of terms through integrating them firmly in the linguistic structure of English as used in the articles and it reveals that the noun is the lexical category that is most affected by the phenomenon of borrowing. This is because meaning- wise, nouns are product of their referential functions since they cover the most differentiated domains for labeling concepts, objects, and roles.

Nigerian Interjections

Vladimir Jovanovic (2014) avers that “Interjections are sound sequences, words, typical phrases or clauses which can be realized as utterances signaled in speech by being produced with greater intensity, stress and pitch, and as sentences in writing by an exclamation mark” (20). That is to say Interjections usually take the form of exclamations and exclamatory words usually separate themselves off from the rest of the sentence to form a phrase stress group unto themselves. In the grammar books of the language, interjections are usually spared only a couple of sentences of description and are most often classified with other classes of uninflected words, considered to be exclamatory sounds or outcries of pain, surprise, anger, pleasure, etc uttered to express strong emotions or feeling. Examples are seen below..

- i. “Haba!”(Paragraph 1) exclamation contempt (Hausa)
- ii. “Eh!(the nation paragraph 3) exclamation pity (N.E)
- iii. “Hia!” (Paragraph 3) exclamation surprise (Igbo)
- iv. “O!”(Paragraph 3) exclamation contempt
- v. “Ehn-ehn!”(Paragraph 1) annoyance, irritation (N.E)
- vi. “Shou!”(paragraph 6) exclamation (Delta) contempt
- vii. “o jare!”(Paragraph 8) exclamation (Yoruba)
- viii. “shebi”(Paragraph 8) exclamation (Yoruba) wonder

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- ix. “Ooopsss!!! ”(Paragraph 8) shock (N.E)
 - x. “Ohooooo!!!” (Paragraph 9) (N.E)

As Curme (1947:149) asserts that interjection have no distinctive forms which would indicate their function. These words go along the line of the statement” that is, interjections belong to the class of uninflected words, words that do not possess any systematic set of inflectional endings which signal different grammatical categories are used to express different emotions. From the above it can be seen that the writer put together interjections from the different indigenous language in Nigeria which are used to express emotions such as pity, contempt, surprise, wonder, shock, ,irritation, annoyance for example;”Ehn-ehn, no beg me! No even try am!” (Paragraph 1) the interjection “Ehn-ehn” is used to express annoyance. Hia!(Paragraph 3) is used to express surprise as in; “Hia! E don happen! Bros you be African or you be oyibo Americanah! When you begin the marriage trip on your knee, no blame anybody when the second knee follow o!” These interjections from indigenous language are used for their expressive purpose.

Abdullahi-Idiagbon and Olaniyi (2011, p.79) defines compounding as “the process whereby two or more words are brought together to form a single lexical item, hyphenated or not”. Also, Ayoola (2008) cited in Babalola and Azeez (2012, p.2) explains that compounding is a process of word formation that involves combining of two or more separate words to form a single compound form. It is viewed generally as words made up of two or more bases that originally occur as independent lexical items. A compound word is hence a unit consisting of two or more bases or roots. Compounds are not just limited to two words: they extend to include more than three words. Therefore Nigerianised English words and compound words are employed as a syntactic mechanism to compress a number of items into one phrase for precision. Often times, the subjects employed compound words to avoid constructing complex structures. Examples are:

- i. “In-thing” (paragraph 1)
- ii. “Follow-follow” (paragraph 1)
- iii. “Arithmetical proportions” (paragraph 1)
- iv. “Idiotic path” (paragraph 1)
- v. “Receive sense” (paragraph 1)
- vi. “ All-important” (paragraph 2)
- vii. “ Western brother” (paragraph 2)
- viii. “Black nation” (the nation newspaper paragraph 2)
- ix. “ Blessed lock” (the nation newspaper paragraph 2)
- x. “ Oyibo Americanah”(paragraph 3)
- xi. “ Black man”(the nation newspaper paragraph 3)
- xii. “ Ministry of environment”(paragraph 4)
- xiii. “African man” (Paragraph 4) An African
- xiv. “Weeded ogogoro” (Paragraph 6)
- xv. “Two-way”(Paragraph 7)
- xvi. “Natural order” (Paragraph 8)
- xvii. “Fellow men” (Paragraph 8)

- xviii. “Boko haram”(The Nation Paragraph 10)
 xix. “ Blood money”(The Nation Paragraph 10)

Some of the compounds words above are idiomatic expressions since the meaning of the compound word in each is distinct from that of the pair of lexemes that are concatenated to form it, that is to say most of the Nigerainised compound words have lexical, metaphorical or idiomatic meaning because, the meaning of the words cannot be predicted from the meaning of the parts. For instance “ Receive sense”(paragraph 1)in the sentence: What is irking her, I hear someone ask, and I reply,” Read the headline and receive sense.”(Paragraph 1) also blood money (the nation paragraph 10) means money gained through the killing of human beings, not money with blood as the lexical composition entails. While some such as “Follow- follow” (paragraph 1) formed just to emphasize “imitating”.

Coinage

When the existing semantic resources of the English language are incapable of serving local communitive needs, the subjects are forced to invent new words. They encode existing English lexemes with meanings that are absent in the English words. Such innovations encapsulate their distinctive socio- linguistic experiences and culture.

Leech (1969) simply refers to neologism as “the invention of new word” (p. 42). New words are created to ignite a psychological effect in the minds of target audience. Leech (1969) explains further that it is important to note that “new words are coined for a purpose and are referred to as ‘nonce formations’” (p. 42). Leech also makes it clear that neologism cannot be termed “a violation of lexical rule” rather “neologism is an explanation of an existing rule (of word-formation) with greater generality than is customary”.

Abdullahi-Idiagbon and Olaniyi, (2011) explain that coinages refers to the “process of creating new words to fit particular purposes” (p.78). When a word or an idiom is employed to express a meaning, the meaning and referent are said to have been expanded. In other words, a change in the sense of a word causes a modification in the mental content that constitutes the meaning of such lexical item. A word can be given a new meaning by an individual or by the general public. At times, a coinage receives public acceptance if it is considered the most appropriate word to capture a concept among a speech community. This is because the meaning ascribed to a word by its use in particular content will take precedence over its etymological derivation. Examples are seen below:

- “Mumu” (paragraph 1) stupid
 “Follow-follow” (The Nation Newspaper Paragraph 1) imitates or mimic
 “Black nation” (The Nation Newspaper Paragraph 2) third world country
 “Blessed lock” (The Nation Newspaper Paragraph 3) problem
 “Black man” (The Nation Newspaper Paragraph 3) An African
 “Oyibo Americanah” (Paragraph 3) American
 “Ministry of environment” (paragraph 4) ministry in charge of the environment

“African man” (paragraph 4) An African
“Weeded ogogoro” (paragraph 6) dry gin
“Chichontin” (Paragraph 6) see some thing
“Stowed” (The nation paragraph 7)
“Stowed” (The nation paragraph 7)
"Sharpest highway"(The nation paragraph 8)
"Cayman Island” (The nation paragraph 6 &7) America
"Blood money" (The nation newspaper paragraph 10)

The coinages are identified above are new terms created for new experiences and expressions, the writer uses these lexical item to express and satisfy the communicative purpose of their immediate environment. Most of the coinages are metaphorically used which is a result of interference or transfer of language traits from indigenous language to the English language. Example: blood money, follow-follow, blessed lock.

Clipping

Clipping is a word-formation process that occurs when existing English words undergo a reduction in the syllable structure, also called truncation; it is another morphological process that is visible in NP. Some of the lexical items borrowed from the English language are shortened but still retain their full lexical content and meaning. Marchand (1969) argues that clipping is not coined as words belonging to the standard vocabulary of a language as they are terms for special groups. However, in NP, these clipping forms are essential constituents of the lexicon and not primarily used as slang. The following are examples of clipped syllables in the article.

"naija" - Nigeria
"bros" - brother
"wan" - want
"gree" - agree
"dey" - they
"den" - them
"im" - him
"don" - done
"dat" - that

These words are institutionalized, which implies that they are created by productive morphological process and put into general use in Nigeria. And the future writer adopts these words for its aesthetic purpose while showing the speech pattern of Nigerian English.

CONCLUSION

A feature article which is written by an expert or a journalist provides background information on a newsworthy topic as well as the writer’s personal slant or experience which can be informative, persuasive or opinionative. This study therefore reveals that the language used in

feature articles is persuasive and emotive: intended to create a particular emotional response in the mind of the reader and in the aspect of Nigerian feature article as the research reveals that the articles uses Nigerian English, informal language, catchy phrases etc. that triggers a response in the audience. It can therefore be stated that, the use of Nigerian English, informal language and other characteristics is a conscious act by the writer to drive home their point and reflect the nature of language used by Nigerians.

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