

**SARCASM IN MUMMY G.O's
DISCOURSE ON TWITTER**

BY

Oghenefegor Jennifer EKEMEWOMA (Miss)

(ART1700406)

**DEPARTMENT OF ENGLISH AND
LITERATURE, UNIVERSITY OF BENIN,
BENIN CITY.**

DECEMBER 2022

CERTIFICATION

I certify that this study was carried out by EKEMEWOMA Oghenefegor Jennifer in the Department of English and Literature, University of Benin, Benin City under my supervision.

Dr. R.N. CHIKOGU

(Project Supervisor)

DEDICATION

This project work is dedicated to God Almighty for the strength to complete this long essay.

ACKNOWLEDGEMENTS

My immense gratitude goes to God for his Grace throughout the process of writing this essay. I am grateful to my parents, Engr. & Mrs Carthoris Ogbogbo for loving, believing and supporting me throughout my years of course of study. To my siblings, Favour, Famous, Harriet, Triumph and Treasure, thank you so much for your support, your prayers and love. I am also thankful to my supervisor, Dr. R.N Chikogu for his patience and gentle criticism during the process of making this long essay a reality.

Special thanks to my friend, Harrison Gowon Uraka for his encouragement and support. I also wish to appreciate my friends, Melody Eboeta, Sifon Sunday, Deborah Olaide Bello, Philbert Otasowie, Esther Izomor and Christabella Idemudia. Thanks for your love, support and advice.

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ABSTRACT

Sarcasm is a figurative language that uses words that mean opposite of what the speaker says. Detecting sarcasm is a difficult task, even for humans because when utterance is decoded by the listener, it takes a level of understanding to detect sarcasm. This study approaches this challenging problem primarily from a linguistic perspective, focusing on the discourse analytic aspects of sarcasm. Twitter is a social media platform that allows people or social media users to express themselves using sarcasm. To achieve different communicative purpose, Sarcastic terms has been detected to be absurd or further expressed in a mimicking manner.

In this study, the qualitative research method was adopted due to its naturalistic research approach as regards the case study. The collation of data was primarily user generated contents on twitter like comments, videos and pictures, memes of social media users in Mummy G.O's trend on Twitter. The theory adopted in the study was the Media Discourse Analysis, it is the analysis of the interactions that take place through a broadcast platform.

Further looking into the findings of this study, it has been conclusively observed and noticed that the mental representation of social media users is expressed through absurd terms and mimicry to incite hurt or mockery in Mummy G.O's Discourse on Twitter.

CHAPTER ONE

INTRODUCTION

1.1 PURPOSE OF STUDY

This study examines the sarcasm embedded in Mummy G.O's Discourse on Twitter and sheds light on the significance of sarcasm on Twitter as it has become the bedrock of lingual expression amongst social media users and how it exhibits mimicry and absurdity.

This study highlights on language sarcasm as the trendy pattern of communication amongst social media users on Twitter as it promotes the use of sarcasm for communicative purposes which arouses the attention of it's users.

1.2 SCOPE OF STUDY

This research wholly revolves around Twitter and it's user's manner of approach towards Mummy G.O's acclaims on Twitter. Memes, comments or reactions and extract from video clips will be used to explicate the sarcasm in Mummy G.O's discourse on Twitter.

1.3 RESEARCH METHODOLOGY

The research design for this study is the qualitative narrative method. "Narrative method begins with the experiences as expressed in lived and told stories of individuals. The

procedures for implementing this research consist of focusing on studying one or more individuals, gathering data through the collection of their stories, reporting individual experience and chronologically ordering the meaning of those experiences (or using life course stages)” (John W. Creswell & Cheryl N.Poth, 2017). Narrative research method observes what and how an utterance is being said and uncovers feelings, behaviors and motivations that are not expressed clearly.

Qualitative research is a process of naturalistic inquiry that focuses on obtaining data through open ended and conversational communication. It focuses on the “why” rather than the “what” of social phenomena and relies on the direct experiences of human beings as meaning-making agents in their everyday lives. The focus group for this study is Twitter and it’s sarcastic norms among it’s users, collation of turn taking samples of tweets, videos and memes of Mummy G.O’s trend on Twitter will be used to achieve the narrative conceptualization of this study. Aiming for an in-depth exploration of the meanings social media users assign to their experiences, narrative research method works with samples of active social media participants to obtain a free and wide ranging discourse.

1.4 THEORETICAL BACKGROUND

Media discourse is the interactions that take place through a broadcast platform, whether spoken or written in which the discourse is oriented to a non-present reader, listener or viewer (O’Keefe 441). Media Discourse Analysis was invented by Norman Fairclough, it is the presentation on behavior of media and the society. As an analytical framework, it enables an effective and intense assessment of what is meant when language is used for description and explanation. Text, language and communication is always put into consideration in their social context. According to Van Dijk (2004), Media Discourse Analysis is a type of

discourse analysis research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in social and political context. He also stated that “Media Discourse Analysis focuses on how the mental representation of the social group is influenced by social structure” (Van Dijk, 2003). The theme of the discourse can influence how people highlight information important in text or conversations.

Chandler and Munday defined media as “the various technological means of producing and disseminating messages from cultural forms to large, widely dispersed, heterogeneous audience. In the world today, these include television, radio, the cinema, newspapers, magazines, audio and the internet. Media are key economic, political and social institutions based on producing and disseminating materials using such channels” (257). The Media aims to control the minds of readers and viewers, and circulates the ideas of the people, and discourse is language identified by the social conditions of its use, by who is using it and under what circumstances. Language can never be neutral because it bridges our personal and social worlds. The internet is an online media communication platform that is frequently driven by participation from the public and it is often known as user generated content, it entails anything from comments to added videos and personal weigh-ins. In these sort of occurrences, the discourse is often seen as incredibly fluid and also reflects the sentiments of the people participating. Twitter is an American microblogging and social networking service in which users post and interact with messages known as tweets, its discourse familiarizes with a non-present encoder to decoder system. Twitter basically operates as a collection of jokes that builds on one another with the sole aim of discrediting and creating humor through user generated contents. Mummy G.O’s discourse on twitter is an explicit example of a user generated content that gained its social trend on twitter through vicious

retweeting and mass critical opinions . In twitter, language is used to express humor which makes it quite difficult to know a sincere tweet that denotes a literal meaning. Also, it is a medium through which everything absurd is promoted, everything extreme spreads and everything or anything sane is attacked. Sarcasm constitutes the major guise of humor used by “tweeters” on twitter which this study aims at examining using Mummy G.O’s discourse on twitter as a case study.

1.5 REVIEW OF RELATED SCHOLARSHIP

Sarcasm is defined as a figurative language for the purpose of humor or criticism. Interestingly, the origin of the word “sarcasm” is traced back to the Greek word “sarkamos” which literally means “to strip off flesh or tearing of flesh”, it was first recorded in the 16th century.

Webster Dictionary defines sarcasm as the use of words that mean the opposite of what you really want to say, especially in order to insult or hurt someone. Accordingly, Thesaurus Dictionary defines sarcasm as a sharply ironical taunt, sneering or cutting remark. Super Summary defines sarcasm as a spoken, bitter remark often used to mock or offend. The word may seem positive but the speaker’s tone conveys their true intention which makes tone very significant in expressing sarcasm. It is a witty language that conveys insults or scorn. A technique employed by writers to expose and criticize foolishness and corruption of an individual or the society by ridiculing or exaggerating. Sarcasm as a literary device is meant to make mockery with satirical remarks to amuse and hurt someone or the society. It conveys an individual’s feelings of anger or scars in the most humorous manner. According to Oscar Wilde “sarcasm is the lowest form of wit but the highest form of intelligence.” It entails

criticism, direct antagonism and intentional verbal hurt or shame. It can be used as a tool of repression and ridicule by the powerful, or as a form of resistance by the less powerful.

An increasingly large number of research has examined the common scenario in which one thing is said in order to express another. Research works has examined the understanding of sarcasm which required social and cultural consideration, however these previous works has identified that sarcasm detection is a difficult process. A Masters Thesis carried out by D.Shepperd conducted a research on the interpretation of sarcasm by typically developing children and children with language learning disabilities in the school age population. The research indicated that sarcasm comprehension is a difficult semantic task for typical developing children to acquire and thus likely that children with language learning disabilities that have been known to have semantic disability are at risk for delayed acquisition of sarcasm comprehension. Conclusively, sarcasm is a widely used form of social communication and vital in building and maintaining social relationships therefore the inability to access this social form of communication could be detrimental to the social development of children with language learning disabilities as they tend to retreat to a passive social role and thus find less social acceptance unlike the typical developing children. An article by Filik et al. (185-197) was carried out to investigate the emotional impact of sarcasm using a virtual environment as a case study. In examining the emotional impact of sarcasm when used in a conversational setting, this study was limited to utilized animated video clips. An experimental research achieved through the use of sarcasm suggested a range of social and emotional function, for example: to mock, to harshly criticize and particularly to be humorous. However, the results showed that ratings of the perceived emotional impact of feedback were influenced by literality. Specifically, literal compliment were rated as more

positive than sarcastic compliment and literal criticism as more negative than sarcastic criticism. These results are consistent with a range of previous findings including those by Dews and Winner (347-367). In agreement with Filik et al., Dews and Winner proposed the tinge hypothesis which suggest that “sarcasm is used to attenuate the condemnation or praise in a message. This is based on the idea that when a person first hears a sarcastic comment, they must initially process the literal meaning to an extent before it ‘tinges’ the intended meaning”. They further suggest that the emotional impact of sarcasm may create tension as the difference between what the speaker actually says and what the speaker intends unavoidably creates tension, together with the surprise of hearing a comment that is unexpected. Joshi et.al (9) presented a perspective that predicted wit in a targeted tweet using the past tweets of the user and implemented four types of integrators with the purpose of combining the contract based predictor and the historical tweet-based predictor.

An approach developed by Rajadesingan et al. (121) entailed a framework for sarcasm detection that uses a behavioral modelling approach which is referred to as SCUBA which means Sarcasm Classification Using a Behavioral modelling Approach. It explains some criteria in order to determine if a tweet is sarcastic or not, by exploiting behavioral traits, using some of the user’s past tweets and textual-content features such as punctuation marks, part of speech, upper case words etc. A binary classification task was performed between the sarcastic and non- sarcastic tweet using decision tree, logistic regression and support vector machine as classifiers which resulted to good ratings in accuracy terms. They also attempted to study the psychology that goes into sentiment analysis in order to distinguish the types of sarcasm with their exhibition on twitter, depicting the value of history in the tweets. Similarly, a comparative study of different sarcasm detection algorithms based on behavioral approach

by Ahuja et.al states that “sarcasm changes the dichotomy of an apparently negative or positive utterance into its contrary”. The authors however deliberated on illustrations containing the methods, datasets and performance values. The proven results and partial implementation of SCUBA framework gives an impressive outcome as it gives clarity to the incorporating features that describe the psychological and behavioral aspects of the user goes a long way in helping the process of automatic identification of sarcasm. Bamman and Smith (13) stated that modelling the relationship between a sarcastic tweet and the author’s previous tweets can improve accuracy. Experiments were presented to detect the effects of sarcasm by using features derived not only from the local context of the message (words in tweet, part of speech) but also information about the author, the relationship with audience and the immediate communicative context being shared such as profile information and salient historical terms and topics. All tweets with #sarcasm or #sarcastic in GardenHose sample of tweets in August 2013-July 2014 were utilized as sarcastic instances while the non-sarcastic ones, the most recent tweets from each user who posted a tweet labeled with #sarcasm or #sarcastic were collected for evaluation purposes. An attempt to study the differences between ironic and sarcastic tweets was carried out by Barbieri et al. (18). They addressed the problem as a binary classification task between tweets tagged #irony and #sarcasm hashtags. The authors mention the two most important features to differentiate between ironic and sarcastic tweets and there are the use of adverbs which is more intense in sarcastic samples and the sentiment value which denotes that sarcastic tweets are detected more in more positive words than ironic tweets. Kreuz and Caucci (86) presented a case study on the influence of lexical factors can have on social media content analysis. They collected datasets from Amazon and Twitter and asked some college students to read

excerpts from paragraph that originally contains the “said sarcastically” sentence, then they introduced a semi supervised algorithm for sarcasm detection that considers as frequent words, punctuation marks and syntactic patterns in order to identify sarcastic utterances. Bharti et.al (2015) used a combination of two approaches in their study of sarcasm. They propose a parsing algorithm that looks for sentiment bearing situations and identifies sarcasm in form of a contradiction of negative or positive sentiment and a positive or negative situation. They also look for the co-occurrence of interjection hyperbolic words like “wow”, “yay” at the beginning of tweets and intensifiers like “absolutely”, “huge” etc.

Nigerian mums are said to be the fore runners of sarcasm as a trend on twitter which occurred in July 2015 satirized motherhood with it’s hashtags #WhenYourMumIsANigerian. It was a tweet that set twitter ablaze as it aimed at mimicking the typical Nigerian woman’s satirical statements to her growing child. For Example;

Me: Mummy where should I put it?

Mum: Put it on my head

1.6 RESEARCH JUSTIFICATION/GAP

There have been numerous critical examinations of satirical tweets but to the best of knowledge, none has specifically looked into the Sarcasm in Mummy G.O’s Discourse on Twitter. The Evangelist’s sermons paved way for her popularity on twitter and this research unlike others will be examining language sarcasm as regards it’s social context on twitter.

1.7 THESIS STATEMENT

This study establishes elements of sarcasm like absurdity and mimicry as important features in Mummy G.O's discourse on twitter.

CHAPTER TWO

ABSURDITY AS A FORM OF SARCASM IN MUMMY G.O'S TREND

2.0 INTRODUCTION

Absurdity is an extremely unreasonable expression. It is a philosophical perspective which holds that the efforts of humanity to find meaning in the universe ultimately fail because

meaning does not exist, at least to human beings. The idea of absurdity is that humans seek to know to know the reason for existence and it is confronted by suicide which is the actual rejection of life, a leap of faith which is the rejection of the absurd and a way to extract meaning from life. Lastly, recognizing or accepting the meaningless situation of life. It is derived from the Latin word “absurdum” meaning “out of tune”, the purpose of absurdity is to create humor or an intellectual point. Language has become an instrument of mockery, scorn and meaninglessness when it is aimed at creating offence and absurdity in language makes communication senseless and unclear for understanding. The discourse that is encountered on twitter is loaded with extremely meaningless conversations. Initially, messages sent seem meaningful but during the process of decoding the message, responses are loaded with foolishness or less concern for the supposed serious issue. In media, discourse in it’s social context is presented in it’s most ridiculous manner which often leads to humor. Social media users on twitter use twitter as a medium to express or communicate their pain verbally in the most sarcastic or rather absurd manner. Mummy G.O’s discourse on twitter is an example of absurdist humor because it’s humor was predictable on deliberate violations of causal reasoning resulting to behavior or reactions that are illogical by “tweeters”.

2.1 WRITTEN EXPRESSION OF ABSURDITY IN TWEETS

Absurdism in Nigerian Twitter is largely centered on comedy and hilarious content. Therefore these meaningless or incoherent statements are made or tweeted to incite laughter and comic relief. The main purpose of these absurd comments is to critique the unrealistic standards and measures Mummy G.O has set on her faithful church members, celebrities, strangers and anybody who cares to listen to her. She does this instead of preaching the gospel of Jesus Christ; salvation and eternal life for all men who believe and serve him, which is meant to be her area of

focus as the preacher of the gospel. “This one don wear Lucifer cloth come church mummy don catch am”.

As explained above, absurdity has to do with incoherent and meaningless statements. This twitter user’s comment is a response to a video post where mummy G.O tries to critique a member’s outfit, but we see that she does not know how to do that properly. She seems stuck and repeats her sentences, as the woman responds intelligently and briskly to her questions. The user’s tweet is quite ironic and absurd as we see the woman is not guilty of any of Mummy G.O’s accusations.

Another user replies, “Dem never sound this woman for oesophagus before”. The Nigerian Pidgin English slang, ‘sound’, means to slap or hit someone with force, usually on the face, head or back, or other places, but usually on the outer body. This also is quite meaningless, as the oesophagus is a part of the body that is located internally and cannot be physically hit or slapped. The main purpose of these absurd comments is to critique the unrealistic standards and measures Mummy G.O has set on her faithful church members, celebrities, strangers and anybody who cares to listen to her. She does this instead of preaching the gospel of Jesus Christ; salvation and eternal life for all men who believe and serve him, which is meant to be her area of focus as the preacher of the gospel. For example, she tells her congregation; “All Christians that vote for Big Brother Naija, you are a fool! Excuse me all of you that watch Big Brother Naija, who is big brother?... Lucifer.” To which a twitter user replies; “Heys disembark from that captain”. This is also absurd as the meaning of this Nigerian Pidgin slang is “quit alcohol”. This implies that Mummy G.O is drunk which is why she is making such preposterous statements. Alarmingly, her wild and obtuse statements sadly extend to her family. On a twitter video, she threatens to abandon her children if they were kidnapped, as she would not pay for them to be released; “I

told my children, if they kidnap any one of you, quickly beg them to kill you, I will not raise ten kobo. And if they kill you, you don't receive Christ that's your head, because e don dey when dey young when I dey tell dem say, "when you dey come to this world, why you no ask for catalogue make you chose mother, why did you chose me? Choosing me as your mother, na big mistake o!" As expected, a twitter user replies in Nigerian Pidgin; "Her supplier ment gan", once again implying that she is speaking under the influence. Two other twitter users engage in a conversation over this issue;

- @IamLaykas: Make dem no wipe mummy G.O oriamo cord for neck oo.
- @The Sarcasmith: E be like the person wan collect?
- @IamLaycas: Mummy G.O is filled with anointing na, oriamo cord no fit do her anything
- @The Sarcasmith: Exactly. She'll transfer the anointing through the cord as electric shock to the person
- @IamLaycas: That one sef dey? Omoo, things many wey I no know oo!

This conversation would be quite confusing to the average social media user. However, twitter users with a high understanding of the workings of this app, will be quick to understand the absurd, comedic conversation. In twitter, users convey their thoughts through writing which focuses on the inconsistency with meaning, purpose or logic. In a post which entailed Mummy G.O condemning the cap worn by a Gospel Minister, Tope Alabi in the recently concluded "The Experience", it says;

“ Tope Alabi is representing a particular kingdom and she worn the logo on her head. With the kind of cap she wear at that jamboree called experience. She no longer practice gospel music. She’s now 100% in Babylon, Tope be warn and repent” MUMMY G.O

The responses were proven absurd,

- @iammhizomotoke: Babylon yen wa ok, after all she no belong to illuminati
- @akinbills: na only this woman dey serve God ohh
- @lovedaycolumbia: dem never sound this woman for oesophagus before
- @pretty_ iwalewa: E be like say na only this woman dey go heaven oh
- @bearddontcare: wahallur! Everybody must collect
- @ben4star: This girl don go sniff shit for backyard again.
- @spic_e_code: e go pain me if I later see this woman for hell oh
- @rondyinteriors: oya tope repent ohh. You leave all the demons wey dey Naija go dey imitate Babylonian demon
- @oghene_yole: dem go soon wipe dis woman oriamo cord for neck....with more emphasis on the ‘oriamo’

In this context as the tweets build up aggressively, one of the things that heightens the sense of absurdity, is the use of emoji. Emoji communicates so much more than with words alone, it makes communication more entertaining and understandable, it makes messages or tweets easy to comprehend. According to Merriam-Webster Dictionary, emoji are various small images, symbols or icons used in text fields in electronic communication (text messages, email, and social media) to express the emotional attitude of the writer, convey information succinctly , communicate a message playfully without using words. It plays a very significant role in

livening the messages being conveyed and it is mostly used in an informal communication which happens to be a thriving form of communication for Twitter.

In one of her sermons, Mummy G.O talked about her virginity and she claimed that based on her lack of knowledge, She engaged in a sexual relationship before marriage. In her words, she still got married to her boyfriend after being born again and he was astonished by the fact that she was still a virgin in spite of their past relationship. She said “ I prayed to God and he answered me and he can do it for you too and even till this moment, my body still remain tight and I’m not joking”. This created an outburst on twitter as comments roll in their most hilarious or rather absurd forms.

- @Trojanlive95: na d same womb produce this woman and Lai Mohammed
- @Olamiwale: Mummy G.O how we go take confirm the tightness now bayi
- @scene_alone: “he can do it again” no one says Amen
- @IrediaOseine: make ashawo use this one take hold body
- @Riccotigger: Dear sisters in the Lord, as you all can see you still have the chance to become a virgin again. Forget ikpu tighter, pray to the God of Mummy G.O he will answer you.
- @O_flowery: Mummy G.O’s real name is Funmi.....someone should use the name toast her and check for us if the place is actually tight as she claimed.
- @Elowhite4sure: Don’t put God’s anointed into test.

In this discourse, @Trojanlive95 draws a bloodline relationship between Mummy G.O and the Minister of Information and Culture, Lai Mohammed. Which implies that both their actions are ridiculous and maybe the root of their foolishness is possibly the womb that birthed them.

Another twitter user express doubt as they intend to know how tight her body really is. In Nigerian twitter, the grammar of the language used is far from the standardized norms or rules of grammar and denies syntactic perfection. It employs the Nigerian English/Pidgin as it aids an unexhaustive flow of speaker's intended meaning.

@Olubankoleidowu posted a video of Mummy G.O where she unashamedly talked about Master Card being Lucifer's Card. She claims that she prophesied about it before it emerged and now that it's being used, it can't be stopped because we are in a computer age. She said Master software is Devil's software while Master card is Lucifer card. As usual, this raises a lot of vicious comments aiming intentionally hurting the preacher's feelings humorously.

- @osazgold: Visa card thank u oo
- @Ihyi_J: somebody should withdraw money with master card and give to this fake preacher please
- @Ogunmuyiwa_leem: I'm quite sure she's using master card too
- @kaycee_bishop: Lucifer card indeed....hahahaha
- @Onupaul: if I dey this woman church, I for don stand up headbutt am since
- @ NgeneAkpa: it's fun listening to her.
- @Cove_nant: Aaaaaaah it's a fun ministry
- @Fred_u: I'm yet to see a video of this woman making reference to any verse in the bible
- @ Nelson17111644: Your fada
- @AssetsofBuj: it is the members for me oooooo!!! See concentration naaaa
- @_omoade: why nobody stand up dey go house
- @iaminu: na this woman win 2021

- @gaze_lynda:Mummy G.O no talk about Christmas?
- @I_am_Adedolapo: this woman should venture into comedy with all these her talks. She'd make good money off this
- @themuyiwa09: very soon, she no go use microphone again after she remember say na him dem wan use destry the world for meeting wey dem do 87years ago for hell.

@themuyiwa in his tweet, hysterically notes that microphone may become the next ticket to hell after Master card. He abbreviates words like “destroy” as “destry”, “dem” as “them”. @Nelson17111644 also abbreviates “father” as “fada” These abbreviated terms shows the informality in the speaker’s utterance but may be incomprehensible to literal decoding of an utterance, however despite the abbreviation, the literal meaning remains the same. @AssetsofBuj focuses more on the members than the preacher, expressing her shock at their naivety using exclamatory terms to express her shock. Some tweets by other users satirically suggests that she starts a career in comedy as her videos are more entertaining than being informative. In the tweets, one thing that is consistent with all of them is lack of proper punctuation which causes confusion in comprehending the meaning of the utterance.

CONCLUSION

Language on Twitter entails a depth of absurdity as it used to create humor, offense or hurt among fellow twitter users. The continuity of absurdity and the act of taunting fellow social media users is dependent on trends, it is what keeps the vicious and ridiculous tweets rolling in

as often as possible. Mummy G.O and her sermons is also a trend on Twitter that has accumulated a lot of hate speeches, comedic yet meaningless terms.

CHAPTER 3

MIMICRY AS A FORM OF SARCASM IN MUMMY G.O's TREND

3.0 INTRODUCTION

Mimicry is a pervasive behavior in social interaction. People spontaneously copy a wide array of behavioral mannerisms from other individuals such as the postures, gestures, facial expressions, emotions and languages (Chartrand and Van Baaren, 2009). It is a subtle and flexible social behavior which plays an important role for communication and affiliation. Positively, mimicry could increase liking and affiliation because it focuses on charisma of the mimicked individual but mimicry leads to humor when it focuses on degrading a person or making mockery.

Mimicry is defined as words, gestures and postures of people that are imitated to create humor. It is the skill of imitating someone or something, especially in order to entertain or ridicule. The duplication of an individual's attitude, manner and values by social media users on twitter contains mockery and a certain menace. It reveals the ridiculousness in participant's view or opinion in it's discourse.

3.1 MIMICRY EXPRESSED THROUGH MEMES

Meme is a unit of cultural information spread by imitation. It was introduced in 1976 by British biologist, Richard Dawkins in his work, the selfish gene. On social media, memes have been shown to change immense cultural and social power due to their availability. It can

take the form of an idea, a skill, a behavior, a phrase or fashion that triggers understanding. The main key to meme is its ability to be replicated. A meme is an evolving internet term, they often carry incorrect grammar or wrong spellings. They are groups of content items created with awareness of each other and which share common features. Stojchevska & Shalveska (2018) scrutinized memes as one of the many internet communication phenomena and the social-linguistic features that makes memes vastly interesting to linguists and sociologists. The language of memes is creative and extremely interesting as they convey meaning in little words or symbols. There is a patterned way of incorrect spelling and multiple intentional or unintentional grammar and syntax mistakes for humorous effect.

An internet meme is a neologism used to describe a concept that spreads fast from person to person on social media and it is often recent, short lived fame popularly known as “trend” and fades off in a matter of days or weeks. It ranges from a single word to a graphic, from a song to a video.

Mummy G.O’s memes on twitter is a major discourse that has an underlying motive or intention. Some of these memes are;

- Those of you using that phone called Iphone, that is used to contact other demons in hell. If you still use that phone, remove your eye from paradise.
- If your name is HELLEn, you can’t make heaven
- If you’re drinking orijin bitters, you’ll make heaven
- Giving girls money in 2022 is like giving your glories, Be warned!
- It will be hard for Imo state girls to marry
- If you know you’re short, no heaven for you because you have fallen short of the kingdom of God

- Those girls walking and always checking if their bum is shaking, you have one duplex in hell.
- If you are doing hook up for free, sister you're going to hell
- You see this NYSC, it was introduced by the devil himself. If you're serving Nigeria or NYSC, you can't serve God. You will go to Hell.
- You are last born but you don't wash pot, the pot of hell is waiting for you
- If you are a baker, you'll make heaven because you're part of the people that will make communion bread in heaven.
- If your birthday is in January, you're going to hell because that is Satan's birth month.
- If you're photographer, you must go to hell. That camera you're using is what demons use to see our destinies in hell.
- If you have small breast, you might not make heaven....it's a sign of the devil...Lucifer's girlfriend....so if you have small breast, hefaya straight.
- You claim to be preaching the gospel and emulating Jesus & yet you marry and do kerewawa, did my Jesus marry? All the Daddy G.O's including my husband is on their way to hell. To multiply is for members and not G.Os.
- If you post memes on WhatsApp, Facebook or Twitter, you won't make it to heaven. "Meme" is a Latin word meaning "marine spirit". Those who share memes, hellfire straight.

Amidst others, these are the few hilarious memes that has a picture of her face on it. The motive behind this mimicry is to elucidate that Mummy G.O is uttering nonsense in her sermons and in a bid to be sarcastic, memes are pointed at making mockery at the controversial preacher.

3.2 MIMICRY EXPRESSED THROUGH VIDEO CLIPS.

Video clips are not an exception as her sermons were used to portray more humor. Many 'content creators' and social media based comedians like Maraji and Taoma, indulged mimicry during the trend. This is of course a form of sarcasm that is embedded with underlying tones of jest and mockery. They dress up like her and sound like her and say more aggravating things than what she would say. In the case of Maraji, she dresses up and uses a voice-over from one of Mummy G.O's clips and lip-syncs while gesticulating wildly and putting emphasis on exaggerated facial and bodily expressions. Intonations plays a key role in the delivery of the imitations.

It incites the kind of humor popular to Nigerians, the kind built on jest.

Twyse incorporates into his Twitter imitation video, exaggerated elements of the idiolect of Mummy G.O and uses some of her sermons as a platform to build his comedic imitation

For instance in the video, he is dressed in an attire that is very similar to Mummy G.O's and he speaks with a funny yorubalized accent and says of her claims about having met with Lucifer,

Twyse: I wine and dine with Lucifer face to face

To which the comedian takes on again a character that is supposedly Lucifer who goes,

Lucifer: Ah ah (exclamation) this is what I don't like... Infact let me retire, it is you that will take over the kingdom.

This dialogue is sarcastic because the comedian takes Mummy G.O's claims and highlights it's improbable chance of having happened, as a result, we can hear the incredulousness of her claims used in the comedian's concept.

@Rozzzemary and @justtioluwa lip-synced in a video they posted on their timeline using Mummy G.O's sermons as the audio for the act, they do this to mimic the preacher's sermons.

@Rozzzemary arouses humor amongst her viewers as she demonstrates hysterically, portraying a very sarcastic facial expression, dressed in cloths that identified the personality of Mummy G.O and lip syncs the preacher's sermon with the caption "if you want to be a virgin again, I've got a solution for you". Comments from other social media users were in support of her comedic efforts towards Mummy G.O's trend.

- @SeunGabriel01: Idiot!!! (Laughing emoji)
- @Rozzzemary: Are you a virgin?
- @Tvaninks: follow me, I can't stop laughing. It took this man tati minutes before he can penetrate.

The word "Tati" means "thirty". @Tvaninks quoted the preacher's words in one of her sermons to further mimic her claims of being a virgin after an active sexual life before marriage.

@Jude__Oc made an animated video clip of Mummy G.O where she claims to have been with Lucifer before and what he loves the most is sexual intercourse. She also unveiled the fact the the devil loves to get married and he is married to Lady Gaga and Rihanna. The video aroused humor amongst other social media users.

- @omodolypee: @psychkeys it's the way she says "I am not joking for me"
- @Shadow_moon001: Lucifer series. She no lie
- @Diva_Anmbitious: Satan dancing kerewa and Lady Ghana for me
- @Orjiii69: She was there..... trust me
- @Keke01728263: He married Lady Ghana Gaga

CONCLUSION

Mimicry in Mummy G.O's trend was centered on intentionally taunting the preacher alongside inciting humor amongst other social media users. The act of imitating the preacher hysterically entailed skillful lip-syncing, wild or overly estimated bodily and facial expressions and some forms of impersonation in the aspect of dressing up exactly or almost like the preacher. The efforts put into making mockery of the woman's controversial sermons by Twitter users is a form of expressing their ideas or opinions sarcastically to portray the foolishness embedded in Mummy G.O's sermons.

CHAPTER FOUR

CONCLUSION

An effort has been made in this study to effectively shed light on Sarcasm in Mummy G.O's Discourse on Twitter. Sarcasm is a nuanced form of language that social media users use to say opposite of what they mean in order to make mockery, intentional verbal hurt or criticism. Twitter is informal in nature with an evolving vocabulary of slang words and abbreviations with a limit of 140 characters. It's informality have gained immensely in popularity and significance as social media users has made sarcasm the main form of lingual expression.

Mummy G.O's trend on Twitter is not an exception as tweets build up randomly and aggressively as regards the preacher's religious claims. To further understand the rudiments of sarcastic expressions in this study, I delved into absurdity and mimicry as forms of expression of sarcasm. Absurdity is a philosophical perspective that has elements of foolishness and extremely unreasonable thoughts or expressions. It's art of humor is

predicted on deliberate violations of causal relationship thus producing events and behaviors that are obviously illogical and twitter is an online platform where everything absurd is promoted and everything sane is attacked viciously. The discourse in Mummy G.O' trend among social media users is literally unrelated to matters concerning the sermon but the ability to sarcastically comprehend the meaning gives a clearer understanding of what the tweets mean and it's link to the sermons trending on Twitter. For example, "This girl don go sniff shit for backyard again", literally comprehending it's meaning shows an act of disgust for an individual to consciously perceive excreta. It is a very foolish and unreasonable statement that literally has no connection with her post where she condemns Tope Alabi. To sarcastically comprehend the discourse, it is expedient to understand that the user referring to the preacher's mental instability that causes her to unashamedly say these awful words in her sermons and the root of her instability is "sniffing shit in the backyard".

Mimicry is an imitation of someone or something especially in order to entertain or ridicule. It is an expression of sarcasm that aims at making jest at a particular thing or person. In this study, Mimicry is seen to be based on skillful acting or impersonation of the preacher's personality and sermons to effectively communicate mockery and humor. The excessive bodily movements and facial expressions describes the user's plain intention to create humor. For further comedic acts, some twitter users formulated their own sin templates for candidates of hell, this is as a result of the preacher's irrational sermons about hell. For example, "if you know you're short, no heaven for you because you have fallen short of the kingdom of God". These Mimic terms is seen to have hurt the preacher badly as she denies in a BBC interview that she never said most things that she was accused of by the masses. She pleads with the public to start saying good things about her and quit the hate speeches.

The theory adopted for this study is the Media Discourse Analysis and it is the presentation of media and the society. It generates communication amongst the public and it's mostly not a face to face communication. User generated contents covers a wide range of anything from comments to images, videos and personal weigh-ins. The discourse is often fluid and very much reflects the sentiments of the people participating. It can be viewed as the effect a media presentation has on the larger society. The highlight of information that influences people is important in text or conversations and this is the theme of discourse. The sarcasm embedded in Mummy G.O's discourse on twitter is an explicit example of Media Discourse as it vigorously analyzes the meaning of language whether spoken or written when used to describe and explain in their social context. The act of verbally hurting or taunting a person or thing has been examined in different research works by different authors but none has shed light or used Mummy G.O's trend as a case study. D Sheperd carried out a Masters Thesis on sarcasm interpretation between children with a normal growth system and children who had language learning disabilities and it was concluded that generally it is a difficult semantic task to comprehend sarcasm but it is worse with children who have language learning disabilities and it there are possibilities that the inability for to comprehend the meaning of sarcastic terms may affect the child or children's social life or relationship. A trend on Twitter in 2015 satirized motherhood and claims that Nigerian mum's are the forerunners of sarcasm with numerous examples to prove this fact, however the peculiarity of my study looks at the sarcasm ingrained in the discourse on Mummy G.O's trend on Twitter.

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