

**ETHNOGRAPHY OF DISCOURSE INTERACTION IN
OCHANJA MARKET**

BY

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APPROVAL PAGE

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DEDICATION

This work is dedicated to God Almighty for His guidance and also to my parents for their unending love and financial support.

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First and foremost, I want to thank the Almighty God for his strength throughout this project. Secondly, I would love to really appreciate a lovely mentor, mother and a wonderful projector supervisor. I am very thankful to my supervisor Dr. (Mrs) P. O. Solomom-Etefia for her guidance, patience, and unwavering commitments towards ensuring the completion of this work. I also extend my gratitude to my amiable lecturers Prof. M.S Agbo, Dr. Mrs. O.V Evbayiro, Dr. W. Aigbedo, Dr. John Onu, Dr. Ideh Amaka, Dr. Ikhimwin, Dr. Evbuomwan, Prof. C.U.C. Ugorji, Mr. Ajala, Mr. F. Duru, Mr. Odio James, Miss P. Usenbo, Dr. I. N. George-Essien, Dr. (Mrs.) E. O Ikoyo-Eweto, Mr. A. Evbayiro, Dr. (Mrs.) O. R. Osewa, Mr. E. J. Edionhon, Dr. E. M Omergebe, Prof. Omozuwa, V. E., Mrs. A. F. Ogbeifun and other lecturers and Staff of the Department of Linguistics Studies, Faculty of Arts, University of Benin, Benin City, I say thank you all for your care. May Almighty God richly bless you all. I extend my sincere thanks to sister promise and brother Goodness, Chinwike and Anazodo whose collaboration and encouragement were vital in overcoming challenges and achieving our

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ABSTRACT

This study examines the sociolinguistic aspects of language use in traditional market settings, where goods and services are exchanged. A traditional market, in this context, refers to a space where transactions follow indigenous African customs. The research focuses on the discourse structure, speech acts, and contextual language use in Ochanja Market, Anambra State. The study employs Hymes' (1974) S.P.E.A.K.I.N.G model from *The Ethnography of Communication* to analyze data collected from traders and other market participants. Data were obtained through a tape recorder and a questionnaire to assess linguistic preferences in market transactions. Findings indicate that the majority of traders at Ochanja Market prefer to communicate in Anambra Igbo, followed by Nigerian Pidgin. This preference aligns with the linguistic composition of the market, where a significant proportion of traders and buyers belong to the Igbo ethnic group, influencing the dominant language used in commercial interactions.

CHAPTER ONE

BACKGROUND TO THE STUDY

2.0 INTRODUCTION

Discourse interaction refers to the dynamic exchange of language between individuals or groups, shaping meaning and context through verbal and non-verbal communication. It compasses various linguistic elements, including speech acts, turn taking, gaze and gesture. In linguistic, discourse interaction is a subfield of linguistics that examines language in context to uncover patterns and structure of communication. Discourse interaction include turn-taking, the organization of speaker roles and power dynamics. Speech acts, utterance that perform action, like requesting or promising, shape interactional goals. Pragmatics, the study of language in context, considers speaker intention, inference and implicature. Politeness strategies manage social relationship, such as face- saving and co-operation. Coherence creates meaningful connections between utterance, establishing a cohesive discourse. Discourse interaction is fundamental to linguistics inquiry, as it contextualize languages revealing how language varies across situations and

cultures. it informs language teaching by highlighting authentic language use and communication strategies. It enhances language understanding by examining language in social context, rather than isolating it in abstract structure. It supports linguistics theory development, informing models of language structure, use and acquisition. In conclusion, discourse interaction is a vital area of linguistics study, offering insights into the complex dynamics of human communication. By examining language in context, researchers can better comprehend the intricate relationships between language, culture and society

1.1 OCHANJA MARKET

Ochanja market, located in Onitsha Anambra state, Nigeria is a bustling commercial hub where people engage in vibrant discourse interaction. The market has a large population of market woman in is estimated to be around 70-80% of the total population which translates to approximately 14,000 to 18,000 market women . Ranging in age from 18 and 65 years old, mostly from Igbo ethnic group, with some women from other ethnic group. According to the estimates, the non- Igbo ethnic group among the market

women make up around 20-25% of the total population. Approximately 28,000- 42000 including women from ethnic groups as Hausa, Yoruba, Efik, Ibibio, Ijaw and others. Ochanja market is a large sprawling market, covering an extensive area of approximately 32 hectares (79 acres) it is one of the biggest markets in west Africa, with a vast array of goods and commodities on display. Over 5,000 locks up shops and stalls. A daily turnover of millions of Nigeria, a vast range of product including food, clothing, textiles, electronics and more. Ochanja market has a complex and irregular shape, reflecting its organic growth and development overtime.

THE MARKET IS THE HEART OF ONITSHA. Which span across several streets, hosting various sections for different commodities. The market women mostly from Igbo ethnic group, use language to negotiate and bargain, employing proverbs and idioms to convey meaning. Storytelling and gossips serve as a social bonding tool, while code-switching between languages accommodates diverse customers. Politeness and respect strategies are evident in their discourse.

1.2 AIM AND OBJECTIVES

The aim of this study is to investigate the discourse patterns and linguistic strategies employed by market women in Ochanja, Anambra State, during their interactions. This study seeks to examine the discourse structure and organization of market women's interactions, identifying the linguistic features and strategies used to negotiate meaning, establish relationships, and resolve conflicts. Additionally, this study will analyze how market women's discourse reflects and constructs their social identities, roles, and power dynamics. The influence of cultural and socioeconomic factors on market women's discourse patterns will also be investigated. By exploring the complex dynamics of market women's discourse, this study aims to contribute to the understanding of discourse and language use in informal market settings, with implications for linguistics, anthropology, and sociology.

1.3 METHODOLOGY

The method used in this research study is both the qualitative and quantitative method. In the qualitative method informant are viewed directly.

Data was collected from competent speakers of Igbo language. A phone recorded was used as a source of information to record what the informant was saying. I was able to contact and conduct a series of interviews. In the process of data collection, the descriptive qualitative method was used to produce descriptive data, applying open minded questions so that the participant are able to express their views while the quantitative method include online source, journals and various text book was used.

1.4 PURPOSE OF THE STUDY

This work discourses the interactions among Ochanja market women, exploring how languages use constructs social identities, negotiates power dynamics and facilitates economic transaction through linguistics analysis, this research reveals the intricate relationship between language, culture and economy, contributing to our understanding of discourse in African context. It is draws insights from sociolinguistics which studies the society in order to understand language and not on sociology of language where language is study to understand the society better. Hence Wardhaugh (2006:13) argues that "sociolinguistic is concerned with investigating the relationship between

language and society with the goal being a better understanding of the structure of language and how languages functions in communication". While Hudson (1996:4) has described the difference as follows "sociolinguistics is the study of language and society in order to find out as much as we can about what kind of thing language is.

1.5 SIGNIFICANCE AND JUSTIFICATION OF THE STUDY

This study will contribute to the literature on linguistic and sociolinguistics in particular as it dwells exclusively on language use in natural setting. This is will contribute to a better knowledge of the nature of language used in Ochanja market

This Research will be very beneficial to the study of language and society as well as lead to a better understanding of the rather than inseparable relationship between the society and language. More so this research will be very useful to scholars and Researchers who will in later years to carry out further studies on this research subject and related subjects, in such cases this work will serve as a resourceful point of call to them. This project covers specially the traditional setting of Ochanja market, it is situation and

style, speech act and conversational patterns of interaction between the buyers and sellers in the market.

CHAPTER TWO

REVIEW OF RELEVANT LITERATURE

2.0. INTRODUCTION

This chapter present, a comprehensive review of existing literatures on discourse interaction among markets drawing from the works of prominent scholars and researchers. Identifying gaps and areas of the concepts and key findings to provide understanding.

2.1 CONCEPTUAL REVIEW

Several concepts are relevant to understanding the problem this study aims to address. In this section, the following concepts; Discourse, Language, Bargaining and Trade are discussed

2.1.1 Discourse

Fina and Georgakopoulou, in his book title "The Cambridge Handbook of Discourse Studies" (2020), describe discourse as more than language structure; which encompasses social practices, ideology, and identity as conveyed through language and symbols in specific contexts. They

emphasize the role of discourse in shaping cultural norms and power dynamics, moving beyond words to the societal functions embedded in communication. Wang, B and Munday, J (2021) describe discourse as "the intersection of linguistic and socio-cultural elements," emphasizing its dual role in analyzing both the text's internal structure and its external socio-cultural implications. This definition highlights the importance of considering both the internal structure of the text (linguistic elements) for examples words, phrases and sentences used in communication and its external socio-cultural up implications (socio-cultural elements) for examples the social and cultural context in which communication takes place.

2.1.2 Language

Sapir (1921:8) defines language as " a purely human and non- distinctive method of communicating ideas, emotions and desires by means of voluntarily produce symbols. He emphasized that language is a cultural phenomenon, shaped by the social and psychological contexts in which it is used. Sapir viewed language as more than just a tool for communication; it

reflects the thought processes and cultural heritage of its speakers. It is symbolic and systematic, governed by rules that enable its speakers to express complex and abstract concepts. His definition underscores the role of language as a fundamental medium for human interaction and identity. Uccelli and Galloway (2018): Language is defined as a system for expressing complex ideas, influenced by social and cognitive factors, crucial for academic learning and interaction. This definition emphasizes the role of language in fostering critical thinking and enabling effective knowledge sharing in educational contexts.

2.1.3 Bargaining

Dahl (2021): Defined bargaining power as “the ability to cause another party to do something they otherwise would not do,” emphasizing its role in negotiation outcomes. Dahl's (2021) definition emphasizes the influence one party has in negotiations to change another party's actions or decisions in ways that they would not naturally choose. This highlights the relational and persuasive aspects of power within a bargaining context. Bargaining is an alternative pricing strategy to fixed prices if the bargain produces agreement

on term the, transaction takes places. It is a process whereby a seller can charge a higher price to one buyer who is more eager by being richer or more desperate. In negotiation, capacity of one party to dominate the other due to it influence, power, Size or status or through a combination of different percussion tactics. Bargaining can also be called haggling.in bargaining, the types of personalities determine the bargaining process and its outcome.

2.1.4 Trade

Trade is the action of buying and selling goods and services. Trade refers to buying and selling of goods and services for money worth (Samuelson, 2001). Trade is essential for satisfaction of human wants. Trade is an important social activity because the society need uninterrupted supply of goods forever increasing and ever changing but never-ending human wants. It enhances the standard of living in consumers.

2.2 LITERATURE REVIEW

This section present, a comprehensive review of existing literatures on markets drawing works from the prominent researchers. Identifying gaps,

areas, and key findings to provide understanding. Markets serve as dynamic sites of linguistic and cultural exchange, reflecting the country's rich multilingualism. Various scholars have examined these marketplaces, focusing on the socio-linguistic interactions and the roles of language in trade, identity, and negotiation. This review highlights key studies conducted in specific markets, providing insights into their findings. Omoniyi's 2004 study of Balogun Market in Lagos provides a compelling exploration of how language serves as a strategic tool for navigating social hierarchies and cultural identities in a highly multicultural environment. Balogun Market, a vibrant trading hub, reflects the linguistic and cultural diversity of Lagos, where traders and customers from various ethnic groups interact daily. Omoniyi observed that traders strategically switch between languages based on the social and cultural contexts of their interactions. When engaging with customers from the same ethnic or linguistic background, traders often use their native languages, such as Yoruba or Igbo, to foster a sense of familiarity and trust. This practice creates an immediate bond, reinforcing shared cultural identities.

Conversely, English and Nigerian Pidgin serve as common grounds for communication with customers from different ethnicities or linguistic backgrounds. English, as Nigeria's official language, symbolizes modernity and inclusivity, while Pidgin, a widely spoken creole, provides a more accessible medium for those less proficient in English. These linguistic choices promote inclusivity, ensuring that no customer feels excluded, regardless of their background. This adaptability is essential in a competitive market where the ability to attract diverse clientele directly impacts economic success. Omoniyi also highlighted how language reflects social hierarchies within the marketplace. The use of English, for instance, is often associated with education, affluence, and cosmopolitanism. Traders and customers who frequently use English may be perceived as more prestigious or upwardly mobile. These dynamic influences interactions, as traders might adjust their pricing, services, or attitudes based on the customer's perceived social standing, which is sometimes inferred from their language use. Such nuances demonstrate how language not only facilitates communication but also signals power dynamics and status within the market's social fabric. The

study further underscored the role of language in shaping economic interactions. Traders strategically use language to build rapport, create a welcoming environment, and establish trust, all of which are vital for sustaining business relationships. However, Omoniyi also acknowledged challenges, such as the potential exclusion of customers who lack proficiency in English or Pidgin, and the risk of perpetuating inequalities through linguistic prestige. These complexities reveal the dual nature of language as both a unifying and stratifying force in Balogun Market. Ultimately, Omoniyi's research underscores the profound connection between language and commerce in Lagos. In Balogun Market, linguistic diversity is not merely a reflection of the city's multiculturalism; it is a dynamic resource leveraged to navigate the complexities of identity, inclusivity, and economic opportunity. The findings offer valuable insights into how language functions as a tool for social negotiation and economic empowerment in urban settings, making Balogun Market a microcosm of Lagos's broader sociolinguistic landscape's serves as a strategic tool for navigating social hierarchies and cultural identities in a highly multicultural

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Nyoman Winda Suparini, examines interactional sociolinguistics in a traditional market setting at Pasar Penarungan, focusing on the communication patterns between sellers and buyers. It identifies two primary types of interactional sociolinguistics: contextualization cues and indirectness, with indirectness being the most dominant. The findings highlight those sellers and buyers frequently use gestures and indirect communication due to the busy and crowded nature of the market, which requires flexibility and efficiency in exchanges.

While the study provides valuable insights into market interactions, some areas require improvement. The abstract and introduction are verbose, lacking clear links between theoretical foundations and research objectives. The methodology briefly describes qualitative research but needs more detail on participant selection, ethical considerations, and data analysis. Results effectively highlight indirectness but would benefit from a deeper exploration of its sociocultural implications and connections to broader interactional norms. The discussion should contextualize findings more meaningfully by linking them to the cultural and economic environment of the market. Overall, the paper sheds light on how sociolinguistic strategies adapt to specific contexts, such as markets, but could benefit from a more structured presentation and detailed analysis to strengthen its impact and clarity.

2.3 CONCERN OF THE PRESENT WORK

Various works has been done on " discourse interaction" in different context as one is seen in this Review, but not much work has been done on the discourse interaction among market women in Ochanja of Anambra state.

The concern for the present study is on the discourse in the interaction among market women in Ochanja of Anambra state. It involves a number of concepts that is context, participant, mood of the negotators, etc.

Discourse interaction is a social phenomenon commonly seen in trading environments like market or anywhere transactions take place. In market, bargain parties involve unconsciously engage. In conversation and applying the principle of turn-taking, that is where one party speaks, first and stop for the other to speak.

However, during trade bargain people exchanges views that are directed to achieve certain desires and goals they do this through the use of language as a tool for communicating their feelings and desires when participants engage in conversation, they direct social and communicative actions at one another with the intention of achieving their goals. This present study will help throw light on the discourse strategies in market and explore the unconscious use of language for linguistic benefit.

CHAPTER THREE

THEORETICAL FRAMEWORK

3.0 INTRODUCTION

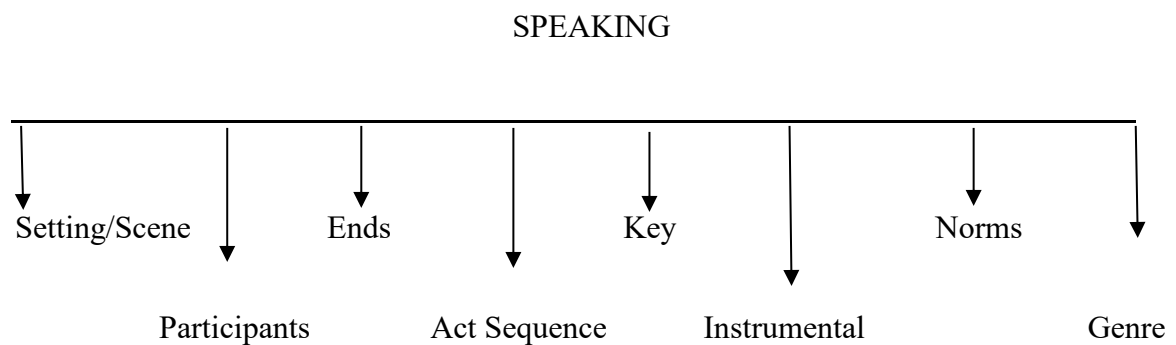
The main function of human language is communication and as linguistics is the scientific study of language, it gives to show that the study of linguistics. On the other hand, understanding of communication is important for sociologists. The way we communicate is part of our socio-cultural repertoire for making sense of and interacting with the world (Schiffrin 1994) in the present chapters. A review of the theory of choice in this project will be carried and the merit of its outlined. Certain terms/concepts relevant to a proper appreciation of language use will be presented.

3.1 THEORY OF ANALYSIS

The framework adopted for these studies is the S.P.E.A.K.I.N.G model "propounded by Dell Hymes in his book" ethnography of communication (1974) Hymes proposed a comprehensive model to help identify and analyze the components of linguistic interactions. This model stems from his belief that to communicate effectively in a language, one must not only master its

vocabulary and grammar but also understand the context in which words are used.

This model was designed to facilitate the study of discourse as a sequence of speech events and acts within a specific cultural framework. It outlines eight components, which are illustrated in the following diagram: SPEAKING Model include: Setting/Scene, Participants, Ends, Act Sequence, Key, Instrumentality, Norms, Genre, (Hymes, 1974).



(Hymes, 1974)

Explanation of the Components of the Speaking Model

1. **Setting/Scene:** Refers to the time and location where a speech act occurs. The "setting" indicates physical circumstances, while the "scene" represents the psychological or cultural context.

2. **Participants:** Refers to the individuals involved in the speech act, including the speaker, audience, or any other relevant personalities

3. **Ends:** Refers to the purpose and goal of the conversation.

4. **Act Sequences:** Relates to the form and order of events.

5. **Key:** Indicates the clues that establish the tone, manner, and spirit of the speech act.

6. **Instrumentalities:** The form and style of the speech.

7. **Norms:** Social rules governing the event, including participant actions and reactions.

8. **Genre:** Refers to the type of speech act or the kind of story being told.

This framework is highly suitable for this investigation as it provides an effective approach to analyzing discourse as a sequence of speech events and acts within a cultural context. In the context of the Ochanja market setting, the model also includes additional components not mentioned above. Altogether, this results in sixteen (16) components within Hymes' model,

which can be applied to a variety of discourse settings. By using these tools of S.P.E.A.K.I.N.G to analyse a unit of communication such as particular speech community like Ochanja market setting, one communication and how that communication is often patterned.

3.2 DEFINITION OF TERMS

To ensure clarity, it is important to define and explain key terms and concepts associated with Hymes' "Ethnography of Communication", which serves as the theoretical framework for this study. Two central terms to be addressed before exploring others are:

i) Speech Community

ii) Communicative Competence

The concept of a speech community has long been a central focus in linguistic research. However, a universally accepted definition has yet to be established. Some notable definitions include those by Lyons (1970).

A speech community can be defined as a group of individuals who use a shared language or dialect (Crystal, 1992)

A regionally or socially definable human group, identified by the use of a shared spoken language or language variety Bloomfield (1935).

A group of people who interact by means speech is a speech community Labour (1972).

A speech community cannot be conceived as a group of speaker who use all the same forms; it is best defined as a group of speakers who share the same norms in regard to language Gumferz (1972).

To the extent that speaker share knowledge of the communicative constraints and options governing significant number of social situations, they can be said to be members of the same speech community since such shared knowledge depends, on intensity of contact and on communicative networks, speech boundaries tend to coined with wide social units such as countries, tribes, religion or ethnic group.

These definitions represent the range of ideas and conceptions about a speech community they ranged from the very inadequate ones to the vague ones.

Speech Events:

According to Hymes (1974), a speech event is different from a speech act and the former occurs in a non-verbal context. This non-verbal context is referred to as the speech situation. A speech event can also be defined by a set of unified components as:

- Same purpose of communication
- Same topic
- Same participants
- Same language variety

According to Khader (2000), a speech event is a basic unit of conversation which can be bound by change of scene, or by the exits or entrances of characters, or by the shift in topic, change of concern, or focus. He went further to say that a speech episode is a unit consisting of several speech events bound together by a common thematic matrix. That is, speech events constituting a speech episode are informed by a common hepatic significance. According to Hymes, the umbrella term of all these is the

speech situation which is the context of language uses such as ceremonies, fights, hint conferences, parties, and so on. (Hymes, 1974). This is represented schematically below:

Speech Situation



Speech Episode



Speech



Speech Act

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSIONS

4.0. INTRODUCTION

This Chapter will present a text-by-text analysis of the interactions recorded from Ochanja market involving some buyers and sellers in the course of a transaction. The conversations are presented to test the validity of the S.P.E.A.K.I.N.G tool of analysis and to see if there are any violations of the maxims (norms) of this tool.

4.1 THE APPLICATION OF ETHNOGRAPY OF COMMUNICATION TO MARKET DISCOURSE

In this section of the study, we will be applying the ethnography of communication theory to the interaction at Ochanja market.

Setting/scene: The Ochanja market place is the setting. Consider the image in figure one below:

Figure 1: Ochanja Market



Participants: The participants are the sellers and the buyers as we can see in figure 1 above.

Ends: The ends entail the interaction and bargain that often end in the purchase of goods.

Acts/Sequences: Here, we look at the various interactions and conversations among the buyers and sellers. The different bargaining methods. These are presented below in texts A to C.

TEXT A

A woman entering the market to purchase yam, then she entered a shop where they sell yam. Her conversation with the seller went thus:

Buyer -igbo: Nwanyi, ji gi a di obere, ego ole ka o bu?

Utterance 1 -English: Madam this your yam is small how much is it?

Seller -igbo: Ọ bụ otu na narị ise maka otu.

Utterance 2- English : N1500 per one

Buyer- igbo Nwanyị oma, gini mere onuahia ji buru otu a elu? Ji di ebe niile ugbu a, na o bukwa oge ya. O di ka unu chorọ iwughachi ulo site n'ego anyi.

Utterance 3- English: madam, why is the price that high? Yam is everywhere now and this is season is like you people want to build a house with our money.

Seller -igbo: "Ọ bụ ihe ndi ahia ga na-ekwu mgbe niile, gini banyere ugwo njem? I maara na mmanu ugboala na-esiri ike ichota."

Utterance 4- English : That is what customers will always say, what about the cost of transportation? You know there is fuel scarcity.

Buyer - igbo: Ego ole ka o bu onuahia ikpeazu? Ka m kwuo gi otu naira biko.

Utterance 5- English: How much is the last price? Let me pay you N1000 please.

Seller- Igbo: E zutara m ji a n'ihe ruru Otu na nari abuo , ma i chorọ ka m ree ya otu naria maka gi. Mba, anaghi m ekwe. Ka anyi ree ya Otu puku na nari anọ maka gi.

Utterance 6- English: No I brought this yam at the rate of 1200 naria per one and you want me to sell 1000 naira for you. No I can't do that. Let me just sell for you for 1400 naria p last price.

Buyer- igbo: Nwanyi, ji a di obere oo.

Utterance 7- English: Madam this yam small oooo.

Seller- Igbo: Leekwa, nke a bu ji kporo nku. Mgbe i sie ya, i ga-enwetakwu obi utọ. Ka m kee ya maka gi

Utterance 8- English: See this is a dry yam when you cook it, you will really enjoy it let me just pack it for you.

Buyer- Igbo: Were ego gi.

Utterance 9- English : Take your money

Seller- Igbo: Imela.

Utterance 10- English Thank you.

From the conversation interaction between the seller and the buyer in text A, we observed that the buyer in utterance one first of all complained about the size of the yam before interrogating the seller. The buyer must have done this in order to reduce the price for the yam.

However, the seller in utterance 2 was cooperating with the buyer by stating the exact price of the yam. In utterance 3, the buyer was not happy with the price; she interrogated the seller for the reason behind the inflated price. While she also stated that yam is everywhere because this is the season, also she went ahead to know if the aim for the selling is to build a house for herself. This situation paints a picture of a society where everybody is desperate and are willing to do anything to make ends meet.

The seller in utterance 4 was responding to the buyer's question in utterance 3 though the question require a “Yes” or “No” as answer rather, the seller

acknowledged that as the customer's opinion and went further to put the blame on high transport which came about as a result of the fuel scarcity instead of a “Yes” or “No” as answer. The seller gave more information than what is required for the talk exchange. This will enable the reader via implicature to interpret appropriately with the back ground knowledge of high transportation cost, fuel scarcity and the general hardship. In utterance 2, the buyer brought the seller back to main business when she asked for the last price. Also she started 1000 naira as her last price while also pleading to the seller.

In utterance 6, the seller thought of the 1000 maria as the last price, though she was suppose to either accept by saying Yes or No, rather the seller gave other information to prove or show why she cannot sell at that price.

This additional information violates the quantity maxim but created the basis for implications which the reader need for interpretation. In utterance 7 the buyer once again complained about the size of the yam, this she emphasized on, in order to influence the seller to reduce her price. Instead the seller gave other reasons and why the buyer will enjoy the yam as shown in utterance 8.

The buyer finally paid in utterance 9 while in utterance 10 the seller shows some courtesy by saying “than you”.

The above conversation shows that in the interaction, at times speaker’s cooperate while at time they don’t. in the above conversational exchange a breach of the quantity maxim does not in anyway affect the meaning of the above conversation. Instead it helped in aiding the meaning which reader can only understand via implicature.

4.2 VIOLATION OF THE S.P.E.A.K.I.N.G MAXIMS

TEXT B

A man moved his car into a nearby filling station and cross to the other side of the road into an electronics store. The bellow engulf between them.

Buyer- Igbo: Biko, ego ole ka LG flat screen TV unu dị? Sentimita iri na anọ, olileanya na arụ ọrụ nke ọma?

Utterance 1 - English: Please how much is your LG flat screen TV?.14 inches, hope is functioning very well?

Seller- Igbo: Ị jiri ya ga-eme ka ị kweere.

Utterance 2- English: Using it will convince you.

Buyer- igbo:Ị bụ ezigbo ntụkwasi obi, ma ọ bụ ka m gbanwee Sony?

Utterance 3 - English: Are you really sure, or should I just switch to sony

Seller- Igbo : O doro na ihe ichoro, ma maka m, LG bu ngwaahia oma.

Utterance 4- English: It depends on what you want, but to me, LG is a good product.

Buyer- igbo : Unu na-anabata ego n'aka?

Utterance 5: English: Do you people accept money in cash.

Seller- Igbo: Anyi anabataghi cheque ebe a.

Utterance 6: We don't accept cheque here.

Buyer- Igbo: O kwe, ka m kwuo gi ego n'aka

Utterance 7: English: Ok, let me pay you in cash.

Seller- Igbo: Echere m na nke ahụ ka mma.

Utterance 8- English: I think that is better.

The buyer in utterance 1 opens the talk exchange with an interrogative requiring the seller in utterance 2 to state the price an item, though the seller response is not the answer to question.

The seller cooperated with the buyer in utterance 3, but went further to interrogate the buyer. The discourse structure was an interrogative response format. Utterance 3 requires a “Yes” or “No” as response since the interrogative is of a polar type.

The buyer response violate the relation maxim. To interpret the seller response in utterance 4, we must depend on the assumption that the seller is relevant and informative. The buyer will have to work it out or himself. In utterance 5, the buyer wanted to be sure of what the seller said in utterance 4, this prompted another interrogative requiring “Yes” or “No” as response but the seller response in utterance 6 violates the relation maxim but was still cooperating with the buyer and went ahead to give his own personal opinion.

In utterance 7 the buyer wanted to know the method of payment but the seller did not allow him to finish before cutting in with a declarative. The seller Rightly affirm to this in utterance 8.

The above conversational exchange shows the violation of the relation maxim. Nevertheless, the violation does not in any way distract the message rather it was relevant and informative which help in the interpretation of the message via implicature.

TEXT C

This conversation took place at the vegetable stand in Ochanja market. A woman after failed attempt to buy vegetable from a previous stand shift her attention to a more quite place with less customers. The following was how their conversation went.

Buyer- Igbo: nwanyi, nke a nri a bu nke ochie oh! I juoma nke taa?

Utterance 1- English: Madam this vegetable looks old oh! Are you sure is today's own?

Seller - Igbo: Ụtụ a bụ akwụkwọ nri ọhụrụ a, n'ezie nwa m nwanyị ka o bịa ya ugbo a. Ụgbọ mmiri bụ ihe kpatara ya, lee onwe gị ugbo a.

Utterance 2- English: This is fresh vegetable, infact my daughter just brought it now. The weather is the cause see for yourself now (now showing the buyer different part of the vegetable).

Buyer- Igbo: Nne, ị kwere n'eziokwu?

Utterance 3- English : Madam, are you telling me the truth?

Seller- Igbo: Aga m eji ụgha gwa gị asi... Gịni kpatara m ga-eme ya?"

Utterance 4- English: I won't lie to you now.... Why will I do that?

Buyer- Igbo: Ya bụ, olee otú ị si ere otu?

Utterance 5- English: So how do you sell one?

Seller- Igbo: Otú a bụ Naira narị abụọ mana m nwere ike inye gị maka atọ Nari naira ise

Utterance 6- English: One is N200 but I can give you for three N500

Buyer- Igbo: Nne, ọ dị mma, achoghị m ikwaa ọnu ọzọ, naanị nye m maka nylon.

Utterance 7-English: Madam, ok I don't need to price again, just give me for nylon.

Seller- Igbo: I ga-ebelata ya?

Utterance 8- English : Should I cut it?

Buyer- Igbo: Enweghị mkpa maka nke ahụ, naanị kpọkọta ya maka m.

Utterance 9- English: No need for that, just pack it for me.

In Text C, the discourse is an interrogative response format. The buyer and seller is to state either "Yes" or "No" since the interrogative is a polar type. Interestingly, The seller response was an outright violation of the relation maxi. Though still relevant, but too informative because a new information which is not expected by the seller was introduced. The flouting of both relation and act sequence maxim in Text C, therefore help to create an implicature, the basis of the reader's inference of the message.

According to Hyme's since the buyer still assumes that the seller is cooperating in the exchange, she has no other option that to infer what the seller has said. Also utterance 3 and 4 follows similar pattern.

The buyer interrogates seller in order to be sure of the item to be purchased. "Yes" or "No" would have been better, instead the seller response again violates the participant's maxim but was still cooperating with the buyer.

Key(s): Here, we look at the interactive and conversational moods. Reading through the data, we could see that there are usually these playful and joyous pleasantries between the sellers and the buyers their customers. For instance, the seller referring to the buyer as *Nne* 'mother', *Nnwanyi oma* 'fine woman'

Instrumentalities: In market interaction, instrumentalities include the various interaction strategies; like chatting with gestures, lifting the products on sell to demonstrate to the buyer, the physical instrumentalities include the products themselves like we have *gi* 'yam', *akukwu nri* 'vegetables'

Norms: The norms in market interaction is usually that of turn taking where the buyer talks and the seller talks in return. There are also cases of

interrogatives for instance, the buyer may complain of the goods by asking questions. Consider this conversation between the buyer and the seller.

Buyer (A): *Biko, ego ole ka LG flat screen TV unu di?*

“Please how much is your LG flat screen TV”.

Seller (B): *Sentimita iri na anọ, olileanya na aru oru nke oma?*

“14 inches, hope is functioning very well”?

G- Genre: The genre in market interaction is usually that of jokes and good conversation public relationship between the seller and the buyer.

The usage of the ethnography of communication in market interaction for smooth seal bargain that brings harmony between the buyer and the seller.

CHAPTER FIVE

SUMMARY, FINDINGS AND CONCLUSION

5.0 INTRODUCTION

Using Hymes's S.P.E.A.K.I.N.G. maxims to analyze the data, the study confirmed that implicatures arise when conversational maxims are flouted. This means the interpretation of discourse, such as in Ochanja market interactions, depends on whether these maxims are observed or disregarded. The study revealed that flouting the maxim of quantity often results in providing more information than necessary. This additional information enables the reader to infer the intended meaning within the market discourse context. It is inferred that a listener's interpretation of a speaker's intent relies on several assumptions:

1. The existence of conventional meanings for the words used.
2. Contextual elements, whether linguistic or situational.
3. Awareness of background knowledge shared by participants.
4. Understanding of the cooperative principle and its maxims.

Both participants typically assume these conditions are shared and accessible. Moreover, a maxim might be followed straightforwardly without implying any violation. Alternatively, a maxim can be breached due to conflicts with others (e.g., prioritizing the participant's maxim over the act maxim). Regardless of these variations, each scenario contributes to shaping a new conversational context. Additionally, the meaning of individual words does not solely determine the communicative setting.

5.1 RECOMMENDATIONS

Language is primarily used to convey information or make propositions. Bennette (1976:5) asserts that communication involves a speaker either informing a listener or prompting them to act. Beyond this, language serves an interactional purpose, fostering and maintaining social relationships. To fully understand market discourse, one must grasp the dynamics of conversational exchanges, as illustrated by Hymes's ethnography of communication. The analysis demonstrates that violations of the act or participant maxims do not hinder the overall message. Even without a direct

surface connection, both participants in the exchange maintain cooperation, and the intended meaning emerges through the communicative context.

5.2 CONCLUSION

Effective market discourse relies on shared "world knowledge" between the speaker and listener for accurate interpretation. This highlights the importance of context alongside linguistic forms. The pragmatic approach to understanding language in discourse analysis reveals that the S.P.E.A.K.I.N.G. framework is essential for interpreting talk exchanges, as shown in Anambra market interactions.

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