

A Sociolinguistic Analysis of Language Use in Selected Markets in Ado-Ekiti

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**A 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 (M.A.)
Degree in English Language**

2025

Certification

This is to certify that Babalola Olayide Ajoke, with matriculation number LCU/PG/005596, carried out this research titled “**A Sociolinguistic Analysis of Language Use in Selected Markets in Ado-Ekiti**” in the Department of Languages and Literature, Faculty of Arts, Lead City University, Ibadan, Oyo State, for the award of Master of Arts (M.A.) Degree in English Language and that this work has not been previously submitted for any other degree.

Dr. Esther Senayon
(Promoter)

Date

Dr. Ufuoma Davies
(Head of Department)

Date

Dedication

I dedicate this thesis to God Almighty, the Department of Languages and Literature, and all well-wishers.

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Acknowledgements

I am profoundly grateful to Almighty God for His grace, strength, and guidance throughout the course of my Master's degree program. Without His divine help, this achievement would not have been possible.

Special appreciation is extended to my promoter, Dr. Esther Senayon, for her mentorship, patience, and scholarly guidance in the course of this research. Her constructive criticisms and valuable insights have significantly shaped the quality of this thesis. I also thank my HoD, Dr. Ufuoma Davies and other lecturers of the department for their all-round support.

I sincerely appreciate my immediate family, especially my siblings, for their unwavering encouragement and support during this academic journey. Their prayers and words of motivation have been invaluable. My heartfelt gratitude goes to my parents, Pastor O. K. and Mrs. V. A. Babalola, for their immense financial assistance, moral support, and constant understanding. Their sacrifices and dedication remain a strong pillar behind the success of this work.

I also wish to acknowledge my husband, Mr. Bayode John Olukomogbon, for his steadfast support financially, physically, and emotionally throughout this programme. His patience, encouragement, and strength made this journey lighter.

Finally, I am grateful to all my loved ones who, in diverse ways, contributed to the success of this program, particularly through financial support. Your generosity and encouragement are deeply appreciated.

Abstract

This study examined how language is used in selected markets in Ado Ekiti, with a focus on the social meanings and cultural values that shape everyday communication. The study was based on the Interactional Sociolinguistics Theory, which explains how people use language in social contexts to create meaning and maintain relationships. The main objectives of the study were to identify the languages used by sellers and customers; to examine the language strategies they employed during interaction, and to explore the sociocultural factors that influenced their language choices. The study adopted a qualitative research design. Data were collected through observation and interviews from sellers, customers, and apprentices across three major markets in Ado Ekiti: Oja Oba, Oja Bisi, and Agric Market. The data were analyzed thematically. Findings revealed that Yoruba, Nigerian Pidgin, and English were the main languages used in the markets. Yoruba served as the dominant language, while English and Pidgin acted as bridge and prestige languages. Sellers used different strategies such as greetings, praise, humor, repetition, persuasion, and code-switching to attract customers and maintain friendly relationships. The study also found that sociocultural factors such as gender, age, level of education, social class, and the relationship between sellers and customers influenced language use. The study concluded that language use in Ado Ekiti markets went beyond business transactions. It reflected cultural values, social identity, and interpersonal relationships. The study contributes to knowledge by showing how everyday market interactions serve as a mirror of community life and how language helps to sustain social harmony in multicultural settings.

Keywords: Sociolinguistics, Market discourse, Ado Ekiti, Communication strategies, Interactional Sociolinguistics

Word Count: 253

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