

Linguistic Discourse Ideologies of Academic Staff Union of Universities in Selected Nigerian Newspapers

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Abstract

The study on Academic Staff Union of Universities, ASUU has gathered momentum as many scholars have been bringing the union to attention in the scholarly researches in academic sphere through various analyses about workings of the union. The union is mostly discussed to go liberal and radical against government policies over issues relating to pressing home the demands of the members of the union as well as interests of the general public. Some previous works have investigated the ideological postures of the Academic Staff Union of Universities and Federal Government of Nigeria in industrial dispute but they have not indicated and discussed the linguistic discourse ideologies deployed against and in favour of Academic Staff Union of Universities. This study, therefore, is designed to bridge the vacuum as reported in Nigerian print media. The research work gathers relevant data from the widely circulated print media in Nigeria. These include *The Punch*, *The Guardian*, *Leadership* and *Vanguard*. Headlines, lead stories, editorials, letters and other parts of the newspapers' stories concerning Nigerian universities are analysed with the use of critical discourse analysis theory. The used theory gives bias and major adoption to Teun van Dijk's socio-cognitive model of critical discourse analysis. The theory supports bifurcation of the analysis into the linguistic ideologies of in-group positive self-presentation and out-group negative representation of others. The study reveals that ASUU, FGN and other Nigerians deploy many linguistic discourse structures such as ideological polarisation of In-group positive self-representation, out-group representation of others, emphasize their bad things and our good things, authority, comparison, victimisation, consensus, lexicalisations on ASUU discourse in print media.

Keywords: Discourse ideologies, ASUU, news reports.

Introduction

Academic Staff Union of Universities (ASUU) is a trade union whose activities are lawful and consistent with the spirit and practice of trade unionism which are properly covered by the laws of Nigeria. ASUU approaches different matters from different perspectives. Hence, it is indeed, concluded that ASUU is liberal, radical and militant more often than not, to engage in disputes with the government whenever the needs arise. Pemede (2007) posits that ASUU disenchantment with government over issues of university autonomy, poor conditions of service, poor funding and non-conducive environment for academic pursuit had been simmering for years unmemorable and had been the topic for fruitless series of negotiations and dialogue with successive Federal Ministries of Education in the country. There is no doubt whatsoever that, for the university system to function as efficiently and effectively as expected, the stakeholders in the country need to work in harmony, and collaborate with ASUU, to a greatly reasonable extent with a clear sense of focus in vision and mission. It is not a doubt that ASUU guides the university system in its development processes as well as its services to the society. Besides, the society needs to be in good condition and state of living but it is not the concern of the stakeholders in Nigeria which is dear to ASUU. Therefore, ASUU as a trade union, in order to fight for its rights, good working conditions in the universities and better living standards for the masses in society, has been engaging in incessant strike actions so as to press home laudable demands. Since the 1980s, ASUU has been engaging the federal and state governments on the need to reposition the Nigerian university system to effectively deliver on its mandate. This became imperative in the face of massive exodus of seasoned academics particularly to European and American universities; the deplorable state of facilities for research, teaching and learning; gross underfunding; and steady erosion of university autonomy and academic freedom by successive governments in Nigeria open floor of engagement between the two entities.

To entrust ASUU with the principle of achieving professional excellence, its contention on the issue of better pay and working conditions for academics in Nigerian universities cannot be swept under the carpet. The union negotiates from time to time for improvement on staff development grants, research grants, research fellowship fund and other academic grants and allowances directed towards manpower development in the system and the nation at large with no positive response by the government. This position of ASUU has not changed but the government appears to be insisting on its own style of solving the problems of brain drain, manpower development and quality in Nigerian university system Osundare (2005).

The media, including prints, have made significant contribution in representing discourses surrounding ASUU as a union and individual members in the both positive and negative manner in its activities. It is never a doubt that meanings are expressed through the use of linguistic signs in specific context to convey feelings, attitudes and thoughts. Osisanwo (2011), Chiluwa (2012, 2016) and Odusina (2017) posit that meanings in media are owed to both linguistic and visual signs. Communication of meanings either by language or other means, is at centre of human daily and ceaseless activities that are inevitable for all normal entities to perform. Therefore, people express or communicate their love, support, gratitude, commendation, condemnation, annoyance, hatred, and the likes using linguistic and non-linguistic means and making discourse representations in favour and against ASUU in Nigeria. Olorunisola (2006) opines that language is used in both positive and negative manner. Hence, Nigerians apportion blame and praise to the ASUU in university system, using linguistic discourse ideologies.

Joye (2010) notes that mass media discourse is attracting critical scholarly attention because it carries a unique signifying power. The media give proper and close monitoring to the different activities in the societies of the country. Information of ASUU is divulged ceaselessly through the media. Also, the media unravel different activities in the Nigerian universities, thereby, giving ample room for deployment of various ideologies in representing the union with both negative and positive nomenclatures. The negative representations deplete the niche of the union across the globe.

Fairclough (1995) submits that media discourse is a tool for social change. Thereby, stakeholders in language use an educational system to employ the social change device in dealing with the relevant authorities whose offices are used to bring annihilation to the university system in the country. By the overt projection of the union's representations, bad or good in the media, the needful is expected done by the government, members of the union, parents, students and public figures in Nigeria so that, the good image of the country's universities would be redeemed through unalterable academic calendar years, excellent moral and academic drilling, nurturing of patriotic citizens and development of the economic sphere of the nation.

This research work is aimed at contributing to knowledge by bringing to attention, the divergent discourse ideologies employed by both ASUU and FGN in Nigerian print media on discourse about ASUU.

Literature Review

The radical situation of the ASUU unionism, (il) legal activities of the union members, nepotism by the government, political instability and the likes are considered by Nigerians, the hallmarks of backwardness or the greatest clog in the wheel of progress of the university system. These, all believe have lent a meaningful credence to discussion of ASUU paving ways for the use of linguistic ideologies in describing the union in print media. The incessant media discourses on issues concerning Academic Staff Union of Universities are indispensable device of scholarly researches in languages. Media discourse is relatively an area of language study which affords scholars opportunities to be aware of language use most especially in the media field. There are different researches made on both Nigerian and non-Nigerian media discourse but none of the researches in media discourse has ever focused directly on issues concerning activities of Academic Staff Union of Universities indicating the linguistic discourse ideologies employed by ASUU and FGN to make self-glorification and apportion blame to outgroup in news reports.

Arua (2018) discusses ASUU in print media but the focus is directly on the ideological postures of ASUU and federal government of Nigeria in industrial dispute. Other aspects of activities of ASUU are not discussed and analysed. The identified ideologies in this work are aimed at depicting strategic manners through which ASUU and FGN play game of blame allotment. Also, many Nigerian scholars on media discourse such as Taiwo (2008), Odeunmi (2008), Osisanwo (2011, 2016, 2017), Oyeleye and Osisanwo (2013), Olaluwoye (2017) and a host of others researched but paid attention to Nigeria general elections, political reports, Boko Haram insurgencies and other media representations of terrorism in Nigeria. Ogundeji (2021) researched discourse representation of Nigerian universities in media print reportage where ASUU is a key factor for the system's positive and negative representations but the analysis lacks indication of the linguistic discourse ideologies. Therefore, discourse ideologies are not given the needful attention in relation to ASUU and FGN use of linguistic ideologies in discussing each other in print media.

Methodology

Four print media which include their headlines, stories and editorials between December 2019 and February 2021 are sampled. The newspapers comprise The Punch, The Guardian, Leadership and Vanguard for data analysis because each of these national dailies has both print media and electronic version of news reportage platforms. The time was a trying time when ASUU -FGN reports often appeared on news pages nearly every day. As well, they are all the first ranking newspapers regarding the wide circulation and reading. The researcher considers it a point of duty to understudy, analyse, and interpret headlines and some other parts of the newspapers.

The researcher's method of analysis is rooted in Critical Discourse Analysis which aligns with van Dijk's approach to CDA. This approach is very relevant because the proponent solely relies on socio-cognitive theory and linguistics in a broad structural sense.

Presentation of data and discussion of findings

Linguistic ideologies of ASUU-FGN in print media

In accordance with van Dijk (2006), there are many socio-cognitive models serving as discursive devices in public discourses to represent one another. In this research, the following ideological discourse structures are observed against and in favour of ASUU in the selected print media.

Number game

Van Dijk (2006) posits that number game is oriented to enhancing credibility by moves that emphasize objectivity. Number game in discourse analysis is based on providing numbers and statistics. These are the primary means in the persuasive display of objectivity. In Nigerian print media, the Accountant General of Federation, on behalf of the Nigerian government, represents ASUU as mismanager of public funds. He supports his claims with facts and figure in The Punch newspaper of February 15, 2020 where he quotes numbers, people involved in the act to remove element of doubt.

Excerpt 1:

AGF indicts seven varsity VCs for misappropriating #896m

The indicted federal university vice chancellors are... There are irregular payment of #8,437,595 as furniture allowances... Many university teaching hospitals paddled their personnel budgets. The names of the universities are...

The Punch, February 15, 2020

The indicted federal university vice-chancellors are members of ASUU. Having indicted them, the government official, AGF uses number game as he lists university vice-chancellors indicted as well as total amount of funds allegedly misappropriated. The facts released in the newspaper are presented against ASUU that sees no reason to join IPPIS as a platform through which its members could be paid their salary. The presentation of facts and figures is against the mere opinion and impression in favour of ASUU. Hence, the general public is mobilised to have negative representation of the union and its members with the use of number game.

Victimisation

This is a discourse structure deployed to make others tend to be represented in negative terms. Victimisation is used when other groups are made to be associated with threats and are victims of such threats. This discourse strategy is mostly used by many government commentators and journalists. Consider these excerpts:

Excerpt 2:

... appropriate sanctions stated in financial regulation 3106 should be invoked on vice-chancellors. The Punch, February 15, 2020

Excerpt 3:

We cannot be comfortable when products of our citadel of higher learning are unemployable. The Guardian, January 2, 2020

Excerpt 4:

Ogunyemi threatened that if government touches the salary of ASUU members, they would take the action of no pay no work. Leadership, February 17, 2020

The excerpts 2, 3 and 4 are examples of the use of victimisation as strategic discourse structure. The AGF, through the journalist, issues threats on the indicted federal university vice-chancellors for misappropriation of public funds in excerpt 2. In excerpt 3, the number one citizen of the country, President Muhammadu Buhari uses victimisation against ASUU to inform the general public that the graduates being churned out by the union are unemployable. He discloses to the union that he will not be comfortable when products of the citadel of higher learning are unemployable. Likewise, excerpt 4, shows ASUU through its national president, Prof Biodun Ogunyemi threatening government to go on action of no pay no work. It is worthy to note that the discourse strategy of polarisation is noticeable simultaneously with victimisation. This is a fact because "emphasize theirs bad things and our good things" is in operation where victimisation is deployed in public discourse.

Consensus

Consensus is a strategic discourse ideology forming agreement in favour of in-group but against out-group. In other words, it is noted to be in-group unification, cohesion and solidarity against the out-group. This discursive ideology is mostly used in the discourses surrounding matters between ASUU and government officials in print media.

Excerpt 5:

President Muhammadu Buhari had directed that university lecturers must enroll on the IPPIS... ASUU had rejected IPPIS insisting that it violates university autonomy and proposed UTAS as an alternative... Ogunyemi noted that IPPIS will kill innovation, creativity and academic freedom. Leadership, February 17, 2021

The above excerpt 5 shows the judicious use of consensus as all agents of federal government are determined that they cannot renege on the decision of them, out-group, members of ASUU to key into IPPIS. President Muhammadu Buhari directs AGF an in-group, to enforce the executive order of forcing lecturers enroll in IPPIS. The AGF, without second thought, is determined to compel ASUU, out-group to enroll in the payroll in agreement to the order of the president of Nigeria. However, ASUU headed by Prof Biodun Ogunyemi also forms alliance and agreement with members of the union to resist keying into the salary payment platform. The both in-group and out-group form consensus in their different domains against each other. The reason for this is traced to what favours each of the two groups. Hence, ASUU is portrayed as opposer of innovation using consensus.

Dramatisation

The strategic discourse ideology of CDA, dramatisation is a familiar tool to exaggeration of facts in one's favour. Members of in-group of ASUU and members of out-group of government officials and commentators use the ideology in print media against each other.

Excerpt 6:

That kind of system will kill innovation, will kill creativity, and will kill academic freedom of autonomy. Leadership, February 17, 2020

Excerpt 7:

By the time IPPIS runs its circles, the government will start posting staff from Abuja. Vanguard, February 10,2021

In the excerpt 6, Prof Biodun Ogunyemi, ASUU's national president, deploys dramatisation as a discursive tool exaggerating facts in his in-group's favour by declaring that "IPPIS system will kill innovation, creativity and academic freedom" at public university in the country. Though the expression may be fact but it is too much exaggerated. Besides, excerpt 7, a statement uttered by ASUU chairman, University of Ilorin Branch, Prof Salihu Ajao owing to a belief that posting of staff into university would be stationed in Abuja. This is also an exaggeration because the expression is not verified and established as a fact. It is made against out-group, the government. The ideology is used to score ASUU higher in the society as one professing possible sinister omen which may have adverse effects on university system.

Comparison

According to Van Dijk's socio-cognitive model of CDA, comparison is a discursive ideology which when it is used, the speaker is seen comparing in-group and out-group. Typically, the comparison implies the negative score of the out-group on the criteria of the comparison as in the typical everyday argument.

Excerpt 8:

Biodun Ogunyem is aid the nation's education sector witnessed growth without development in 2019. When you talk of education facilities nowadays, there is no evidence of supply. What we have is a situation of concern about expansion and not concern about quality education. The Guardian, January1, 2020.

In the above excerpt, the national president of ASUU, Prof Biodun Ogunyemi is described as an oracle in education field. He knows better about it and its situation. He, therefore, uses comparison as discourse structure to compare the situation of education in yesteryears and nowadays. He logically comes to conclusion that "education is in situation of concern" as opposed to its place in the yesteryears. Therefore, Ogunyemi shows out-group as one that does not have much concern for quality education in the recent time.

Evidentiality

Evidentiality is a discourse structure. When the use is noticed in public discourse, speakers are accountable for what they say. Thus, if they express a belief, they are often expected to provide some proofs for the belief, and engage in debate with those who may want to deny their sayings.

Excerpt 9:

Government as the sole financier of universities, has right to ensure that public funds are accounted for. ASUU flaunts the university miscellaneous provision (Amendment)Act 2003, which it says contains the autonomy of universities, but is obvious of the fact that autonomy makes no sense without financial Independence. Universities abroad, which enjoy such luxury, receive only grants from government and depend on endowment... just like Harvard University. The Punch, February 9,2020

This excerpt depicts an example of evidentiality as a discourse structure of CDA. The speaker, editor of The Punch, is responsible for the expression in the news report. He forms an in-group unification and solidarity with government against ASUU when expressing his belief. He gives enough proofs to support the beliefs by citing Harvard University as one of the universities abroad which do not depend on government for finance. Therefore, he proves that for Nigerian universities to enjoy total autonomy like their counterparts abroad, they should not rely on government for finance. So, with evidentiality, he advises ASUU to source money from endowment, patent and tuition paid by their students. The cited evidence is a fact second to none that no one among members of ASUU can dispute.

Authority

Another prominent discourse ideology is authority. As propounded by van Dijk, it is the act of mentioning authorities to support a case. Usually, the authorities compromise organisation, and people who generally recognised in the society as experts and moral leaders in the community.

Excerpt 10:

No fewer than 100 students of University of Abuja have been expelled by the institution's senate for their involvement in examination malpractices. The university's Head of Information and Public Relations, Habib Yakoob has confirmed that...The Guardian, December 23,2019

Authority is deployed to authenticate the action of the university management. It is universally believed that the supreme organisation in the university system is senate. The senate is the authority vested with the power to perform the act. Having mentioned " the institution's senate" in the news report that signed the expulsion of the students, no news consumer would doubt the authenticity of the news reports. Likewise, another authority mentioned to support the news report for certainty is" the university's Head of Information and Public Relations, Habib Yakoob who is in charge of authentic information release in the university. In the long run, the organisation (senate) and people (Habib Yakoob) are authorities mentioned to support the authenticity of the expulsion of the students in the university.

Actor Description

In accordance with Van Dijk, this ideology of discourse is premised on giving many detailed information about a person or an event. The description is made using "emphasize our good things and their bad things/ de-emphasise our bad things and their good things". This discursive structure is always used in the selected print media that carry stories about activities of ASUU, most especially, on propositional content relating to dispute between the union and government. Excerpt 8 above gives vivid description of situation of education in Nigeria, "the nation's education sector witnessed growth without development in 2019". "When you talk of education facilities nowadays, there is no evidence of supply". The detailed description of education sector Prof Biodun Ogunyemi gives in the newspaper is determined to emphasise the bad things of the out-group and condemn the behaviour of not taking supply of education facilities seriously. Therefore, government is described as one displaying non-chalant attitude towards development of quality education but its expansion in the country. However, the excerpt 9 describes ASUU as union fighting blindly on autonomy of university system without giving consideration to responsibilities of the university system if it is to gain absolute autonomy. "Emphasize their bad things is used here by the Punch editor to describe the union which is not ready to fend for the autonomy it wishes to enjoy. The use of emphasise their bad things but our good things is root of actor- description. It is very common in print media discussing propositional content of ASUU against government visa vis with the use of description in the print media.

Euphemism

This one is a discourse ideology deployed in public discourse in order to facilitate avoidance of negative impression formation. Many news producers among members of ASUU are so sophisticated that they are mindful of their speeches. In case of necessity for the release of news reports in the print media, they deploy euphemism as a discursive tool in order not to hurt personalities. Example of this can be drawn from excerpt 8, where Prof Biodun Ogunyemi, national president of ASUU comments that in education sector, what we have is "a situation of concern". Ogunyemi is meticulous in avoiding the creation of negative impression in the mental model of the news consumers. He does not comment using abusive language against government.

Lexicalisation

Every propositional content is expressed underlying concepts and beliefs in specific lexical items. Similar meanings may be variably expressed in different words depending on the position, role, goal, point of view or of the speaker, that is, as a function of context features. In this research, in government commentators' discourse in print media opposing ASUU, this results in more or less blatantly negative expressions denoting ASUU and its activities, thus implementing at the level of lexicalisation, the overall ideological strategy of negative other- presentation. Hence, in The Punch and Vanguard, there are expressions as: "ASUU flaunts", "autonomy makes no sense", "Ogunyemi threatened", "no pay no work". These lexicalisations are deployed in the print media to depict ASUU as opposer of government's innovation and activities. On the other hand, lexicalisation in support of ASUU focuses on the negative representation of the out-group. Examples of the expressions are: " no evidence of supply of education facilities", "IPPIS will kill creativity", "ASUU must enroll in IPPIS" and a host of others. The

deployment of the lexicalisation is underlying self-glorification, de-emphasize of their good deeds and emphasize our good works.

Ideological polarisation in print media about ASUU discourse

Van Dijk (2006) submits that ideological polarisation is centred on "us-them" categorisation. This serves as a base of analysis to interpret data discovering the diverse views of Nigerians about the activities of academic staff union of universities and its members in the university system. As the name suggests, ideological polarisation according to Van Dijk is divided into two: out-group negative representation and in-group positive self-representation. Many Nigerians praise ASUU and its members, yet a lot of Nigerians blame them (ASUU and its members). Hence, the feature of ideological polarisation is shown. Among many reasons that result in the blames are: fall in the standard of quality education, sex for grade, turning out of unemployable graduates, mismanagement of funds, disagreement with the federal government, incessant strike actions. However, the us-categorisation and in-group Nigerians praise ASUU for solving problems, organising orientations, eliminating gender discrimination among others.

The theory of Van Dijk's cognitive model of critical discourse analysis is observed in the headlines of the news reports on ASUU in the selected newspapers to show clearly the diverse views of Nigerians about the academic staff union of universities. Consider the following headlines:

Sex for grade different from dating (Leadership, February 17,2020)

Racketeers partner lecturers, turn varsity final-year project to moneymaking machines (Punch, February 18,2020)

Buhari charges varsities to tackle menace of unemployable graduates (The Guardian, January 2,2020)

AGF indicates seven varsity VCs for misappropriating #896m (Punch, February 15,2020)

ASUU's awakening (Guardian, January 1,2020)

ASUU flaunts autonomy (The Punch, March 4,2021)

ASUU, some lecturers are not qualified to be in universities (Punch, December 23, 2020)

ASUU advocates University Transparency Accountability Solution (Leadership, February 17,2020)

ASUU harps on quality education (Guardian, January 1, 2020)

Govt, ASUU battle over IPPIS, UTAS continues (Guardian January 9, 2020)

ASUU raises alarm over fresh plots by FG to trample on members' right

UI don adapts hip-hop to solve mathematics problems(Punch, February 24,2020)

UniAbuja expels 100 students, rusticates 11 others for examination malpractices (Vanguard, December 23,2020)

UniUyo VC tasks new students on good character (Leadership, February 14,2020)

Don't toy with workers' welfare, Imo varsity VC tells colleagues (Vanguard December 23,2020)

Out-group negative representation of others

Based on the samples given above from the headlines of the media prints, diverse views or propositional contents of Nigerians on academic staff union of universities are very glaring for observation.

Van Dijk's CDA theory of out-group negative representation of others shows that many Nigerians separating attitudes from ASUU and its members intensify effort to emphasize bad things about the union in news reports. For example: " Sex for grade different from dating(Leadership, February 17,2020)". This headline reports ASUU by the Nigerians that many unscrupulous members of the ASUU are obviously involved in the nefarious behaviour of immoral sex with students. Alo Abiola, the reporter uses " description as discourse structure" describing the lecturers to emphasise their bad things because he is not included in the union. The intention of the language user in the news reports is to control the mind of the general public to form consensus and solidarity with the consumers to believe that some members of the ASUU really deepen their hands in the greatest offence of having sex with female students in order to give them "very good grades" even though they do not worth the grades. The headline of the news reports does not portray well the members of the union in Nigerian universities. It is not a doubt that the producer of the report shows out-group negative representation of others because if he is inclusive as a member of the union, he may have not made a report to tarnish image of the intelligent and intellectual union in Nigeria.

Dijk (2006) submits that "the categorisation of in-group or out-group of people, and the division between "good" and "bad" out-group, is not value-free but imbued with ideologically based application of norms and values". The second headline that states "racketeers partner with lecturers, turn varsity to money making machines" is a discourse structure under the category of out-group negative representation of others. Bad things are emphasised against ASUU as social actor, Yemi, a graduate of tertiary institution in Ibadan described lecturers as "hedonistic" and brain behind fall in standard of education for love of money. Such schematic headline shows explicitly "emphasise our good and their bad things". This is obviously bad view Nigerians harbour against members of ASUU whom, they believe are in the act of extorting money for necessary academic work from the students. This is an extremely condemnable view that Nigerians possess against ASUU in Nigerian universities.

The next headline centres on speech of Nigerian president, "Buhari charges varsities to tackle menace of unemployable graduates". Emphasising their bad things is deployed in the headline under the impression of out-group negative representation of others where the president of the nation is apportioning huge blame of incessant production of rotten graduates on ASUU. Muhammadu Buhari, the Nigeria President, described the graduates churned out by the lecturers as ones that portend disaster for the future development of the country. According to Wodak's (2007) sociological approach to critical discourse analysis, it is noticeable that Buhari the first citizen of the country uses power or dominance to inform the community that ASUU and its members are immediate cause of the turning out of the unemployable graduates in the country. As well, he logically informs that they are the ones to curb the turbulence in university system as he informs that his government is committed to giving maximum financial support to the union. For the reason that Buhari is the first person in the country, his words are weightier resulting in another bad view Nigerians have against ASUU and see it as union constituting teachers of unemployable graduates in Nigeria.

Moreover, Nigerians have bad views against ASUU for having indicted its members and heads of the universities for misappropriating funds to the tune of #896m in Nigerian public universities. Accountant General of Federation, AGF, selects lexicalisations as "indict", "misappropriation", "funds" and a host of others to portray negative description of the members of ASUU in Nigerian universities. As well, the choice of the speaker's words performs the function of influencing and intensifying efforts to depict the union as corrupt and make Nigerians have bad view in their mental model against the lecturers and their union by the general public in Nigeria. The union is so described in the bad manner resulting in out-group negative representation of others, an element of a theory of CDA propounded by Van Dijk.

It is worrisome that chairman of ASUU himself, Prof Biodun Ogunyemi, confirms that "some lecturers are not qualified to be in universities. This, though is to cast back the blames and blemishes on ASUU to government that influences the appointments and recruitments of many members of the union. Their being in the union is automatic irrespective of the personalities, reputation and dignity, so far they have received letter to work as universities' teachers. So, be as it may, they belong to the union where their offences will be over generalised to capture other scrupulous, meticulous and reputable personalities in the union. Logically, the blame shift is supporting out-group negative representation of others as ASUU president, Biodun Ogunyemi cast back the blame of churning out rotten products from the university system to the government.

In-group positive self-presentation

Van Dijk's (2006) sees in-group positive self- representation as "in-group favouritism, a segment of ideological polarisation". It is a more collective form in which the speaker emphasises the positive characteristics of the own group. Therefore, speaker does not speak against his group. Many news reports in print media by members of ASUU and some fragments of the general public present the union as a refined and commendable union in Nigeria. Therefore, some headlines such as, "ASUU harps on quality education, UI don adapts hip-hop to solve mathematics problems, Uni. Abuja expels 100 students, rusticates 11 others for examination malpractices," speak a volume in the pour of encomiums on ASUU for the wonderful job it does and its concerted efforts in ensuring that it brings an end to the different challenges confronting academy, security, agriculture, and economy in the country. ASUU is

always lauded for the request from, and disputes with government for bringing education back to the reasonable track it was in the yester-years. Then, some fragments of general public are of good views about the academic staff union of universities being only hope for common man in the struggle to make quality education available for all in the country. The majority of news reports in media prints presenting the union and its members well are from the members many other citizenry in the country who ,in one way or the other, are associating with the union and tapping various benefits from it. Therefore, their news reports in print media depict in-group positive self-presentation.

Conclusion

The study which centres on the linguistic ideologies on media discourse about Academic Staff Union of Universities, discovered and revealed various linguistic ideologies used in portraying the union negatively and positively in the country. The activities of the union form a base for the opinion of the language users in the print media. It is observable that the employed lexicalisations in portraying the union by the political commentators as well as that of some journalists of the media prints show extreme bias. Therefore, this recommends that the stakeholders in Academic Staff Union of Universities should reprimand bad eggs among them if they are not retrenched from the service in order to avert negative discourse about the intellectual union. In addition, the language users among government functionaries and journalists should avoid bias and describe the situations with unbiased mind-sets.

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