

**Pragmatic Analysis of Rapport Management in Posts and Replies by *Twitter*
Users in Nigeria**

**Obaloluwa Ezekiel OYEDEJI
LCU/PG/001142**

**Being a MA Thesis Submitted to the Department of Languages & Literature,
Faculty of Arts, Lead City University, Ibadan, Oyo State, Nigeria**

**In Partial Fulfillment of the Requirements for the Award of Master of Arts
Degree (MA) in English Language**

Certification

This is to certify that Obaloluwa Ezekiel, OYEDEJI with Matriculation number LCU/PG/001142 carried out this research work titled “Pragmatic Analysis of Rapport Management in Posts and Replies by Twitter Users in Nigeria” in the Department of Languages and Literature, Faculty of Arts, Lead City University, Ibadan, Oyo state, for the award of Master of Arts Degree (MA) in English and that this work has not been previously submitted.

Dr. Oluwafemi B. Jolaoso
Supervisor

Date

Dr. Ufuoma. R. Davies
Head of Department

Date

Do Not Copy, Lead City University, Nigeria

Dedication

This work is dedicated to the memory of OYEDEJI Oluwagbemiga Akinola Moses.

Do Not Copy, Lead City University, Nigeria

Acknowledgement

I want to show my genuine gratitude to Lead City University for enabling me to follow my academic dreams. The faculty members, who have been supportive and knowledgeable, have helped and encouraged me during my masters programme at the university. Additionally, I appreciate the administrative staff for giving me the resources and help I needed to make my academic journey successful. I am honoured to be linked with Lead City University and believe that the knowledge and skills I have gained here will be priceless in my future professional endeavours.

I am grateful for the contributions of Prof. K. A. Adeyemo, who serves as the Vice Chancellor of Lead City University, Dr. A. Oyebola, the Registrar of Lead City University, and Prof. A. Oredehin, who is the Provost of the Postgraduate College at Lead City University, Ibadan.

My supervisor, Dr. O.B. Jolaoso, who also doubles as the Postgraduate Coordinator of the Department of Languages and Literature, deserves a great deal of appreciation for thoroughly reviewing my work and providing much-needed guidance as I was putting it together. I want to express my heartfelt gratitude to Prof. Donald Abidemi Odeleye, the Dean of the Faculty of Arts, Dr. U. R. Davies, the Head of the Department of Languages and Literature, Associate Prof. Anjolaoluwa Anuoluwapo Robbin, and Dr. Ukamaka Evelyn Akuche for their unwavering support. I also want to express my heartfelt gratitude to Dr. Kemi Adesina, Dr. R.O. Aluko, Dr. E.O. Senayon, Dr. M.O. Gbadegesin, Mr. O.O. Jegede, Mr. O.O. Akande, and my fellow students in the Department of Languages and Literature for their contribution to the successful completion of this work.

Lastly, I am grateful to Albert Baker Fund for unwavering financial support which made this programme possible, and my mother and siblings who have been an ever present support system. I am also grateful to Associate Prof. Olufunmilayo Adedire for her all round support, financially, spiritually and for her encouraging words

Even though the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work.

Table of Contents

Content	Page
Title Page	i
Certification	ii
Dedication	iii
Acknowledgement	iv
Abstract	v
Table of Contents	vi
List of Tables	ix
List of Plates	x
Chapter One: Introduction	1
1.1 Background to the Study	1
1.2 Statement of the Problem	3
1.3 Justification of the Study	4
1.4 Aim and Objectives of the Study	5
1.5 Research Questions	5
1.6 Significance of the Study	6
1.7 Scope of the Study	6
1.8 Operational Definition of Terms	6
Endnotes	9
Chapter Two: Literature Review	11
2.1 Conceptual Review	11
2.1.1 Pragmatics and Pragmatic Competence	11
2.1.2 Sociolinguistics and Sociolinguistic Competence	14
2.1.3 Politeness	16
2.1.4 Impoliteness	22
2.1.5 Social Media	24
2.2 Theoretical Framework	25
2.2.1 Rapport Management Model	25
2.2.1.1 Main Motivational Bases of Rapport	26
2.2.1.1.1 Face Sensitivities	26
2.2.1.1.2 Sociality Rights and Obligations	28
2.2.1.1.3 Interactional Goals	30
2.2.2 Rapport Analysis Elements	30
2.2.2.1 Rapport Orientation	31
2.2.2.2 Rapport Management Domain	31

2.2.2.3	Rapport Management Strategies	31
2.2.2.4	Rapport Management Across Cultures	32
2.2.3	Justification of the Use of Rapport Management Model for the Present Study	32
2.3	Review of Empirical Studies	32
2.4	Conceptual Framework	45
2.5	Summary of Gaps in Literature Reviewed	45
	Endnotes	46
	Chapter Three: Methodology	51
3.1	Research Design	51
3.2	Population of the Study	51
3.3	Sample and Sampling Method	51
3.4	Research Instrument	51
3.5	Validity of Research Instrument	52
3.6	Reliability of Research Instrument	52
3.7	Method Data Collection	52
3.8	Method of Data Analysis	52
	Endnotes	54
	Chapter Four: Results and Discussion of Findings	55
4.1	Data Presentation and Analysis	55
4.1.1	Forms of Face and Sociality Rights in <i>Twitter</i> Posts and Replies	55
4.1.2	Linguistic Devices Used to Activate Rapport Management or Rapport Mismanagement	56
4.1.3	Pragmatic Functions & Implications of Faces and Rights	64
4.1.3.1	Instances of Language Used to Enhance or Threaten Quality Face	64
4.1.3.2	Instances of Language Used to Enhance or Threaten Relational Face	83
4.1.3.3	Instances of Language Used to Enhance or Threaten Social Identity Face	101
4.1.3.4	Instances of Language Used to Support or Infringe Equity Rights	118
4.1.5	Instances of Language Used to Support or Infringe Association Rights	129
4.1.4	Face-saving and Face-threatening Strategies in Selected <i>Twitter</i> Posts and Replies	140
4.2	Discussion of Findings	143
	Endnotes	150

Chapter Five: Conclusion	150
5.1 Summary of Findings	150
5.2 Recommendations	152
5.3 Contribution to Knowledge	153
5.4 Suggested Areas for Further Research	154
5.5 Conclusion	155
Bibliography	162
Appendix	
Appendix 1: Screenshots of tweets used as plates.	162
Bio-data	186
The University Compliance Certification	188

Do Not Copy, Lead City University, Nigeria

List of Tables

Table	Title	Page
4.1	Distribution of Face Oriented (Im)Politeness Strategies/Formulae	144
4.2	Distribution of (Im)Politeness Strategies/Formulae Oriented to Sociality Rights	145

Do Not Copy, Lead City University, Nigeria

List of Plates

Plate	Title	Page
4.1	Threat to Decision Making Ability	65
4.2	Threat to Spouse Selection Ability	67
4.3	Threat to Language and Social Skill	69
4.4	Threat to Spelling Skill	70
4.5	Threat to Problem Solving Ability	72
4.6	Threat to Language Skill and Financial Ability	74
4.7	Threat to Conversational Skill	76
4.8	Inferiority Complex Implied	77
4.9	Threat Based on Physical Characteristic	79
4.10	What Does a Smile Mean?	81
4.11	Threat to Thinking Ability	84
4.12	Dark Consolation	86
4.13	Wrong and Right Handling	88
4.14	Flex Money	90
4.15	Chelsea Fan vs Manchester United Fan	92
4.16	Tweep vs Some Audience	94
4.17	“There Was a Caught”	96
4.18	Reasons	97
4.19	Focus	99
4.20	Normalized Abnormality	100
4.21	Threat Social Identity Face	102
4.22	Beef Tripe vs Shaki	104
4.23	Nepotism Denounced	106
4.24	Simple Path to Interest	107
4.25	Barcelona on Ground or on TV?	108
4.26	Cursor Humour	109
4.27	Foolish Take	111
4.28	Profiling Wahala	113

Plate	Title	Page
4.29	Terminal Illness Etiquette	114
4.30	Bad Boy Arrogance	116
4.31	Flex Money	119
4.32	50/50	120
4.33	Bills, Bills, Bills	121
4.34	Emotional Support	122
4.35	Standards for Men	123
4.36	Kinds of Cheating	124
4.37	Note on Manipulators	125
4.38	Criterion for Getting Attention	126
4.39	Paternity Fraud	127
4.40	Chores	128
4.41	DM Wahala	130
4.42	Duration Palava	131
4.43	Independence	132
4.44	Broke People	133
4.45	Birthday Flexing	134
4.46	Wealth of Hunger	135
4.47	Leather Ponmo	136
4.48	Interesting Stories	137
4.49	Disgusting Familiarity	138
4.50	Cheating Punishment	139