

## Media Framing and Stylo-Rhetorical Analysis of Selected BBC Yoruba English Premier League Related News Headline

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### Abstract

*This study conducts a content-based analysis of selected BBC Yoruba English Premier League news headlines on Meta (formerly Facebook) social media platform page. The main thrust of this research is to examine the importance of how (language use) to what (information) in new media communication. Data for this research work were gathered from BBC Yoruba News through their Meta (Facebook) page. Twenty news items were identified for analysis from the data gathered between the period of August 2022 to January 2023 of the 2022/2023 football season of the English premier league through a method of simple random sampling and were analyse within the scope of the communicative model of stylistics theory championed by Lawal (2012) and Goffmann (1974) framing media theory. The study found out that BBC Yorùbá news platform through their news headlines on English Premier League Football Clubs can be classify as a satirist who employed the use of Yorùbá language to inform, educate, entertain and banter Yorùbá English premier league football lovers. The study also revealed that out of all the verbal arts which include Slang, Adapted oral literature, Allusion, Hyperbolic-Personification, Word play and Simile adopted by BBC Yoruba, the usage of Slang is the most prominent from the list of data presented for our analysis. It was also discovered that BBC Yoruba idea of using Yorùbá language to relay English Premier League football related news is an answer to the clarion call by Yorùbá language researchers that a native approach should be adopted by all and sundry for the dissemination of information since according to Lawal (2015, p. 2) who asserts that that 80 percent of Yoruba speakers who do not speak English carry on the business of life and living on their farms and in the markets in their mother-tongue."*

### Keywords

Framing; Stylo-rhetorical; Indigenous media; English Premier League; News headlines



## I. Introduction

Language is an integral part of communication; this is because the mode of expression i.e. the how is as important as the what (message) itself. The phenomenon in relation to mass communication counted among the heavy presence of content in the domestic media like online newspaper will continue to portray the medium as a means to reaching out to the elites. Perhaps, this is because the larger percentage of the masses constitutes the illiterates (Onaopepo, Ojetola & Ufot, 2023). Thus, dispensing information to these groups using the same language as elite can be considered offensive, non-inclusive and non-communicating (Onaopepo et al, 2023). One of the ways to bridge this gap is the use of native language in the

dissemination of information. The Yoruba people just as other races know the importance of language and mode of expression in communication. Işòlá (1981) in his work gave credence to this assertion when he opined that “Perhaps the most important single item that distinguishes an ordinary artist from the highly competent is the use of language”.

What this means is that language is one of the criteria that is used to differentiate between a professional artist and a novice. By artist, we mean oral and written poets, literary writers, newscasters and presenters, mass communicators, master of ceremonies etc. Ulli Beier in Bámgbóşé (1974) also explained that what distinguishes Fagunwa’s (a Yoruba literary icon) from other writers of his time was his use of language. He opined that “The true Yorùbá flavor of Fagunwa’s work is not in the material he used, but in the language, in the manner of tone of his storytelling”. What this mean in a nutshell is that language users must not only be concern about their stories and news but also about the manner and tone through which it is disseminated. Pratt in Ajadi (2012) also explained the importance of mode of expression in communication when he opined that:

Whenever we try to grasp not only the substance of what we read, but its effective relation to the structure and the style.

From a media practice, the process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue is referred to as framing(Chong & Druckman, 2007). Though related to agenda setting perspective of making salient in the public what is salient in the media, which they both focus on how media draws audience awareness to particular topics and therefore sets an agenda for public discussion. However, framing goes further by postulating that how news is presented creates an edge for that news.

To frame is to select some observed reality in aspects of communicated information and make them more significant in such a way that it will stimulate a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation. Goffman proposes that people deduce what is going on around them through natural and social frameworks. These frameworks help individuals interpret information so that it can be understood in a wider social context. He considered natural frameworks as physical occurrences attributing natural quotes to the causation of events while he views social frameworks as socially driven occurrences, due to the whims, goals, and manipulations on the part of other social players (people) (Aondover et al., 2022a).

Our effort in this work will be to analyse the style as well as the rhetorical prowess and mastery of language of BBC Yorùbá in their news dissemination, most especially English Premier League football related news headlines. For proper stylo-rhetorical and framing analysis of our gathered data, this work will be divided to the following sections (i) Introduction, (ii) Literature Review, (iii) Theoretical Framework (iv) Data Presentation (v) Data analysis and (vi) Findings and Conclusion.

## **II. Review of Literature**

Through various media such as television, radio, newspapers, magazines, online news sites, and the like, media institutions have continued to engage society and are also responsible for providing information and news to the public by ensuring that the information conveyed is accurate, independent, and beneficial to the community. These institutions according to Imam and Yuli (2023) are considered entities that have the power to influence

and shape people's views and behavior, particularly, in the current digital era. Mass media perform many functions in the human society no matter what. This including the Wright entertainment function of media being the earliest expansion and modification that greeted the Laswellbasic three functions of media such as surveillance of the environment, correlation of parts of the society and transmission of cultural values from generation to generation. Accordingly, Oriola (2012) posits that these functions are expected of any form of media genres in line with the expectations of the society.

According to Imonopi and Urim in Mojaye and Aondover (2022) entertainment is one of the functions of the media to relax the nerves of the masses of the hardworking people through sporting activities such as football. Adesina, Obalanlege and Katibi (2016) corroborate their claim when they also explain the multi-functional role of a journalist in the society. They submit that “The conventional job of a journalist the world over is to educate, entertain and inform the society via their media channels”. We observed that this role can be best achieved when the language of the concern spectators are put into consideration (Kurfi & Aondover, 2021). Thus, BBC Yoruba is a good example of communicating to specific targets rather than the information approaches as synonymous with most media stations. Through headline which is the first impression media make on their audience. Notwithstanding, media organizations should bear in mind that they have an audience whose content they publish must be relevant. Consequently, there must be elements of audiences’ involvement in each headline that are casted through appropriate usage of catchy frames and styles in form of language content (Kurfi et al., 2021).

Football which is otherwise known as soccer in the United States of America is one of the most popular sports in the world. It is an international sport whose history can be traced to England, Scotland and China as the case may be. Shiner in Komolafe (2020) examined the history of football that is how football came into being. He opined that:

The common view is that football was invented in England coming to the fore in the 19th century. However, there are claims that the Scottish invented football as we know it, as well as the Chinese, who also believed that they play an integral role in the birth of the game.

Works abound on rhetorical analysis of literary genres such as poetry, drama, and prose and also on different topics that are related to football within the scope of linguistics. Some of the earlier works on these two areas include Osisanwo (2012) who did a linguistics analysis of English medium soccer commentary on radio. Also, Adetunji (2010) in his work titled “Nicknaming Soccer Players: The Case of Nigerian Supporters of English Premier League Club sides” examined the use of Nigerianised nicknames for English premier league players. While some of these nicknames are to vilify the player and their supporters some are to praise them.

In addition, Onyebuke (2018) in his own work examined the impact of European football leagues English premier league inclusive in Nigeria as a tool of globalization which shows the country as a state that import goods and services rather than export in his work titled “Football globalization, fans of European league and the spatiality of viewing centers in a Nigerian city”. Furthermore, Komolafe (2020), in his work titled "Developing Football Language in Yorùbá " made use of different lexical derivation methods such as composition, axiomatisation, coinage, loan translation, borrowing etc., to provide Yoruba words for English football terms . The main thrust of his work is to bridge the existing gap in football commentary and analysis in Yorùbá language (Msughter & Aondover, 2023).

Ajayi, Akinrinola and Ajayi (2023) in their work also examine the use of banter language by football fans in Nigeria in their work titled “Fandom language and banter-throwing in football related interactions among Nigerian fans of English premier league

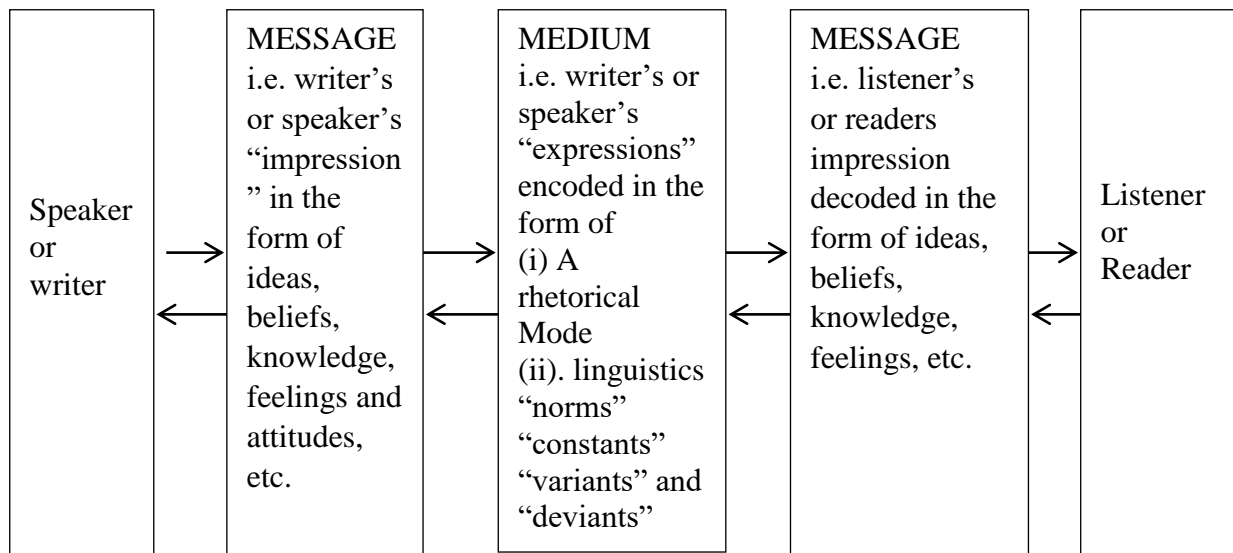
clubs. They opine that football, most especially the support that English premier clubs enjoy among Nigerian youths has helped reduce social vices such as cultism and help forge alliances that transcend religion and ethnicity among Nigerian youths (Aondove, et al., 2022b). We observed that though English premier leagues and its influence have been studied, little or no work that we know of has studied English premier league news headlines in Yorùbá language, most especially focusing on BBC Yorùbá using an eclectic approach which combines framing media theory and communicative model of stylistics theory as instrument of analysis (Msughter et al., 2021). Our aim in this work is to bridge this gap through a linguistic cum communication study of selected BBC Yoruba English Premier League related news headlines.

## 2.1 Theoretical Framework

The theory that will be employed for our analysis is the communicative model of stylistics theory which was propounded by Lawal (2012) and Goffmann (1974) framing media theory. Lawal (2012) explained the main thrust of communicative model of stylistics theory as:

A communicative model of stylistics is eclectically based on the different perspectives on, and approaches to the study of style. Style is the intricate, bidirectional relationship between components of the message and those of the medium in the sociolinguistics process through which the speaker/writer and the listeners/readers negotiate and transact meaning.

Lawal (2012) used a diagram to explain the major components as well as the building block of the communicative model of stylistics theory.



Lawal (2012, p. 39) explained that in summary communicative model of stylistics theory must include:

All the medium must however be closely linked with certain ideas, beliefs, feelings, views and attitudes which the listener/reader can employ to decode and reconstruct a particular message or point of view in the light of the totality of background knowledge and experience including his familiarity with the rhetorical mode.

What this mean is that writers and readers must adopt rhetorical mode which will amplify their message and also connect them to their audience. In this paper, the researcher efforts will be geared towards analysing selected BBC Yoruba English Premier League related news headlines and examine how the newscasters adopts communicative model such as constants, variants and deviants in their effort to connect to their audience who are basically youths and whose native language that is their L1 is Yorùbá language.

Framing as a media theory was made popular by Goffman in his (1974) work where he suggests that how an issue is presented to the audience influences the choice of people on how to process that information. Framing is related to agenda-setting theory because both of them focus on how media draws audience awareness to particular topics and therefore sets an agenda for public discussion but framing goes further by postulating that how news is presented creates an edge for that news.

Chong and Druckman (2007) refer to framing as the process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue. According to the analysis of Goffman’s framing theory by Entman, to frame is to select some observed reality in aspects of communicated information and make them more significant in such a way that it will stimulate a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation. Goffman proposes that people deduce what is going on around them through natural and social frameworks. These frameworks help individuals interpret information so that it can be understood in a wider social context. He considered natural frameworks as physical occurrences attributing natural quotes to the causation of events while he view social frameworks as socially driven occurrences, due to the whims, goals, and manipulations on the part of other social players (people) (Khalid & Aonover, 2022).

### III. Research Method

The study utilizes content analysis of strategic documents. Data for this work were gathered from BBC Yoruba news through their Meta (formerly Facebook) page, and the rationale for this was a tripod: Firstly, the medium (Meta) was considered important, as it has been adjudged by many scholarly findings as the most widely source social media platform for people of different age brackets. Secondly, the selected league (English Premier League) holds the status of the most popular football league around the globe. Finally, the indigenous Yoruba language adopted by BBC through their Meta (Facebook) page accounted for the proper usage of media expertise framing and stylo-rhetoric in the ways their headlines were casted. These data were gathered between the periods of August 2022 to January 2023 of the 2022/2023 football season of the English Premier League. We observed that all the news headlines from the social media platform are centered on five English Premier League teams which are Arsenal, Chelsea, Man City, Man United, and Liverpool. From the gathered data, twenty news items are adopted for analysis within the scope of the communicative model of stylistics and Framing theory.

**Table 1.** Data Presentation

News Headlines in Yorùbá	English Translation
i. Leeds United ñ fọ Chelsea lẹnu lówọ pẹlú àtòrì ẹlẹnu méjì.	Leeds United is winning Chelsea with two goals to nil.

ii. Chelsea lulè, Leeds United şesó iyà fún wọn	Leeds United beats Chelsea
iii. Arsenal yeḡi fún Bournemouth mólé.	Arsenal beats Bournemouth at home.
iv. Liverpool padà dárin nínú aginjù ayé ní òsán gangan	Liverpool walks alone.
v. Liverpool fì íkanra dána sun Bournemouth ráúráú ní Anfield.	Liverpool beat Bournemouth at Anfield.
vi. Salah àti Liverpool fọ Man City lenu l'Anfield.	Liverpool with the help of Salah beat Man City at Anfield.
vii. Chelsea pa Aston Villa mó'lé	Chelsea beat Aston Villa at home.
viii. Arsenal şe Liverpool şakaşaka.	Arsenal defeat Liverpool resoundingly.
ix. Chelsea wó Wolves.	Chelsea beat Wolves.
x. Man City şe iyà fún Southampton	Man city beat Southampton.
xi. Man City pòkọ ibànújé fún Man Utd.	Man city beat Manchester United in the Manchester derby.
xii. Ó di gbéré, Tuchel lo! Chelsea ti ku Thomas Tuchel yọ gégé bí akònimòḡbá wọn.	Chelsea sack Tuchel as their first team coach.
xiii. Dùndú Man U ti láta o. Àlùbami ni wọn lu Arsenal bí aşọ òfì.	Manchester United defeats Arsenal.
xiv. Ta ni yóó lulè nígbà tí Arsenal àti Man Utd bá kojú ara wọn lóni?	Who will wear the crown when Arsenal and Manchester United face each other today?
xv. Man U dákún işoro Leicester City!	Man U beats Leicester City.
xvi. Chelsea laná! Southampton yeyé wọn láwólé sùn.	Southampton beat Chelsea.
xvii. Arsenal dána sun Nottingham Forest	Arsenal beat Nottingham Forest.
xviii. Manchester United rin àrinfesésí lójó isinmi.	Man U got beaten at the weekend.
xix. Òjò iyà rò lé Chelsea lóri.	Chelsea got beaten.
xx. À kàn pa bí àgbò ni Arsenal kan Leeds dojú bolè	Arsenal beat LeedsUnited.

### 3.1 Analysis of BBC Yorùbá Language Use and Style

In this section, effort will be made to examine and analyse language styles that were adopted by BBC Yorùbá to disseminate information, entertain as well as create a connection between them as the sender who vehicle their messages through different mediums which include rhetorical mode and linguistics norms to their target audience (receiver) who are predominantly youths. Some of the language styles adopted by the broadcast station include the use of Slang, Simile, Word play, adoption of Yoruba oral literary terms etc.

#### a. Slang

Slang according to Aboh (2015) can be defined as “a functional language that is created to satisfy the communication needs of a speech community”. Slang is one of the linguistics instruments used by the broadcast station to create awareness and a deep connection with their target audience who are mostly youths. This is mainly because slang is a youthful language. Asiri and Ogutu (2018) gave credence to our assertion when they assert that “In many studies on slang, young people have been identified as the main users of slang as a creative way of communication”.

In addition, we observed that there is a close connection between football and slang, since the main users of both are the youths. Adetunji (2010) explains the connection between slang and football when he opined that “slang and soccer are forms of entertainment, the one phonological, and the other physiological”. Some of BBC Yoruba English Premier League news headlines where slangs are used include the following:

#### 3i. Leeds United ñ fọ Chelsea lẹnu lówó pèlú àtòrì ẹlẹnu méjì

*Fọ lẹnu-* This literarily means “break mouth”. This is a slang that can be categorised under verbal type known as splitting verb i.e. a single verb that is split into two by a noun phrase in this case “Chelsea”. This slang means to beat to stupor. It is used to hyperbolize a situation. It has a wide range of usage and its meaning is usually according to its context of usage. It is used in this news headline to narrate a situation where Chelsea which can be likened to Goliath is beaten by Leeds United that can be compared to David in the Bible.

#### ii. Salah àti Liverpool fọ Man City lẹnu l’Anfield.

*Fọ lẹnu-* This is a slang that can be categorised under verbal type known as splitting verb i.e. a single verb that is split into two by a noun phrase in this case “Man City”. Its usage and meaning is the same as in example (i).

#### iii. Chelsea lulẹ, Leeds United sẹsọ iyà fún wón

*Sẹsọ iyà-* It is a slang that is related to Yorùbá culture and belief system. Sẹsọ can be further broken down to “Sẹ ànd Oşólẹ”. In Yoruba cosmology it depicts the use of external force to acquire something, most especially money. It was used in this news headline ironically to amplify the enormity of the loss that Chelsea a presumed superior football club suffers in the hand of Leeds United a presumed inferior football club to them.

*Lulẹ-* slang – It is a popular onomatopoeic slang that depict a loss in a remarkable manner. This slang, contrary to general belief that slangs are mainly used by youths in a particular society was used and made popular by a septuagenarian Asiwaju Bola Ahmed Tinubu who is now the president of the federal Republic of Nigeria during a political campaign in the capital city of Abeokuta in Ogun state in the year 2022. BBC Yoruba adopts this slang because of its recency and being in vogue as it will connect with their target audience and amplify the reception of their news. Gozli et.al. (2018) in Oloso (2021, p. 67) explained the negativity that surround down which is “ilẹ” as shown in the slang “lulẹ” ‘lose

shamefully’. They opine that “Positive objects or actions are associated with highness whereas negative objects or actions are related to physical lowness”. Oloso (2021, p.77) gave an example in Yoruba language to corroborate their claim

iv. *Fi ori gbá ilẹ̀*

Use head hit ground

Acting weird/behaving abnormally/gone bonkers

Oloso (2021) explained that “In this example “ilẹ̀” ‘ground’ is a space that carries a negative connotation which bears a negative influence on the resultant interpretation of the whole sentence”.

v. *Ta ni yóó lulẹ̀ nígbà tí Arsenal àti Man Utd bá kojú ara wọn lónìí?*

The slang use performs the same function as that of example (iii). This sentence shows a contest between two teams who are equal in strength and history. The slang is used to banter the fans of the two teams.

vi. *Chelsea pa Aston Villa mó’lé.*

*Pa-* This word is a homographic word in Yorùbá language that has more than one meaning. Some of its meaning include “to kill” for example ‘mo pa eja ‘I killed a fish’, “to quench”, “lọ pa iná ‘go and quench the fire’ “to make” for example “Èlọ ni o pa?” ‘how much did you make?’. When used as slang, it is used rhetorically to express a verbal kill which means to massacre a team without killing physically. This is what Ajayi, Akinrinola and Ajayi (2023) referred to as “direct and indirect jocular mockery” whose sole aim is to banter the losing team. The main purpose of banter slang such as this was explained by Ajayi, Akinrinola and Ajayi (2023) that “These pragma-linguistics practices, deconstructed as merely banter-throwing by participants (in this case the broadcast station) help create and sustain an atmosphere of camaraderie among the EPL fans”. The usage of this type of slang can be likened to banter that are exchanged between winners, losers and spectators in Yoruba popular “Ayò ọlópón” outdoor game.

*Mó lé* – This verb phrase in this news headline is built on Yorùbá belief system that a brave man or woman should be able to excel either in his or her home ground or far away from home. This belief is best represented by the following Yorùbá proverbs that say:

vii. *Ọmọ ọlẹ̀ nikan ni àyè ò gbà; ibi gbogbo ni ó gba alágbára;* ‘it is only a lazy person that cannot excel everywhere, a brave person can dwell everywhere’.

viii. *Ailẹ̀ja ni pé ilé baba mi ò dé ibí* ‘being weak is the excuse that my father’s boundary does not reach here’.

ix. *Chelsea laná! Southampton yẹ̀yẹ̀ wọn láwọ̀lé sùn.*

*Laná* – This slang is used to amplify the manner of loss of the Chelsea team against a presumed weaker team such as Southampton. *Laná* which linguistically means to catch fire that is “là” ‘catch’ and “iná” ‘fire’ is used by the broadcast station rhetorically to etch in the mind of Chelsea football club supporters and rival fans the gravity of the loss which they suffered. The other part of the sentence “ní àwọ̀lé sùn” ‘before bed time’ is used to hyperbolize as well as emphasized how and when the beaten took place.

x. *Man City ẹ̀ yà fún Southampton*

*Ẹ̀ yà-* This slang which linguistically can be translate as ‘cook beating’ is a slang that is used to show seniority between two teams where the better team in this case

Manchester City got the better of the weaker team i.e. Southampton as expected. The slang shows the degree of the loss.

### **b. Adoption of Yoruba Oral Literature Related Terms**

Oral literatures are the unwritten literature of a particular society which is passed down from one generation to another verbally. It is a form of literature through which the ways of life of a particular people can be known. Examples of Yoruba oral literature include *Ìjálá* ‘hunter’s song’, “*Èkún iyàwó*” ‘nuptial song’, “*Ìrèmòjé*” ‘hunter’s dirge’, “*ìwúre*” ‘prayer’, “*Èsà*” ‘masquerade chant’, “*Ofò*” ‘incantation’, “*Èpè*” ‘curse’ etc. We observed from our gathered data that “*Ìrèmòjé*” ‘hunter’s dirge’, and “*ìwúre*” ‘prayer’ are the two examples used by BBC Yoruba in the dissemination of these football related news.

*4i. Ó di gbéré, Tuchel lọ! Chelsea ti ku Thomas Tuchel yọ gégé bí akònimòògbá wọn.*

This is a term that is mainly used in passage rites for people that transit from the physical realm to the spiritual realm in Yorùbá language i.e. died. Its usage in this news headline adopts a deviant stylistics mode of communication that is deviation as its stylistics mode because being sacked cannot be equated with being dead. This is because a football coach that was sacked can be reappointed by this same club but a dead person whom Yoruba passage rite is used for can be brought back to life. A clear example of a sacked manager being brought back to the same club is Frank Lampard who was sacked by Chelsea football club in 2018 and was reappointed back in acting capacity in 2023 and Carlo Ancelotti who was sacked by Real Madrid football club and rehired by the same club to mention just few. This news headline will be taken by Chelsea football club rival fans in a positive way and use to banter Chelsea fans why many Chelsea fans will see the news as negative since the sacked coach is seen as a legend who won lots of trophies for the club.

*ii. Manchester United rin àrìnfesèsí lójó ìsinmi*

This is an example of Yorùbá traditional prayer known as “*ìwúre*” that is “*wí ire*” ‘say a prayer’. It is used as a form of deviant by the language user in this case BBC Yoruba, since originally this type of prayer is use in a negative sentence with the negative marker “*ma*” ‘not’ to ward off evil but it is used stylistically in this news to banter the fans of Manchester United. The news will be taken by rival fans with positive feelings as it is a ready-made verbal instrument to banter and make fun of the fans of the losing team in this case Manchester United.

### **c. Allusion**

Allusion is an important stylistic device which is employed by language users to link past events to current happenings. Ojo (2015) explained allusion as “a reference to past records which give deeper insight into understanding past events. In selected news headline items, BBC Yoruba broadcasters adopt the usage of allusion to relay past events to make fun and create satire among football fans. Some of the examples include:

*5i. Man U dákún ìṣòro Leicester City!*

This news item shows that Leicester City is already grappling with a problem of form and Manchester United just compounds their problem. It is a news headline where the user adopts a rhetorical mode and the audience most especially the winning team fans will take it with positive feelings.

ii. *È má wòran o, òbe iyà tún ba Liverpool mólé.*

We observed that this news was amplified through a satirical call for concern for all and sundry as Liverpool football club has been defeated at home again. This shows the predicament the club has been through lack of form since the beginning of the season. The use of the noun phrase “òbe iyà” that is ‘knife of sufferings’ was used as a personification to heightened the degree of their loss and provide a readymade verbal instrument for rival fans to banter and mock Liverpool football club fans.

iii. *Liverpool padà dárìn nínú aginjù ayé ní òsán gangan*

This news item shows there is a mutual contextual belief between the media i.e. BBC Yorùbá and their targeted audience. This is because the news item is used to satirize Liverpool fans whose motto is “You will never walk alone”. The news item also buttressed Yorùbá ideology of communalism rather than individualism. Yoruba belief in communalism which the news item is built upon is best explained using the Yorùbá folksong which state that:

Orí mi má jẹ kí n yá àdánikàn gbélé oooo My head do not let me be a loner  
Orí mi má jẹ kí n yá àdánikàn gbélé oooo My head do not let me be a loner  
À dá nìkàn jẹ To eat alone  
À dá nìkàn mu To drink alone  
À dá nìkàn gbénú pàlò bí ẹranko To stay alone in the living room like an animal  
Orí mi má jẹ kí n yá àdánikàn gbélé oooo My head do not let me be a loner.

This Yoruba folksong shows the gravity of language use by BBC Yoruba as instrument of banter given to rival football fans to banter and mock Liverpool fans for their loss relying on the motto of Liverpool football club “You will never walk alone” which is built on the concept of communalism.

iv. *Dákú dájí Man U dákún isòro Liverpool.*

This news headline is a two-thong approach satire used to mock both the winner, Manchester United football club, and the losing team, which is Liverpool football club. Manchester United though being the team was mock for their lack of consistency which was compared to an “Àbíku” ‘a reincarnated child’ that dies and wakes up as he or she wishes while Liverpool was mocked for their consistent lack of form.

#### **d. Hyperbolic-Personification**

We observed that the news item under this category were used to perform a stylistic dual role of giving human attribute to in-animate object i.e. personification which is known as “ìfohupèniyàn” as well as the use of hyperbole which is the verbal art that is known as “Àpónpo or Àsòrégèè” in Yorùbá language. It is usually used to exaggerate a situation. Adejumo (2014, p. 271) describe hyperbole as “exaggeration being a poetic tool for foregrounding helps in holding up an aspect of a discourse for attention”. Some of the news headlines used by BBC Yoruba news in relation to news on English Premier League football clubs that are hyperbolic- personified in nature include:

6i. *Òjò iyà rò lé Chelsea lóri.*

In this news item Chelsea football club which is an in-animate object was given an attribute of human being which is the ability to be drenched by rain. This is used metaphorically to hyperbolize the sorry state Chelsea football club and their football fans which are seen by BBC Yoruba as one after their defeat.

ii. *Man City pòkò ibànújé fún Man Utd.*

In this news item both Manchester city football club and Manchester football club who are rival team in the same city of Manchester were seen as human rivals and the football encounter between the two clubs were likened stylistically to a process where the city football club figuratively like rival wives of the same husband which in this case is the city of Manchester prepare a pap of sufferings “èkò ibànújé” for Manchester United. We observed that the verb “pò” which means ‘to prepare’ and “èkò” ‘pap’ are used only for human beings but were used as a form of deviation to entertain football lovers most especially rival fans of Manchester United football club.

iii. *Arsenal dáná sun Nottingham Forest*

It was observed that the verb phrase “dáná sun” which means ‘to set fire on’ was used figuratively to shoe the manner and degree of battering that Arsenal football club gave to Nottingham Forest. This news item provide for a bragging right which Arsenal fans can use to taunt rival fans who are not even Nottingham Forest football club fans. This news headline shows the superiority of form Arsenal football club was in comparism to their rival clubs.

iv. *Arsenal yègi fún Bournemouth mólé*

*Yègi fún-* Which means to kill someone (human) most especially a murderer sentence to death was used rhetorically to depict the manner of the win. It is similar to ‘massacre or annihilate’ that English football writers used. It is used to create an image of the battering Arsenal gave to their opponent. This is used to massage the ego of Arsenal football fans and give them bragging right against their opposing football fans in Nigeria.

### e. **Word Play**

Word play is the use of tone, sound, syllable or words by language users to beautify their message and entertain their audience. This can be done through the use of idiophone or copying a particular syllable or word within a sentence repeatedly for aesthetic purposes.

(a). Idiophone- These are words that are used by language speakers to entertain and heightened the mood of the audience or listeners. Akanbi (2014) define idiophone in Yorùbá language as “a kind of communication device in Yorùbá language in which particular words are used to describe what is referred to in such a way that the hearer/listener will clearly picture in his/her mind what is being spoken about”. Example of the use of idiophone can be found in the news headline below:

7i. *Arsenal še Liverpool şákaşàka.*

In this news headline the idiophone *şákaşàka* is used to etched in the mind of both the winning and losing teams fans the bragging right of winning a match of high stake and the sour taste of losing a high stake match. The language user adopts a rhetorical mode of expression to convey his or her message while the audience receives it through feelings which are both positive and negative.

ii. *Chelsea wó Wolves*

In this news headline, the first syllable of the losing team that is “wo” in ‘Wolves’ was copied to derive the verb “wó” which means to ‘destroy or crumble’ to express rhetorically the way and manner the Wolverhampton Wonder team lost the match. This news will birth positive feelings in fans supporting Chelsea football club as the Yorùbá usually say “bí eégún ẹni bá jóore; orí a máa yá atókùn” that is if one masquerade dances well the owner will be happy.

## f. Simile

Simile is the comparison of two items with the use of simile marker which is “bí” in Yorùbá language and “as or like” in English language. Eyoh (1997) in Yeibo (2012, p. 182) explained what simile entails when he opines that:

Simile creates a mental picture through words and the imaginative faculty manifesting itself in various figures of speech. He contends that mental and imaginative faculties, as well as feelings are central to the study and efficacy of simile in a work of art ... simile is a traditional element of poetry, constituting an important stylistic tool in the hands of poets of all ages.

Examples of simile usage in BBC Yoruba English Premier League football related news headlines include:

*8i. Dùndú Man U ti láta o. Àlùbami ni wón lu Arsenal bí aṣọ òfi*

The manner of Arsenal football club loss was compared to the way and manner Yorùbá traditional cloth which is known as “òfi” which is made through careful ginnery of the cloth material.

*ii. À kàn pa bí àgbò ni Arsenal kan Leeds dojù bolè*

In this news headline, the way and manner Arsenal football club won their match against Leeds United was compared to a ram fight contest where one ram knocks the other till it dies. We observed beyond the use of simile for aesthetic purpose, the two news headlines under simile was also used to promote Yorùbá culture and tradition which include Yoruba material culture such as the making of “aṣọ òfi” and Yorùbá games and sport such as ram fighting which is mostly popular during the Muslims “Iléyá” festival.

## IV. Conclusion

We observed that BBC Yorùbá news platform through their news headlines on English Premier League football Clubs can be classify as a satirist who employ the use of Yorùbá language to inform, educate, entertain and banter Yorùbá English premier league football lovers, most especially the youths. Obafemi (1984) in Adejumo (2014, p. 267) gave credence to the researchers assertion when he asserts that “a satirist is a professional humorous entertainer who transforms the vicissitudes of life into laughter and fun”.

In addition, we observed that some of the satiric and banter instruments adopted by BBC Yorùbá news to transmit their message to their targeted audience include slangs that are in vogue, and other verbal arts such as Simile, Allusion, Word play which include use of Idiophone, Yorùbá oral literature terminology such as passage rite and traditional prayer “ìwúre” that was used to express deviation from language statuesque, Hyperbole and Personification. Further-more, it was also observed that out of all the verbal arts used, the usage of Slang is the most prominent from the list of data presented for our analysis.

It was also discovered that BBC's Yoruba idea of using Yorùbá language to relay English Premier League football related news is one of the answers to the clarion call by Yorùbá language researchers. This is because according to Lawal (2015, p. 2) who asserts that “we know that 80 percent of our people who do not speak English carry on the business of life and living on their farms and in the markets in their mother-tongue”.

Finally, it was observed that English Premier League related news headlines of BBC Yoruba on their Meta (formerly Facebook) social media platform serve the multi-function journalistic role of informing, educating, entertaining as well as promotion of the culture and tradition of the Yoruba people and society.

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