UNIVERSITI PUTRA MALAYSIA

SATIRICAL REPRESENTATION OF SOCIAL AND POLITICAL ISSUES IN NIGERIAN POLITICAL CARTOONS

IRO SANI

FBMK 2012 29

SATIRICAL REPRESENTATION OF SOCIAL AND POLITICAL ISSUES IN NIGERIAN POLITICAL CARTOONS

By

IRO SANI

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Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Doctor of Philosophy

October 2012

DEDICATION

To my late beloved parents

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in Fulfilment of the requirement for the degree of Doctor of Philosophy

SATIRICAL REPRESENTATION OF SOCIAL AND POLITICAL ISSUES IN NIGERIAN POLITICAL CARTOONS

By

IRO SANI

October 2012

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Faculty: Faculty of Modern Languages and Communication

The attainment of democracy in Nigeria has witnessed a dramatic increase of newspaper cartoons emphasizing the role played by political cartoons in constructing political commentary. This study examined the satirical representation of social and political issues in Nigerian political cartoons. The study used genre, agenda setting and perceptual theories as its theoretical framework to provide explanation on how the Nigerian media via the political cartoons genre capture and reinforce social realities. Using semiotic and linguistic analyses, a sample of 1000 political cartoons published in the two most widely read Nigerian newspapers and one magazine during the period 2007-2010 was extracted and analyzed.

The results indicated the predominant themes that emerged from the satirical representation of social and political issues in Nigerian political cartoons during the period: democratic governance, corruption, economy, standard of living, foreign policy, security and lack of leadership. The findings also showed how verbal and visual elements combine together to construct meaningful messages using devices

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including metaphors, metonymy, myths and syntagmatic relations. Further, Nigerian political cartoons express group ideology. The findings also showed that the cartoonists employed two specific tones for depicting satirical representation, with the laughing satirical tone indicating reformative mode being the more frequent satirical tone used. Finally, the study has implications for further research with regard to the use of images and words to communicate important issues in society.

Key Words: Nigerian political cartoons, political representation, social and political issues, linguistic devices, non-linguistic devices.

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Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

PERWAKILAN SATIRA SOSIAL DAN ISU-ISU POLITIK DALAM KARTUN BERUNSUR POLITIK NIGERIA

Oleh

IRO SANI

Oktober 2012

Pengerusi: Profesor Madya Mardziah Hayati Abdullah, PhD

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Pencapaian demokrasi di Nigeria telah menyaksikan peningkatan dramatik penerbitan kartun di dalam akhbar yang menitikberatkan peranan kartun yang berunsur politik dalam membina komentar politik. Kajian ini meneliti penggambaran isu sosial dan politik secara satira dalam kartun politik Nigeria. Kajian ini menggunakan genre, teori penentuan agenda dan teori persepsi sebagai kerangka teori dalam menjelaskan bagaimana media Nigeria mengenal pasti dan mengukuhkan realiti sosial melalui genre kartun berunsur politik. Berdasarkan analisis semiotik dan linguistik, 1000 kartun berunsur politik yang diterbitkan dalam dua buah akhbar Nigeria dan sebuah majalah yang paling luas dibaca sepanjang tempoh 2007-2010 telah diambil sebagai sampel dan dianalisis.

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Dapatan kajian menunjukkan bahawa tema utama dalam isu sosial dan politik Nigeria sepanjang tempoh tersebut ialah: tadbir usus demokratik, korupsi, ekonomi, dasar luar negara, taraf hidup, keselamatan, dan kekurangan kepimpinan. Dapatan kajian juga menunjukkan bagaimana unsur visual dan bertulis digabungkan untuk membina mesej yang bermakna, dengan menggunakan metafor, metonomi, myth serta hubungan syntagmatik. Seterusnya, kartun politik Nigeria turut mengekspresikan ideologi berkumpulan. Para kartunis menggunakan dua ton khusus untuk menggambarkan satira, di mana ton satira ceria yang menunjukkan mod pembaharuan dikenal pasti sebagai nada satira yang paling kerap digunakan. Sebagai kesimpulan, kajian ini mempunyai implikasi untuk kajian lanjut tentang penggunaan imej dan perkataan dalam menyampaikan isu-isu penting dalam masyarakat.

Kata Kunci: Kartun berunsur politik Nigeria, perwakilan politik, isu-isu politik dan sosial, alat-alat linguistik, alat-alat bukan linguistik.

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ACKNOWLEDGEMENTS

I begin with expressing my profound gratitude to Allah for giving me the opportunity to complete this remarkable project. As I reflect upon the journey towards the completion of this study, I visualize the faces of my family especially my parents who cared much for me, struggled and yearned for my success in life. How I wish they were living today to witness this lifetime achievement. I cannot imagine how glad they would be. Nevertheless, I continually pray to Allah to have mercy on them.

First and foremost, I would like to express my indebtedness and appreciation to my main supervisor Associate professor Dr. Mardziah Hayati Abdullah, for her unwavering support and untiring efforts to see the success of this dissertation by all means. In fact, she played not only the role of an ideal supervisor, but also a caring mother and a mentor. Without her encouragement, unflinching guidance and timely feedback, this work would not have come to fruition. I thank you, my teacher.

I also express my deepest appreciation to my supervisory committee members: Associate Professor Dr. Faiz Mohamad Abdullah for his tremendous contribution, encouragement and assistance to the success of this journey. His scholarly feedback and advice have made the project more tangible to me.

I also thank Dr. Afida Mohamad Ali for her useful feedback and suggestions towards making this project a success. Thank you for all your encouragement, kindness and support throughout this memorable and exciting journey.

I extend my sincere appreciation and gratitude to Dr. Zalina Mohamad Kassim, my instructor, whose concern is duly acknowledged. Her encouragement and inspirational advice intrigued and stimulated this research.

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I owe much indebtedness to my confidant and companion, Hamisu Musa, for his sincere and insightful advice and support. Indeed to me he is more than a friend in need but a trusted companion. To my colleagues, graduate students, I owe you much gratitude, Irham Wan, Fatma El-Harb and Kabir Bello whose immense contributions cannot be overlooked. I thank you all.

I am thankful to Aliyu Yahaya, the cartoonist of the *Daily Trust* for collaborating with other cartoonists in sourcing the cartoons used for the study and obtaining permission to use the cartoons for the purpose of this study.

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I certify that an Examination Committee has met on 25/10/12 date of viva voce to conduct the final examination of **Iro Sani** on his degree thesis entitled "Satirical Representation of Social and political Issues in Nigerian Political Cartoons" in accordance with Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Degree of Doctor Philosophy. Members of the Examination Committee were as follows:

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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently submitted for any other degree at Universiti Putra Malaysia or at other institutions.

_____

IRO SANI

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