# YOUTHS SOCIAL MEDIA VENTING: A DISCOURSE-ANALYTICAL READING OF A SELECTED COMMUNICATION POSTED ON FACEBOOK ON FEBRUARY 27, 2022.

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#### **Abstract**

There is no doubt that the emergence of the social media, especially within the last two decades, has significantly elevated social communications and interpersonal relationships across the globe. The social media, strictly conceived as that modality that facilitates social communications through a global linkage of families, friends, and fresh acquaintances, has more than anything else, given energy to the idea of a global village. Whereas families waited for weeks and, sometimes, months to communicate with family members through the now obsolete letter-writing tradition, the social media has fundamentally reduced the time-element in interpersonal and group communications. In recent times, the province of the social media has continued to expand. Among the most popular units of the social media are Facebook, WhatsApp, Instagram, Tik-Tok, Tweeter, among several others. In Nigeria, the social media network has become very popular, especially among the younger generation. Young people now grow up in a world where social media is part of the normal fabrics of life. Most of the social practices which previously occurred in face-to-face interactions are becoming popular too in the social media. Sadly, in spite of the numerous advantages attributed to the social media, this contemporary outlet for social communication has been subjected to various forms of abuse that are extremely unhealthy to the society. In particular, the social network platform called Facebook, appears to be the most popular amongst the younger generation of Nigerians. In the context of the usage of Facebook in Nigeria, many young people have been identified as having an obsession with the use of uncouth and gutter idioms. In this study, then, I have elected to focus on communications from Facebook. The aim is to establish how language use on Facebook is capable of inciting social conflicts across ethnic and religious fronts. The study becomes necessary since we live in a highly volatile nation often marked with ethnic and religious crises. The specific focus of the present study is the language deployed by one Mr. Isa

Bayero to vent his emotions, bitterness, and apparent anger in a written communication. The data was collected from the **Facebook** wall of an online media, SpyNigeria.NG, on the 27th day of February, 2022. SpyNigeria.NG is reputed for carrying out views and reactions from Nigerian youths in their online news platform. Halliday's systemic functional linguistics theory and Van Djik's critical discourse theory served as analytical approaches to the study.

Keywords: Youths, social media, Facebook, Nigeria, crisis.

#### Introduction

People use language to achieve a whole lot of things. These include setting goals, as well as expressing ideas and experiences. Through language, individuals are able to establish and maintain social identity and relationships. As G. Thompson (2004: 30) observes: "We use language to talk about our experience of the world, including the worlds in our own minds, to describe events and states involved in them. We also use language to interact with other people, to establish and maintain relations with them, to influence their behavior, to express our own viewpoints on things in the world, and to elicit or change theirs".

However, the emergence of social media has tremendously facilitated and broadened social interactions. People now share their experiences through "masspersonal communication" by making random private thoughts public (Bazarova, Taft, Choi, and Cosley, 2012; Dressler and Dressler, 2016,). Young people now grow in a world where social media is part of the normal fabrics of life. This necessitates a study of this kind, which looks into the language use of some youths on social media. The concern is how these young ones vent their anger, displeasure, and hatred in their relationships with others. This way, it is established that insensitive use of language could incite social, political and ethnic crises on the fragile peace of the nation.

The study is also necessary since previous studies on youth violence and insecurity in Nigeria had attributed the causes to venting of grievances arising from livelihood needs as well as inadequate representation of interests in the often flaunted "Federal character" policies. Ezemenaka (2021: 2) aptly captures this dilemma when he observes: "Violence among the youth in Nigeria is stirred by grievances based on political rights, cultural rights, religious rights and minority rights, among others."

#### Social Media

The social media comprises new forms of interactive platforms that create social relationships among people the world over through the aid of the internet. It makes the circulation of information and other news dissemination not only very easy, but also very fast too. Social media is an umbrella term generally applied to web- based services that facilitate some form of social interaction or 'networking' (Zippavigna, 2012:12). For Zippavigna, this includes websites where the design principle behind the service is explicitly about allowing users to create and develop online relationships with 'friends' or 'followers'. It also subsumes platforms that focus on generating and sharing content that allows for comments and collaboration.

The development of social media is a significant development in writing technologies witnessed in the 20th and 21st centuries. It is the most remarkable development in Africa in the 21st century that connects the continent to the global space through the internet and mobile telecommunication (Taiwo, 2013:125). The world has become a small space in which people can communicate quickly and know of every event that takes place. This is what Marshall Mcluhan, (1967) described earlier as "global village".

Social media have provided opportunities for young people to influence sociopolitical issues in their countries. Around the world, social media offer an informal virtual space for citizens who feel disenfranchised to connect socially (Bowe, Freedman and Blom, 2011). However, this digital revolution has tremendously changed the use of language by triggering an upsurge of new vocabularies, genres, and styles. By implication, it has reshaped writing practices. This is particularly evident in the development of modes of communication whereby writing approximates speaking; in instant messaging, and styles that close the gap between speech that is interactive in nature and the capacity of writing which is documental (Warschaver and Matuchniak, 2010). As D. Crystal (2001) rightly observes, "the growing number of users of the social media and the fact that it continues to play a significant role in peoples' life and relationship, encourages the usage of different language forms, hence attracting scholarly works in linguistics on social media. The interest of this study, then, is to critically examine language as used by some youths in venting out their frustrations on social media.

Meanwhile, a number of scholars have tried to identify this media study by different names. Taiwo (2013), for instance, calls it "new media". For (Herning, 2021), it is "computer-mediated discourse". Others are "digital discourse" (Taiwo, 2010), "netspeak", "weblish", "netlish", "cyberspeak"

(Crystal, 2006), etc. As Taiwo (2013:59) equally notes: "Scholars also vary in their approaches to these studies". For instance, Sociolinguistics (Thurlow, 2003; Danet & Herring, 2007; ethnographic studies (Androutsopoulor, 2010) Discourse analysis (Herring, 2002; Taiwo, 2010c; Taiwo & Chiluwa, 2011), and Discourse pragmatics (Chiluwa, 2011a, 2011b) all provide divergent views on the subject of the social media.

The new media, according to Taiwo (2013), is different from the old one. The users of the new media can create, modify, and share content with others, "using relatively simple tools that are often free or inexpensive." Each site or app has its own culture, style, and conventions. The culture of the social media site, Facebook, for example, is based on how people post status updates and comments or "like" the posts of others, and thereby influencing how its users write (E.B. Lee, 2012). Most users, especially teenagers, have large number of friends, and cannot be sure who is reading their posts at any given time. Depending on a person's Facebook settings, posts may be read by anyone, friends of friends, acquaintances and friends, or friends only. Yet, Facebook posters often perceive that they have written more freely than if they kept in mind the openness of the forum (E.B. Lee, 2012; Warrell & Jacobson, 2014; Dressler & Dressler, 2016).

The data for this study is a written post that appeared on the social media on the 27th day of February, 2022. The young author, one Mr. Isa Bayero, recounted his encounter with an Airline company in Nigeria and demanded an apology from the company's Chairman within 72 hours. This was carried by very many newspapers and online news media, and was widely shared by his friends on Facebook.

Below, is the specific statement from Mr. Isa Bayero that generated terribly angry reactions from readers and "Facebookers":

## Spynigeria.NG

Feb 27.

"Air Peace Must Apologise to Kano Emir

On National Newspaper & Come in Person to Apologise Within 72hours".

By Isa Bayero. -

"I called Air Peace Chairman, Allen Onyema, requesting him to delay the Airline's morning flight and he flatly Refused and said that he would not do that". "I personally took this as an insult and a Flagrant show of disrespect to His

Highness and the Kano people at Large," Mr Bayero added. "I personally requested the offer from Air Peace to allow the emir to join their Flight to Abuja; from there we would be Transiting to Kano but they said that Also was fully booked. Air Peace disrespected the Emir by Refusing to delay the taxiing flight". Isa added that it is totally wrong and Unacceptable because, if Air Peace Truly respects the emir, they should Understand the aircraft was not Complete without 10 passengers, Including the VIP. "We booked our tickets on that Aircraft and anybody that is familiar With international flight understands What is on-transit passengers and that Passenger has priority more than any Other passenger on board". "I am giving an ultimatum of 72 hours For Air Peace to tender an apology to The emir, first in a national daily and Secondly to come down in person to The emir. We would not hesitate to go Extra miles to correct the 'Misnormal'. "The action of Air Peace is Sentimental and unprofessional and we Can go any length to defend and Protect any act of insensitivity against Our prestigious traditional institution". "That insult is not heaped on the emir Alone but on the good people of Kano And folding our hands on this could Trigger something worse and more ridiculous". In reading Mr. Bayero's angry vituperations, one is persuaded to embrace a discourse analytical model that highlights the author's state of mind and what emerges as his audacious command to a business establishment. In this instance, it does appear as if Mr. Isa Bayero assumes that the Emir of Kano is the Emir of every Nigerian, including being the Emir of privately owned businesses. This assumption, in itself, displays a total lack of respect to Nigerians of other cultural affiliations as well as to business enterprises that do not thrive on displaying diffidence to traditional cultures and institutions. To further clarify the discursive dilemma espoused in the angry vents, the following keys have been adopted for the Mood analysis of Mr. Bayero's petition:

[S]=subject;[F]= Finite; [Fn]= Finite negative; [Fml]= Finite modulated; [Fms]= Finite modalized; [P]= predicator; [Pml]=modulated predicator; [Pms]= modalized predicator; [F/P]= fused Finite and predicator; [C]=Complement]; [Ca]= Attributive complement; [A]= adjunct; [Ac]=Adjunct circumstantial; [Am]= Adjunct mood; [Ao]=Adjunct comment; [Ap]=Adjunct polarity; [Av]=Adjunct vocative,[Aj]= Adjunct Conjuctive; [At]= Adjunct continuity; [WH]= WH-element; [WH/S],[WH/C], [WH/Ac] = fused WH element.

# Theoretical Background to the Study

The theory for the study is a fusion of critical discourse analysis and systemic functional linguistics.

#### **Critical Discourse Analysis**

Critical discourse analysis is a multidisciplinary approach to discourse which reveals the way discourses are used every day for the signification of power relations, social structure and social order (Dijk, 1993). CDA investigates the relations between language and society. It takes critical stance on how language is used. Critical Discourse Analysis assumes that language plays a crucial role in creating, maintaining and legitimating inequality, injustice and oppression in society (Koussouhon & Dossoumou, 2015). CDA has been applied significantly in language studies in areas such as media, news reports, editorials, and other media contents (Taiwo, 2013).

# **Systemic Functional Linguistics**

Halliday (1975) postulates that language has three functions namely; the ideational function, the interpersonal function and the textual function which enables the other two functions to operate.

Systemic Functional Grammar (SFG) by Halliday and Christain Maithiessen is an analytical tool that is complementary with Critical Discourse Analysis (CDA). This is because both theories have the same orientation that language and society shape each other and are interdependent (Ngugen, 2020). CDA looks at the connection of language and power and SFG can be used to relate grammatical structures of language use to their context of use, which enables critical analysts to obtain the kind of linguistic evidence they need for their social –critical objectives (Nguyen,2020, p.35; Krizsain, 2021, p.10-11). My focus in this study is on the interpersonal function through text analysis.

## **Interpersonal Metafunction**

The interpersonal metafunction represents the way the speaker/writer and the audience/ reader interact/ relate. It involves the use of language to establish and maintain relations with them, to influence their behavior, to express our own viewpoint on things in the world, and to elicit or change theirs. It mainly concerns the roles of addressers/ writers and audience/ readers... (Ye, 2010). In other words, the interpersonal function expresses the interactional meaning. It says what the clause is doing as a verbal exchange between speaker/writer and audience/ reader. The interpersonal meaning is expressed by the intonation contour; by the 'Mood' block, which may be repeated as a tag at the end, and by expressions of modality which may recur throughout the clause (Halliday & Matthiessen, 2004, p.328). The interpersonal function brings to light the writer's or speaker's hidden message by his or her selection of Mood, Modality and adjunct structures.

This scrutinizing of Isa Bayero' anger and displeasure on the owner of an Airline in Nigeria shows how his use of **mood**, **modal** and **personal pronouns** lays bare the messages conveyed in his hasty writing. Again, here, below, is the analytical identification of Mr. Bayero's writing:

I [S] called [f/p] Air peace chairman [c] Allen onyema [s] requesting [f/p] him [c] to delay [p] the airline's morning flight [c] and [AJ] flatly [AM] refused [f/p] and [Ag] said [P] that he [wh/s] would [fml] not [fn] do [f/p] that [wh/c].
I [s] personally [AO] took [f/p] this [c] as an insult [AC] and [AJ] a flagrant [Am] show of disrespect [Ac] to His Highness [C] and [AJ] the Kano people [S] at large.

I [S] personally [AO] requested [F/P] the offer [C] from Air peace [C] to allow [P] the emir [s] to join [F/P] their flight [C] to Abuja [C] from there [C]. We [s] would [Fml] be [Pml] transiting [P] to Kano [C] but [AJ]. They [S] said [F/P] that also [Wh/c] was [F] fully [AO] book [P]

Air peace [S] disrespect [F/P] the Emir [C] by refusing [p] to delay [P] the taxing flight [C]

It [s] is [F] totally [AO] wrong [C] and [AJ] unacceptable [fn] because [At] If Air peace [S] truly [Am] respect [F/p] the emir [C]. They [S] should [Fml] understand [F/P] the Aircraft [S] was [f] not [fn] complete [p] without 10 passengers [C] including the VIP [C].

We [S] booked [F/P] our tickets [C] on that aircraft [WH/S] and [AJ] anybody that [WH/S] is [F] familiar with [WH/C] International flight [S] understands [F/P]what [WH/S] is [F] on transit [P] passengers [C] and [AJ] that passenger [WH/S] has [F] priority more than [C] any other passenger [S] on board [F/P]. I[S] am [F] giving [P] an ultimatum of 72 hours [C], for Air peace [S] to tender [F/P] an apology [C] to the emir [C]

First in a national daily [S] and [AJ] Secondly [AO] to come [F/P] down in person [A] to the emir [C].We [S] would [fml] not [Fn] hesitate to go [F/P] extra mile [C] to correct [P] the misnormal [C]

The action of Air peace [S] is [F] sentimental and [AJ] unprofessional and [AJ], We [S] can [Fms] go [F/P] any length [C] to defend [P] and [AJ] protect [P] Any act of insensitivity [S] against [F/P] our prestigious [Ca] transitional institution [C].

That insult [WH/S] is [F] not [Fn] heaped [P] on the Emir alone [C] but [AJ] on the good people of Kano [S] and [AJ] folding [F/P] our hands on this [WH/S] could [Fms] trigger [F/P] something worse [Ca] and [AJ] more ridiculous [AP] It is in the context of the above analysis that we further decode the theoretical issues of the current discussion.

#### Mood

Mood is an indispensable component in interpersonal metafunction of the clause as exchange in English. It is made up of subject and finite. Mood is that clausal component that maintains the continuity of the communication. For Halliday (1996:76), "the subject supplies the rest of what it takes to form a proposition, namely, something by reference to which the proposition can be affirmed or denied". The finite is the first functional element of the verbal group.

The most fundamental purpose of any exchange, when it comes to the roles of addresser/writer and audience/reader are giving information, demanding information, giving goods and services and demanding goods and services. The labels for these functions are Statement, Question, Offer and Command. Here, the function of Statement is closely associated with particular

grammatical structure, which is the declarative clauses; Question is related to interrogative clauses; and Command is associated with imperative. The format, according to Halliday, is that, The Subject^ Finite (here "^" is the symbol for followed by") ordering of the clauses differs declarative clauses (Subject ^ Finite). Then from interrogative clause (Finite ^ Subject).

# Modality

Modality is concerned with the different ways in which a language expresses attitudes and judgments of different kinds (Yokosi, 2018:61). Halliday (1985a:335) defines modality as the area of meaning that lies between 'yes' and 'no'- the intermediate ground between positive and negative polarity."

Modality refers to a speaker's/ writer's /narrator's attitude towards, and opinion about the events and situation around him/her (Simpson, 1993:47). It is the grammar of explicit comment, the means by which people express their degree of commitment to the truth of the proposition they utter, and their views on the desirability or otherwise of the state of affairs referred to" (Fowler,1986:131). According to Thompson (2000:57), "Modality consists of Modulisation and Modulation.

Modalisation is the speaker's expression of judgment about the certainty, likelihood, or frequency of something happening or being (Eggins, 1994:180). It operates either implicitly through such Mood Adjunct as; I'm sure, I think, it is possible, it is certain, It is probable...etc. Modalisation covers the expression of two kinds of meanings in terms of probability and usuality through the choice of finite modal operator like may, might, could, can, or through the use of Mood Adjuncts of probability. It shows the degree to which the speaker can be in the eventual success of the exchange. It is the expression of degrees of obligation and inclination through such finite modal operators as must, should, have to, or by an expansion of the predicator via passive verb or an adjective (Halliday, 1998a:86).

## Table 1: Mood Types and their Speech Functions

To properly capture Isa Bayero's mood in the widely circulated post on Facebook, it is important to understand the various categories of Mood in Discourse analysis. Eggins (2004) summarizes Mood forms in the following way:

## **Mood types**

- declarative mood
- interrogative mood

### Speech functions

- giving information by stating what is or happens
- request of information

- modulated interrogative mood - indirect/tempered request of information

- imperative mood - getting indirectly/in a tempered way somebody to do something

by using, say polite modals

exclamative mood - expressing wonder, surprise,

bewilderment.

This leads us to a further analysis of the interpersonal communication from Mr Isa Bayero which provides the kernel of this discussion. For a proper context, it is necessary to locate the link between Mr. Isa Bayero and his Principal whom he tries to defend in his bitter complaint.

# The Interpersonal Metafunction Analysis of Isa Bayro's Social Media Vent

Isa Bayro is the chief protocol officer and cousin to the Emir of Kano, Aminu Ado Bayero. On the 27th day of February, 2022, he posted a statement through the social media strand of Facebook. This surfaced online and was reposted by several online newspapers, news media and his friends on Facebook. He narrated his encounter with a local flight operator chairman, Allen Onyema, whom he accused of insulting the Emir through his refusal to delay a taxi in flight, for some time, to enable the Emir and his entourage join the flight en route Kano. Here, again, is an excerpt from Mr. Bayero's written displeasure:

I [s] personally [AO] took [f/p] this [c] as an insult [AC] and [AJ] a flagrant [Am] show of disrespect [Ac] to His Highness [C] and [AJ] the Kano people [S] at large.

I [S] personally [AO] requested [F/P] the offer [C] from Air peace [C] to allow [P] the emir [s] to join [F/P] their flight [C] to Abuja [C] from there [C]. We [s] would [Fml] be [Pml] transiting [P] to Kano [C] but [AJ]. They [S] said [F/P] that also [Wh/c] was [F] fully [AO] book [P]

Air peace [S] disrespect [F/P] the Emir [C] by refusing [p] to delay [P] the taxing flight [C]

It [s] is [F] totally [AO] wrong [C] and [AJ] unacceptable [fn] because [At] If Air peace [S] truly [Am] respect [F/p] the emir [C]. They [S] should [Fml] understand [F/P] the Aircraft [S] was [f] not [fn] complete [p] without 10 passengers [C] including the VIP [C].

The post attracted lots of comments online. Some were in support, while others were against his views. Again, while some readers/commentators attributed a lot of sentiments to the post; others attached both vitriolic religious and ethnic swipes at the author. This researcher perceives many of the reactions as a time bomb that could cause more serious crisis if not properly handled. It is to this end that the study engaged language as used by the author in the post through an analysis of both the Mood and Modality, as well as his deployment of personal pronouns.

# Summarized data of the Findings Mood Properties in the Post

Mood types	Number	Percentage
Declarative	127	86.99%
Interrogative	15	10.27%
Imperative	4	2.74%
Total	146	100%

# **Modality Properties in the Post**

Modality types	Number	Percentage
Modalization	2	33.3%
Modulation	4	66.7%
Total	6	100%

## Personal Pronoun

Personal	Pronoun	Number	Percentage	
types				
I		4	30.7%	
We		4	30.77%	
Our		3	23.08%	
They		2	15.4%	
Total		13	100%	

## Critical Discussion of the findings

The analysis of the Mood types in Isa Bayero's writing shows 127 declarative moods, 15 interrogative moods and 4 imperative moods. The declarative mood is therefore, taking 86.99 percent of the clauses, interrogative clauses come second with 10.5%, while imperative mood has 2.74% clauses.

This result shows that Isa Bayero used the written piece to express his views on what transpired between him and the airline management. Since the purpose of speech of such writing is for the addresser or writer to express things in the world, to elicit or change the audience/ reader's attitudes and to arouse the reader's passion to have the same proposal as his/hers. Isa Bayero in the article tried to demand for an apology from the Airline's Chairman; he also used the medium to release the information about his encounter with the Chairman of the Airline to the public.

The declarative clauses functioned as Statements that give information to the audience/readers. Interrogative clauses came second with 10.27%, to show Isa Bayero's desire to get explanation from the chairman on his reasons for not delaying the taxi in flight for the Emir and his entourage.

The imperative clauses come third in the Mood category to show Isa Bayero's exercise of authority as he commands the airline to apologize to the Emir within 72 hours. As shown in the following example from the article,

1) "I am giving an ultimatum of 72 hours for Air Peace to tender an apology to the Emir".

### **Modality Analysis**

The analysis shows 6 modal verbal operators. Modality consists of Modalisation and Modulation as stated earlier in this study. Modulation is realized with words like "will" or "would" that shows how confident the speaker is. The degree of obligation came first with 66.7%, while Modalization came second with 33.3%. This shows Isa Bayero's confidence in carrying out his threat.

## **Personal Pronouns**

Personal pronouns are seen as another way of carrying interpersonal meaning apart from Mood and Modality. Generally, the first personal pronouns "I" and "we" refer to the addresser, while the second pronoun "you" refers to the person(s) spoken to.

Isa Bayero, uses the first-person pronoun "I" to speak about himself in the efforts he made to speak with Allen Onyema, the Airline's Chief Executive one-on-one. For example:

2) "I personally requested the offer from Air Peace".

He used the plural form of the first personal pronoun "we" to include the entire people of Kano State, Nigeria, to his personal encounter with Air Peace in the sentence

3). "The action of Air Peace is sentimental and unprofessional and **we** can go any (sic.) length to defend and protect any act of insensitivity against our prestigious traditional institution".

# **Summary and Conclusion**

In summary, the research has so far shown that, from the perspective of Interpersonal Metafunction, declarative clauses dominate Isa Bayero's social media vent on his experience with Air Peace Airline. Looking at it critically, the researcher sees the complaint as an informative article, used to vent out anger through the social media. This study, however, suggests caution, diplomacy in language use on social media. It advises people to avoid making public statements in their state of anger especially on social media. This is because social media network spreads information faster and farther. A statement made in Nigeria on social media can be read all over the world in a matter of seconds. Facebook management should also put a restriction to posts that are inciting, particularly those that are capable of causing ethnic, religious, political, national and international crises.

It is for the reasons so cogently illustrated above that this research is hereby concluded by suggesting, among other things, that there should be caution and diplomacy in language use. We also suggest strict restrictions in the use of social media among youths. We suggest, further, that the values of self-control be instilled among users of the social media, particularly when in a state of anger. In addition, it is the view of the present researcher that there is need to eschew making public statements that are capable of inciting ethnic, religious or political crisis in the society on social media. The study also recommends that Facebook should put a restriction on any post/poster that is likely to cause chaos by inciting crisis in the society.

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