

## **Lexical Innovation: An Analysis of Onomastics in Nigerian Political Discourse**

**Olubunmi IDOWU**

(Babcock University, Ilisan, Ogun State, Nigeria)

[idowu@babcock.edu.ng](mailto:idowu@babcock.edu.ng)

+234)08033493989

**Ruth ANJORIN-OJEWOLE**

(Babcock University, Ilisan, Ogun State, Nigeria)

[anjorin-ojewole0419@pg.babcock.edu.ng](mailto:anjorin-ojewole0419@pg.babcock.edu.ng)

+234)08063748109

DOI: <https://doi.org/10.5281/zenodo.14283721>

### **Abstract**

In Nigeria, political communication is enriched by unique vocabulary used as names to set a stage for political engagements. This research investigates certain lexical innovations adopted by politicians during electioneering campaigns. It also identifies and discusses distinct political onomastics used by four prominent Nigerian politicians. These prominent politicians include Atiku Abubakar, Bola Ahmed Tinubu, Peter Obi, and Rabiun Kwankwaso. The study employs Pavol Stekauer's (1998) Onomasiological theory to analyze the data and discuss word formation processes prevalent in political gatherings. The analysis revolves around two main perspectives: the standpoint of politicians who devise special names to showcase their influence and power, and the perspective of the public who create names associated with power to align themselves with political figures and signify their support for them. The findings reveal that politicians use certain coined heroic names and flamboyant terms for self-identification, party affiliation and to influence their audience. It is also revealed that the party supporters on their part call prolific names to be identified with political actors and to indicate their support for them. Therefore, this study concludes that during political activities in Nigeria, communication that exists between the politicians and the electorates is characterised by distinct linguistic elements which are used to persuade, criticize, draw the attention of the electorates and to promote their choicest party ideologies. The study suggests further research on the pragmatic effects of political onomastics on voters.

**Keywords:** Onomastics, political discourse, lexical innovation, Nigerian politics

## **Introduction**

Politics is a game characterised by the acts of struggle to clinch political office and to retain that office. To be endorsed and gain political power, political candidates adopt foregrounded or manipulative linguistic patterns to win the minds of the target audience or electorates. They often employ linguistic tactics like repetition, metaphors, and allusions to create persuasive narratives. For instance, during such political campaigns, a candidate repeatedly used the phrase “The Only Man that Understands the Needs of Nigerians” to create a sense of optimism and promise among voters. The language of politics conglomerates with the linguistic terms used in governance and their linguistic apparatuses. This implies that the linguistic apparatuses adopted describe how language is used in a socio-political environment to win the minds of people for support or to garbage their ideologies. The linguistic elements deployed focus on persuading or convincing the masses to view the political ideologies of politicians in their quest for power with similar ideological lenses.

According to Beard (2000), the term 'campaign' references the intense battle politicians face in their quest for power. To win this political battle, politicians employ strategic linguistic tactics to restore hope and convince the masses of their manifestos' value. Tse-Tung (1938) aptly puts "Politics is war without bloodshed, while war is politics with bloodshed." In a later interview on "The Coalition of Governance" (1945), Tse-Tung resolves that many people contribute to shaping world history through their writings, effectively fighting political wars with linguistic weapons, which he metaphorically calls "paper tigers".

Language, apart from being used for casual communication, serves as a potent tool for political control and manipulation. In the political arena, language is akin to live ammunition, capable of shaping public opinion and swaying political discourse. For instance, Ogolekwu's poem "NAIJATION AT 63" (2022) employs creative linguistic strategies, such as clipping ("NAIJA" & "NATION"), to convey a message that deviates from the norm. This study builds upon such examples, surveying the language of politics, its linguistic strategies, and political onomastics using the method of onomastology.

## **Review of Literature**

### **Language Use in Political Communication**

In Nigeria, political communication is fostered by the adoption of specialized vocabulary, polished as nomenclatures, to create a conducive atmosphere for political activities. Language plays a subtle yet crucial role in political activities, such as negotiating, debating, and wooing supporters in the political race. Kamalu & Iniworikabo (2016) observe language is used by political actors to establish trust and influence potential voters to embrace party manifestos. Furthermore, the language of communication in politics is systematically patterned to reflect the economic, social, and political disposition of the intended audience (Nkwede et al, 2017). Moreover, all human socio-political activities rely on linguistic apparatuses, and linguistic changes occur due to communicative constraints. Similarly, Ekpang & Odoemelam (2020, p. 92) assert that language is a dynamic concept that requires users to engage in semantic and stylistic creativity, making them creators of sorts.

According to them, this genetic base evolves from human social and political activities that view language as performing social functions. Language remains the cutting edge in all human activities (Ogolekwu, 2021, p.89), and as Ogolekwu states, it is the natural property of people, used for communication and identification. Language unites people with common goals together, especially in political scenes. Thus, Ogolekwu (2022) posits that language binds people together and in the same way, it unbinds them depending on its variations and usage (p.113). In their view, Nkwede et al (2017) maintain that in line with the political transitions in the nation, Nigeria which

involves power fusion of incumbency, there exists a rigid opposition party that mounts pressure to take over the power. Thus, use the language of political communication employed by the leadership of the previous opposition party to strategically conceive, nurture, and deliver the citizens. They observe that political language is used in communication to influence the target audience.

Omozuwa & Ezejideaku (2008) are of the view that politicians worldwide uniquely use language to add force and effect to their message, aiming to win votes (p.40). Political language involves adopting various linguistic strategies to persuade, idolize, brainwash, counterattack, and influence the psyche of electorates, ultimately seeking political power. While this language may not solely aim to manufacture frivolous promises, it serves as an emotion-booster and personal orientation. In political communication, specific languages are used to convey credibility and meaning to information intended for public consumption (Nkwede et al., 2017). Owuamalam and Nnaemeka (2015) note that words are coined in different styles or forms as political languages to achieve targeted objectives. The language used in Nigerian political campaigns is a blend of jargon, dialects, slogans, coinages, and loan words, strategically adopted to influence and flavor the electorates, garnering their support.

Based on the foregoing, it is evident that language in the political domain is distinguished by specific lexical features designed to capture the conscious and subconscious minds of electorates. Politics is, indeed, a game of strategic language use, where communicating political ambitions effectively is crucial for gaining political support. In a democratic system, the language of politics is primarily aimed at persuading, enticing, and wooing voters during elections. As Sajjad, Malghnai & Khosa (2018) aptly observe, language plays a vital role in shaping social realities and constructing political identities, which are then projected onto a larger cultural canvas. By recognizing language's significance in building social and political realities, we can better understand its impact on political communication.

Adeola & Muhyideen (2020) affirm that political leaders distinctively employ language to add extra-linguistic impact and speech power to their messages, thereby achieving their political ambitions. Ekpang & Odoemelum (2020) conducted a study on Honourable Patrick Obahiagbon, a prominent Nigerian politician, and found that he adopts a unique lexicon and expressions in his socio-political communication. Their study reveals that Obahiagbon's speech style is characterized by the use of compound words, coinages, archaic words, loan registers, irregular collocations, alliterations, intertextuality, and grammatical and lexical deviations, all of which contribute to a distinct linguistic manner of expression on socio-political issues like corruption, violence, indolence, partiality, and inequality prevalent in the nation.

Undeniably, the preceding discussions reveal that language in the political domain is strategically employed to achieve political objectives. Politicians deliberately utilize persuasive language measures to convince electorates and garner votes. To remain relevant in the political landscape, politicians employ distinctive linguistic elements and rhetorical strategies to facilitate effective communication with their audience, ultimately enhancing their political influence.

### **Language Used in Political Communication**

Political language is characterised by distinct coinages, dialectical formation, allusion, affixation, metaphors, slogans, emotive expression, rhetorical questions, competitive, and aggressive or insulting lexicons (Bull, 2015; McNair, 2017). Distinct coinages offer a creative gateway to form novel words or expressions tailored to specific communicative goals (Velasco, 2009; Munat, 2015). Through coinage, innovative lexical items are crafted, enabling effective and unique communication that fosters understanding and connection between individuals. Politicians like K.O. Mbadiwe in the 2nd Republic have introduced notable coinages, including "accord," "Concordia," "man of timber and

caliber," "juggernaut," "political heavyweight," and "political bride." Since the advent of multiparty politics, coinages have proven essential in political communication, effectively persuading, building trust, and motivating the electorate during election seasons (Abdullahi-Idiagbon & Olaniyi, 2011) (p.79). In their study, Abdullahi-Idiagbon and Olaniyi (2011) point out political coinages such as "Maradona", "no go area", "419", and "step aside" as coinages prominent during the regime of President Babangida. They further state that "Babangida was nicknamed Maradona because of the manner of his rulership" (p.83). Zailani (2019) notes that language users engage in coinages to fulfill their communicative needs by creatively modifying existing words. In the political sphere, politicians strategically select coined lexical items to create a comic atmosphere, alleviating tension and providing relief to the audience in a highly charged political climate. By doing so, they skillfully harness the power of language to connect with their audience and achieve their persuasive goals.

The strategic use of language in politics is further enriched by the deployment of code-switching and mixing. This phenomenon involves combining native lexical elements with other languages to create comic and emotive expressions, adding depth and nuance to political communication. Heller (2020) astutely observes code-switching is a pivotal interactional moment that sheds light on the language of politics, and its significance can only be fully grasped when considered within the larger framework of language practices. This is particularly essential in political contexts, where language is often used to persuade, convince, and connect with diverse audiences. Unarguably, in grassroots political campaigns, politicians frequently adopt code-mixing, blending native dialects with standard language to establish a rapport with their audience and showcase their roots. Some politicians employ distinctive dialectical formations to identify with the masses and demonstrate their linguistic competence. According to Omozuma & Ezejideaku (2010), politicians utilize these linguistic strategies to persuade voters by presenting themselves as the most capable candidates (p. 40). However, Ikeke (2021) contends that the use of ethnic or native linguistic elements in political campaigns in Nigeria can be seen as contradictory and exploitative, highlighting the complexities and potential pitfalls of language use in politics (p. 1). By examining the role of code-switching and mixing in political language, we can gain a deeper understanding of the intricate dynamics at play in political communication.

During political campaigns, politicians strategically employ various linguistic codes, ranging from dialects to English or pidgin, to (re)present their origin or nativized affiliation. These codes are prominently featured in their expressions, serving several functions. Holmes (2001) notes that code-mixing enables politicians to show solidarity, express group identities (such as tribes), create distance, discuss specific topics, convey emotions, and engage in rhetoric, as well as borrow terms from other languages. Similarly, Olumuyiwa (2013) observed in his study of political billboards in Ondo State that code switching, and code mixing are common phenomena used to cater to the diverse linguistic needs of the majority, who have limited proficiency in English. Politicians in the state leverage this strategy in political advertising on billboards, acknowledging the importance of linguistic adaptability in connecting with their audience.

In multilingual nations like Nigeria, language users in political contexts often seek to showcase their linguistic proficiency to display their identities and nativity. This is particularly true for politicians seeking power, who aim to leverage language to garner widespread support. Opeibi (2008) notes that "language is at the center of political mobilization, especially in multilingual contexts where minority and majority languages coexist" (p. 97). To mobilise a multitude of supporters, politicians require innovative linguistic strategies that can effectively connect with diverse audiences.

Affixation is a valuable linguistic resource that politicians leverage to enrich their communication during political campaigns. By adding prefixes or suffixes to roots or stems, politicians can create new terms that convey nuanced ideas, tone, and attitude. This skillful use of affixation not only creates vivid and memorable language but also showcases their linguistic competence, projecting intelligence, sophistication, and authority. Through affixation, politicians can convey complex ideas, values, and identities in a way that resonates with their audience, making their messages more engaging, persuasive, and impactful. Ekpong & Odoemelam (2020) investigate the special linguistic apparatus adopted by Patrick Obahiagbon. In their study, they observed that “although he was very vocal during deliberations in the House of Representative, Obahiagbon is known within the Nigerian sphere for his use of complex grammatical expressions when he deploys in political and social discourse” (p.70). In one of the instances of affixation, the aforementioned politicians used words such as “mobocracy”, “kakistocracy”, “kikistomoplutocracy”. The linguistic creation of many politicians has shown that using affixation as morphemes to extend words for optimal representation and meanings is also part of political persuasion and act of seeking people’s support during electioneering campaigns. This is to say, that some existing words are given prominence just for the sake of communicative effects.

Politicians strategically employ a range of figurative expressions to enrich their speeches, making them more engaging, memorable, and impactful (Beard, 2000; Carver & Pikalo, 2008; Křivský, 2011; Mammadov and Mammadov, 2014; Mocanu, 2015). By leveraging metaphors, similes, allusions, hyperbole, personification, repetition, anaphora, epistrophe, alliteration, and imagery, politicians create vivid comparisons, evoke emotions, and establish connections with their audience. These rhetorical devices help politicians explain complex ideas, add emphasis, create humor, and inspire their listeners. By skillfully using figurative language, politicians can establish their authority, credibility, and style, making their speeches more effective and memorable. Through this strategic use of language, politicians can persuade, motivate, and resonate with their audience, achieving their rhetorical goals. Omozuwa and Ezejideaku's (2008) reveal through their study that some Nigerian politicians frequently cite biblical references in their speeches to sway public opinion and garner votes for themselves or their political parties. The researchers attribute this strategy to the high religious affinity of Nigerians, who place great value on spiritual authority. By invoking biblical references, politicians seek to lend spiritual credibility to their messages, appealing to the faith and values of their audience. This tactic effectively resonates with the religious sentiments of the Nigerian populace, making their speeches more persuasive and influential.

### **Political onomastics**

Onomastics is the linguistic study of names and their etymologies, encompassing various fields like linguistics, philosophy, anthropology, ethnography, history, and philology (Algeo, & Algeo, 2000; Ainiala, 2008; Karpenko, 2014). However, with particular reference to linguistics, the field examines the names of individuals, objects, places, events, and statuses, as well as their origins (Clark, 1992; Bright, 2003; Hough, 2014; Babayev, 2022). Political onomastics is a subset of onomastics that focuses on the study of political nomenclatures and their social-linguistic origins. This includes investigating the names of political parties, which are peculiar linguistic usages that significantly impact communication, particularly during political campaigns (Ebeogu, 1993; Alia, 2006; Butler, 2010; Ojebode & Adeyeye, 2019). In the realm of political onomastics, names play a crucial role in communication, and understanding their etymological significance is essential for effective political messaging.

## **Nicknames as Means of Political Identities and Influences**

In political circles, nicknames hold significant power in defining identity and influence among political actors. Nicknames offer a degree of flexibility in manipulating naming conventions, indicating group membership and social status (Klerk & Bosch, 1999). They uniquely identify individuals, often based on popularity, and are crucial in understanding power dynamics among politicians. Lamidi & Aboh (2021) note names can perform actions, and nicknames construct personal identity, reflecting collective self-representation. Nicknames are peculiar labels used to identify people, objects, events, or organizations, conveying identities and performing various functions in politics. They provide structural identity to political organizations, status, labels, slogans, and special name tags, distinguishing political membership, status, personalities, and goals from opponents. Nicknames play a vital role in political communication, often carrying symbolic meaning and influence.

### **Theoretical Framework**

This paper is anchored on the Onomasiological framework developed by Pavol Stekauer in 1998. Stekauer presents a model for the intricate challenge of English word formation. The emphasis is on the process of coining new naming units (words). This is described by an onomasiological model which takes as its point of departure the naming needs of a speech community and proceeds through conceptual reflection of extra-linguistic reality and semantic analysis to the form of a new naming unit. As a result, it is the form which implements options given by semantics by means of the so-called Form-to-Meaning Assignment Principle.

Word-formation is conceived of as an independent component, interrelated with the lexical component by supplying it with new naming units, and by making use of the word-formation bases of naming units stored in the Lexicon. The Onomasiological theory is applied in this work to x-ray certain nomenclatures used by politicians to address the electorates during electioneering campaigns.

In the Nigerian context, the theory is used to explore the creation and impact of political nicknames, including their reflection on public perceptions and attitudes, and the linguistic and cultural factors influencing their adoption. The theory helps in the analysis of linguistic cum communication strategies adopted by politicians during public speeches. This framework, grounded in linguistics, explores how individuals and groups choose and employ names to convey specific meanings, create identities, and influence perceptions.

### **Methodology**

The current study is corpus-assisted onomastics (CAO), hence, the corpora employed as data were obtained from online newspapers which are: Daily Newspaper, Punch Newspaper, pictures of billboards, and social media such as nairaland. The study is limited to only five reputable politicians in Nigeria. They are: Atiku Abubakar, Peter Obi, Bola Ahmed Tinubu, Rabiu Kwankwaso and Samuel Ortom.

However, the analysis of the data is achieved through Milles and Huberman's (1994) steps for qualitative data analysis. These include data reduction, data verification, and data display. This means the prominent areas are excerpted, verified, and displayed in tabular format to ease the analysis.

## **Table**

S/N	POLITICAL ASPIRANTS	POLITICAL PARTIES	NUMBER OF POSTERS
1	Atiku Abubakar	PDP	2
2	Peter Obi	LP	4
3	Bola Ahmed Tinubu	APC	4
4	Rabiu Kwankwaso	NNPP	1
	Total		11

### Analysis of the Data

#### Corpus 1:



The term "ATIKUlated" is derived from the name of the People's Democratic Party's presidential candidate, Alhaji Atiku Abubakar. The suffix "-late" or "-lated" is added to form the verb "Atikulate" (present tense) or "Atikulated" (past tense), meaning "to strategize" (Twitter.ng by Amani). As the former Vice President of Nigeria and flagbearer for the 2019 and 2023 presidential elections, Atiku Abubakar adopted this name to communicate his strategies, approaches, and plans to his supporters. The term gained widespread popularity in both print and social media as his supporters embraced it to show solidarity and identify themselves as members of the party. Through this clever coinage, Atiku Abubakar effectively branded his campaign and fostered a sense of community among his supporters.

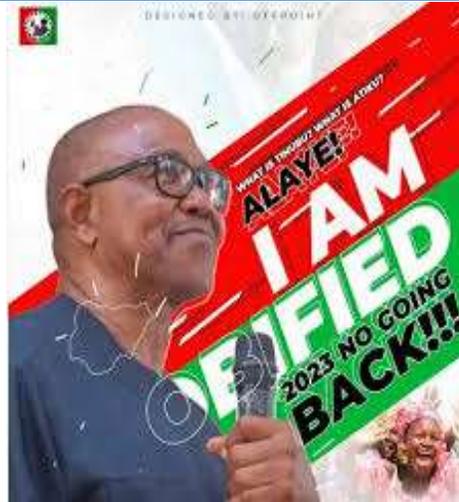
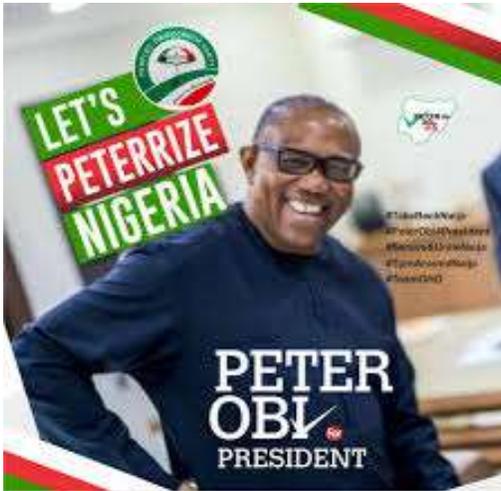
In political communication, name has the ability to make or mar, reform or deform and project or decline public attention and awareness towards candidates' capacity to promote national interest or to cause division that will dwindle the state of the nation. This is because the choice of linguistic elements used can rebuild or destroy personal reputation and integrity.

#### Corpus 2:



As shown in Corpus 2, the term "OBIdient" has its roots in the surname of the Labour Party's presidential candidate, Peter Obi. The name is derived by adding the suffix "-dient" to Obi, transforming it into an adjective that describes his followers and supporters. This etymological analysis reveals how the nickname "OBIdient" was coined to identify and characterise the group of people who supported and identified with Peter Obi's political ideology and campaign and to promote his political agenda, objectives, and garner support for his presidential bid. The term was utilised in public discourse to evoke an emotional and persuasive response from the target audience, swaying them to vote for his candidacy. The name "OBIdient" gained widespread popularity as supporters prominently displayed it on billboards, showcasing its ideological significance in a grand and impactful manner. This clever use of language and branding played a crucial role in creating a sense of identity, community, and momentum around Peter Obi's political campaign.

The lexical creativity continues with Peter Obi's running mate, Yusuf Datti Baba-Ahmed, as his name is transformed into a semantic novelty - "Yusful" - implying usefulness. This clever play on words is showcased on a poster with the caption "Let's be 'Obedient' and 'Yusful'", urging supporters of the Obi-Datti Movement to remain resolute in their quest for a new Nigeria, driven by the youth. By coining "Yusful" from Yusuf, the campaign creates a sense of purpose and utility, aligning with the movement's goals. This linguistic innovation inspires supporters to embrace the values of obedience and usefulness, fostering a sense of community and shared vision. The first caption, "Let us PETERIZE Nigeria", is an imperative, urging people to act and join the movement to transform the country. It's a call to action, encouraging people to be part of the change.



The political posters' captions, "Let us PETERIZE Nigeria" and "I am OBIFIED", showcase lexical vivacity and creativity by transforming the proper nouns, "Peter" and "Obi" into verbs with the suffixes "-ize" and "-ied". These linguistic innovations convey the idea that Nigeria needs to be transformed, revitalized, and energized, implying a desire for dynamic leadership and effective governance. By verifying "Peter", and "Obi", the campaign highlights the need for action, hard work, and a new trajectory for the country, implicitly critiquing the performance of previous leaders since Nigeria's return to democracy. This creative expression resonates with the aspirations of many Nigerians, seeking a brighter future for their nation. While the first caption is imperative and urges people to some form of action, the second is declarative about the supporters' choice of candidate.



Corpus 3:



The coinages "BATING", "BATist", "BATified", "BATtalion", and "BATism" are creative linguistic formations

derived from the acronym "BAT", representing Bola Ahmed Tinubu's name. These terms have promoted, influenced, and identified APC supporters, showcasing enthusiasm and solidarity. "BATing" is a nuanced form of "bad thing", utilising syncope to create a shorter pronunciation. "BATist" is a noun, denoting a supporter or promoter of Tinubu, while "BATified" functions as both a verb and adjective, indicating support and tagging one's allegiance to the candidate. Finally, "BATism" is a noun, representing Tinubu's ideological vision. By leveraging syncope and suffixes, the campaign generated a distinctive linguistic style that resonates with its audience, creating a sense of community and identity among supporters.



The posters exemplify a fascinating manifestation of lexical creativity in political discourse, leveraging acronyms and compounding to convey meaningful messages. The first poster's utilisation of "BAT" as an acronym derived from Bola Ahmed Tinubu's initials demonstrates a strategic employment of linguistic abbreviation. Furthermore, the second poster's compounding of "BAT" with "man" and "returns" to evoke the iconic Batman film exemplifies a creative appropriation of cultural references. This rhetorical strategy not only underscores the candidate's courageous and strategic persona but also highlights his enigmatic and elusive nature, thereby meriting critical analysis in the context of political communication and linguistic creativity.

#### Corpus 4

the  
is a  
of  
  
ious" are  
and  
  
together



The etymology of "Kwankwasiyya" can be traced back to candidate's name, Kwankwaso, which clever play on words to create a sense identity and allegiance among his supporters. The suffixes "-iyya" and "- used to describe the collective efforts shared values of the movement, emphasizing the idea of building and promoting a sense of community.

By using these terms, the campaign aims to create a sense of belonging and shared purpose among its

supporters, ultimately gaining popular support for the party's ideologies and increasing the chances of winning the presidency.

## **Findings**

This study has investigated the role of political onomastics in word formation using five renowned politicians who are: Rabiu Kwankaso (National New People Party), Bola Ahmed Tinubu (APC presidential candidate), Atiku Abubakar (PDP presidential candidate), Peter Obi (LP presidential candidate), and the former Governor of Benue State, Samuel Ortom. As discussed above, the role of political onomastics is realised through the use of coinages, affixations, and compound words. Some instances identified in the discussion include Atikulated, Obedient, BATified, BATist and BATism, Kwankwasiyya.

Findings show that these names are used to create an emotive effect in both the politicians and the electorates. It is revealed that politicians apportion heroic names for themselves to persuade, convince, and win the target audience's mind. It is revealed that the party supporters on their part call prolific names to be identified with political actors and to indicate their support for them. This study reveals that these names are used to project their political Influence, party membership, and ideologies as well as using those erected names to persuade the target audience for support during elections. Names as used to convey the message of politics have the capacity to express the speaker's thoughts and provide their ideological orientation to listeners.

## **Conclusion**

This study has identified two views points at which political onomastics is analysed: first, from the viewpoint of the politicians who recreate special names to show how influential and powerful they are; secondly, from the viewpoint of the masses who create power-related names to identify themselves with the political actors and to indicate their supports for them. The findings reveal that politicians adopt certain nomenclatures using coinages, affixation, and compound words for heroic identification, party membership, and self-recognition.

Politicians subtly deploy certain linguistic elements as nomenclatures to be identified with the most powerful elites or to protect their personal or social stratification. This is expressed through the bearing of high-sounding coined names. Therefore, this study concludes that during political activities in Nigeria, communication that exists between the politicians and the electorates is characterised by distinct linguistic elements which are used to persuade, criticize, draw the attention of the electorates and to promote their choicest party ideologies.

## **References**

- Abdullah-Idiagbon, M. S. and Olaniyi, O. (2011). Coinages in Nigerian English is social linguistic perspective. *African Nebula*, 3,78-85.
- Aboh, R. (2010). Lexical Borrowing and the Construction of Identity and Politics in Joe Ushie's Poetry. *The Southeast Asian Journal of English Language Studies*, 16(1): 1-30.
- Adeola, A. & Muhyideen, I. (2020). Coinages and slogans as strategies for identity construction in the 2019 general election in Nigeria. *International Journal of Linguistics and Translation Studies*, 1(1): 1-15.

- Ainiala, T. (2008). Socio-onomastics. *Handbook of pragmatics*, 12(2008), 1-18.
- Algeo, J., & Algeo, K. (2000). Onomastics as an interdisciplinary study. *Names*, 48(3-4), 265-274.
- Alia, V. (2006). Naming in Nunavut: A case study in political onomastics. *British Journal of Canadian Studies*, 19(2), 247-256.
- Babayev, J. S. (2022). Stylistic opportunities of onomastics. *Annali d'italia Ученумелу: Global Science Center LP*, (29), 45-46.
- Beard, A. (2000). *The language of politics* (Vol. 121). London: Routledge.
- Bright, W. (2003). What is a name? Reflection on Onomastics. *Language and Linguistics*, 4(4): 669-681.
- Butler, J. O. (2010). *The power & politics of naming: Literary onomastics within dystopian fiction* (Doctoral dissertation, University of Glasgow).
- Carver, T., & Pikalo, J. (2008). Political language and metaphor. *London and New York: Rutledge*.
- Clark, C. (2005). Onomastics, in: *The Cambridge History of the English Language*. United Kingdom: Cambridge University Press.
- Ebeogu, A. (1993). Onomastics and the Igbo tradition of politics. *African Languages and Cultures*, 6(2), 133-146.
- Ekpang, J. and Odoemelam, G. (2020). Analysis of selected speeches of Honorable Patrick Obahigbom. *LWATI: A journal of contemporary research*, 17,(3)69-94.
- Fijok, I. (2012). Onomastics as evidence of Linguistic Influence.
- Heller, M. (2020). Code-switching and the politics of language. In *The bilingualism reader* (pp. 163-176). Routledge.
- Holmes, Janet (1985) Sex differences and miscommunication: some data from New Zealand. In John B. Pride (ed.) *Cross-Cultural Encounters: Communication and Mis-communication*. Melbourne, VIC: River Seine. 24-43.
- Hough, C. (2014). Onomastics. *The History of English*, 185.
- Ikeke, M. O. (2021). The (Mis) Use of Language in Nigerian Political Campaigns (NPC): Moral Philosophical Perspectives. *East African Journal of Arts and Social Sciences*, 3(1), 1-11. <https://doi.org/10.37284/eajass.3.1.260>
- Imoh, P.M. (2023) An onomastic study of the structure of Basa personal names. *ANSU Journal of English language and literary studies*, 1, (5):56-73
- Jantunen, J., Ainiala, T., Jokela, S. and Tarvainen, J. (2022). Mapping Digital Discourse of the Capital Region of Finland: Combining Onomastics, CADS and GIS. *A Journal of Onomastics*, 70(1): 20-39.
- Kamalu, I. and Iniworikabo, P. B. (2016). Metaphors in Selected Political Speeches of Nigerian Democratic Presidents. *California Linguistic*, 40(2), 71-84
- Karpenko, O. (2014, August). Cognitive onomastics. In *Names and their Environment. In: Proceedings of the 25th International Congress of Onomastic Sciences, Glasgow, 25th to 29th August* (pp. 69-74).
- Klerk, V. and Bosch, B. (1999). Nicknames as evidence of verbal playfulness. *Multilingua. Journal of Cross-Cultural and Interlanguage Communication*.
- Kostanski, L., & Puzey, G. (2016). Trends in onomastics: An introduction. *Names and naming: People, places, perceptions and power*, xiii-xxiv.
- Křivský, J. (2011). Figures of Speech and Their Application in Political Speeches.
- Lanidi, T. and Aboh, R. (2011). Naming as strategy for identity construction in selected 21<sup>st</sup> Century Nigerian Noule. *The Southeast Journal of English Language Studies*, 17(2): 35-47.

- Mammadov, A., & Mammadov, M. (2014). The role of figurative language in political discourse. *Studies in Language, Culture and Society*, 3, 113-127.
- McNair, B. (2017). *An introduction to political communication*. Routledge.
- Mocanu, M. (2015). The political metaphor from expressive value to persuasive virtue. *International letters of social and humanistic science* 57,118-226
- Munat, J. (2015). Lexical creativity. In *The Routledge handbook of language and creativity* (pp. 92-106). Routledge.
- Nkwede, J. O., Nwankwo, O. U., Anthony, N. K., & Nwodom, D. U. Trajectories of Political Party Financing and Election Campaigns in Nigeria: Implications for Political Development.
- Ogolekwu, O. (2022). Naijation at 63 and Other Poems. *Ahyu: A Journal of Language and Literature*, 5, 92–98. <https://doi.org/10.56666/ahyu.v5i.133>
- Ogolekwu, O., Jibrin, M. A. and Agu, E. C. (2022). *Effects of Language Variations on Gender Communication: A Study of Idoma Language*. Ibadan: Agunbay Publishers.
- Ogolekwu, O. (2021). Language and Religion: An Evaluation of Grammatical Cohesion in Selected Pentecostal Sermons in Nigeria. A festschrift for Professor Eno Grace Nta. Lagos: University of Lagos Press.
- Ojebode, A. & Adeyeye, M. (2019). African Onomastics and Politics: A Demystification of Àbíkú Names in Femi Osofisan's Who's Afraid of Solarin? Available at SSRN 3463108.
- Olantunji, A. Issah, M., Yusuf, N. and Suleiman, A. (2015). Personal name as a reality of everyday life. Naming dynamic in selected African studies. *The Journal of Pan African Studies*, 8(3): 72-90.
- Olowan, O. (2019). Premier News Paper March 3<sup>rd</sup>.
- Olúmúyiwá, T. (2013). The Use of Code Switching/Code Mixing on Olúsegun Mímíkò's Political Billboards, Ondó State, South-West Nigeria. *Studies in Literature and Language*, 6(1), 26.
- Omozuwa, V. E., & Ezejideaku, E. U. C. (2008). A stylistic analysis of the language of political campaigns in Nigeria: Evidence from the 2007 general elections. *OGIRISI: a New Journal of African Studies*, 5, 40-54.
- Omozuwa, V. and Ezejideaku, E. U. (2010). *A stylistic analysis of political campaign in Nigeria: Evidence from 2007 general election*.
- Opeibi, T (2008). Language politics and democracy governance in Nigeria. Sociolinguistic perspectives. In: *Journal-Issues in Political discourse analysis*, 22,93-109.
- Owuamalam, E. and Nnaemeka, F. (2015). Critical analysis of change is not easy as political communication in Nigeria. *Global Journal of Arts, Humanities and Social Sciences*, 3(12): 70-82.
- Redmonds, G. (2019). *Names and History: People, places, and things*. Continuum International Publishing Group.
- Sajjad, F., Malghnai, M. & Khosa, D. (2018). Language, social media and political identity representation: A new theoretical framework for the analysis of social media political discourse. *International Journal of English Linguistics*, 8(2), 199-206.
- Shunmuganathan, T. and Sinayah, M. (2021). Names and Naming Practices of the Telugu in Malaysia. *A Journal of Onomastics*, 69(2): 34-42.
- Stekauer, P. (2001), Fundamental Principle of an onomasiological theory of English word-formation. Online paper: Retrieved 10/12/2023
- Tse-Tung, M. (1938). On Protracted War: Selected Works, Vol. II, pp. 152-53
- Tse-Tung, M. (1945). On Coalition Government: Political Report made to the 7th National Congress of the Communist Party of China

Velasco, D. G. (2009). *Innovative coinage* (Vol. 107, p. 3). John Benjamins Publishing.

Zailani, A. A. (2019). Coinages and Neologism in Hausa political programs are social linguistic perspectives. *Registered Journal*, 238-252.

<https://www.nairaland.com/3363385/top-60-vocabularies-ever-used>

<https://www.oxfordreference.com/display/10.1093/acref/9780191843730.001.0001/q-oro-ed5-00007069>

<https://m.facebook.com/ttaremo/posts/jagaban-is-a-leader-of-warriors-as-for-the-dictionary-meaning-it-is-a-warrior-or/979008839101839/>

[https://twitter.com/PO\\_GrassRootM/status/1551518567207735296](https://twitter.com/PO_GrassRootM/status/1551518567207735296)

<https://politicsdigest.ng/what-obidient-truly-means/>

<https://peegin.com/atikulate>

<https://www.nairaland.com/3363385/top-60-vocabularies-ever-used>