

Semantic Shift among Undergraduates of Lead City University

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Certification

This is to affirm that **Omotomiwa Samuel ÀJÀYÍ**, with matriculation number LCU/PG/003002, personally conducted the research titled **Semantic Shift among Undergraduates of Lead City University** in the Department of Languages and Literature, Faculty of Arts, Lead City University, Ibadan, Oyo State. This work was carried out as a requirement for the award of the Master of Arts (MA) Degree in English Language. To the best of our knowledge, this research has not been presented elsewhere for any academic qualification.

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Date

Dr. Ufuoma Rebecca Davies
(Head of Department)

Date

Dedication

This research is dedicated to God Almighty, for His guidance, grace, and wisdom throughout this academic journey.

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Abstract

This study investigates the phenomenon of semantic shift among undergraduates of Lead City University, Ibadan. It examines how social, cultural, and technological factors influence the reinterpretation and contextual transformation of English words in students' everyday communication. The campus environment, especially within institutions like Lead City University, Ibadan, provides a rich setting where English is reshaped to fit the realities of youthful interaction, media influence, and digital culture. The research adopts a qualitative approach grounded in synchronic linguistics and cognitive-pragmatic theories, emphasizing natural language use without the aid of recording devices. A total of thirty (30) undergraduates were randomly selected from different faculties and academic levels of Lead City University. Data were obtained through observation and informal interviews with students, focusing on how they assign new meanings to existing English expressions. Findings reveal that undergraduates frequently employ words such as *vibe*, *ginger*, *cruise*, *flex*, and *mad* in ways that depart from their standard dictionary meanings. These shifts reflect creativity, peer identity, and the influence of digital media on language use. The study concludes that semantic shift among students is not arbitrary but socially motivated, mirroring wider trends in contemporary English usage and youth communication.

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