UNIVERSITI PUTRA MALAYSIA

SATIRICAL REPRESENTATION OF SOCIAL AND POLITICAL ISSUES IN NIGERIAN POLITICAL CARTOONS

IRO SANI

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SATIRICAL REPRESENTATION OF SOCIAL AND POLITICAL ISSUES IN NIGERIAN POLITICAL CARTOONS

By

IRO SANI

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
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

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October 2012

Chair:  Associate Professor Mardziah Hayati Abdullah, PhD
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
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 reformatory 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.
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

Fakulti: Fakulti Bahasa Modan dan Komunikasi


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

**Wong Bee Eng, PhD**  
Associate Professor  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Chair)

**Noritah Omar, PhD**  
Associate Professor  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Internal Examiner)

**Shamala Paramasivam, PhD**  
Associate Professor  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Internal Examiner)

**Elisabeth El Refaie, PhD**  
Cardiff University  
UK  
(External Examiner)

____________________________  
ZULKARNAIN ZAINAL, PhD  
Professor and Deputy Dean  
School of Graduates Studies  
Universiti Putra Malaysia  

Date:

ix
This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of the requirement for the award of degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

**Mardziah Hayati Abdullah, PhD**  
Associate Professor  
Department of English Language  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Chair)

**Faiz Sathi Abdullah, PhD**  
Associate Professor  
Department of English Language  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Member)

**Afida Mohamad Ali, PhD**  
Senior Lecturer  
Department of English Language  
Faculty of Modern Languages and Communication  
Universiti Putra Malaysia  
(Member)

**BUJANG BIN KIM HUAT, PhD**  
Professor and Dean  
School of Graduate Studies,  
Universiti Putra Malaysia

Date:
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

Date:
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