

DEVELOPMENT OF A FORMAL ADDRESS PATTERNS IN CONFORMITY TO SOCIOLINGUISTIC DATA BASE EXISTING IN KANO STATE TERTIARY INSTITUTIONS

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ABSTRACT

This study investigates variations in the use of address terms often in phrases or sentential forms among academic staff of some tertiary institutions in Kano state using sociolinguistic variables, such as age, status, gender, etc. The rationale behind the study is to come up with a developed formal address patterns that will conform to the sociolinguistic data base typical to academic staff of Kano State. The motivation of the study is informed by the fact that based on the burgeoning works researched; the study in address forms in academic setting received little attention, (Chamo2018).The objective of the study is to examine potential or possible variations in the use of address terms among academic staff vis-à-vis the way they are affected by them in their day-to-day interactions and analyze them socio-linguistically. An extensive review of related literature is done in three phases, namely conceptual, theoretical and empirical reviews. This illuminates much the current study, as to reflect the gap not addressed by the previous researches in address usage. The methodology used for data collection encompasses the use of a purposive sampling where five tertiary institutions have been selected and visited the institutions (Field work), records, and interviews the respondents before analyzing their responses. Equally, questionnaires are be administered, transcribed and later analyzed; using quantitative and qualitative approaches that enable the researchers to arrive at developed formal address patterns that conform to sociolinguistic data based existing in Kano State. The justification of the study is derived from the basis that it is the first of its kind to be conducted in some tertiary in institutions of Kano, using comparative analysis to generate data that forms the findings of the study. Above all, the findings of the research will be beneficial to both language students and their teachers, sociolinguist experts as well as potential researchers and language policy makers and by extension text book publishers because they will draw ample knowledge from cultural mores typical to address system from socio-linguistic setting of Kano state.

1.0 INTRODUCTION

Address patterns refer to the identified patterns positively used in addressing other people around them. Above all, they are symbolic identities in referential relation, because they tell, or at least may tell, something about the bearer to whom the address is referred to. This chapter

discusses the background to the study, statement of the problem, purpose of the study, objective of the study, research questions, hypothesis, and significance of the study and scope of the study. In addition, the background of the study encompasses or features historical and conceptual perspectives as follows:

1.1 Historical Perspective

Forms of address are important for effective and successful communication. They have, for long, been considered a very salient indicator of status of relationships, because people use them to show their respects or fondness towards other people or, at worst, insult or depreciate them. Address forms and nicknames are often identifiable markers used by people in their sociocultural, political domains, etc. (Akinnaso, 2005). From its historical rubric, address forms have not received rigorous attention from linguists. Since Brown and Gilman's (1960) study, sociolinguists have shown an increasing interest in the use of address forms in various social domains, such as politics (Bature, 1995), the workplace (Chamo, 2016), religion (Keshaverz, 2001) and academia (Oyali, 2009; Afful, et al., 2012). Studies on address forms continue, at slow pace, to attract the attention of researchers in sociolinguistics, discourse analysis, anthropology and ethnography of communication, pragmatics and stylistics. This is not surprising, given the fact that address forms offer a useful means of understanding the values, norms and practices of different societies.

At best, this reveals the fact that learning how people address one-another in a certain sociocultural or linguistic domain is an important issue in studying communication and hence establishing social relations between or among individuals. Scholars from linguistic background consider the study of address terms as a fruitful field for sociolinguistic (Agyekum, 2003) due to the fact that it shows how interpersonal relationships can be socially and strategically constructed (Fitch, 1991).

In addition, variables such as age, gender, social class, education and so on contribute significantly in determining the choice of linguistic forms that are used in addressing each other or one another (Bonvillain, 2000). This underscores the fact that one's use of form of address depends largely on the social context and sociolinguistic parameter, such as the age gender, and status of the interlocutors (Leech, 1999).

1.2 Sociolinguistic Perspective on Address Forms

As a sub-field of linguistics, sociolinguistics investigates the aims and functions of language in society. In this way, it attempts to explain how language differs from one society to another across geographical locations and how people in one context communicate with people in other contexts, (Chabata, 2015). This amplifies and justifies the fact that researchers working in the field of sociolinguistics conduct their research on how language is used in diverse social contexts and weight the appropriateness of language used in any given context. They often take into account basic factors, such as etiquette, interpersonal relations, and stylistic divergence and convergence in address forms. Aligned to proposition cited above, Hawthorn (2008) and Nevela, (2004) unanimously observed that sociolinguistics has a more dynamic perspective than the other sub-fields of linguistics, because it takes into account society to determine the socio-linguistic interactions in different contexts.

At best, the use of language in society is to build and sustain meaningful relationships among people (Spolsky, 1998). This is because when people meet for the first time in a social context; their first reaction often includes speculation about where they come from, and what social class they belong to, as this has forcible impact on the kind of address they would exchange. At worst, such speculation according to Pritchard (1964) leads one to form a fuller image and understanding of people, which may or may not be accurate. This is why sociolinguistics researchers collect reliable data about their topics. Hence, sociolinguistics can be define as the branch of science that analyzes the relationship between language and society on the basis of its use in diverse social contexts.

Overall, it is one of the most far-reaching sub- disciplines of linguistics, interacting with many other disciplines, including foreign language education and international relations. In support of this Wardhaugh, (2006) observes that sociolinguistics employs numerous lines of research, ranging from analysis of local dialects and accents to differences between men's and women's use of language. Some of the basic issues addressed in the field of sociolinguistics are follows:

1. Language and interaction in social settings
2. Variation and style
3. Language attitudes
4. Language and culture
5. Language and interaction
6. Interaction analysis
7. Discourse analysis
8. Use of politeness as a variable in speech
9. 6. Social class and language use
10. Language contact
11. Language and gender
12. Language planning and policy

Generally, one can say that sociolinguists have a more dynamic perspective than the other sub-fields of linguistics because it centers on society (Chamo, 2018).

1.3 The concept of Address Terms

It is pertinent to note that many scholars have defined address terms based on their understanding and directions of research area. However, the definitions sound alike. Fitch (1991) states that personal address terms are a ubiquitous feature that reflects a universal communicative activity: speakers addressing and referring to each other. On his part, Carl (2000) defines address terms as communicative activity in which speakers address or refer to each other. Equally, Oyetede (1991: 255) asserts that address terms are words or expression used to designate the person being talked to. Afful (2006) contends that address forms constitute an important part of verbal behaviour through which the behaviour, norms and practices of a society can be identified.

In the same vein, Brown (1988) aligns the concept of address form with culture in which he (ibid) further argues that address terms are cultured bound, it compares the totality of available forms and their interaction in the language. In cross cultural situation, choice of address terms

represents the cultural differences. In fact, every language has its own rules supporting the choice of address terms that are appropriate for any individual to engage in a conversation. This means that linguistics expression is closely tied to the culture of its speakers, address terms as kind of special language system can demonstrate the relationships between speakers and their cultures.

According to Chamo (2018) address terms are linguistic forms that are used in addressing others to attract their attention or to refer to them in the course of conversation. They are significant for effective and successful communication and for a long time been a silent indicator of the status or relationships. Brown and Yule (1989) argue that in different social contexts people use different terms of address. For instance, the terms of address used by a social inferior to a social superior may be different from those between peers. In relaxed situation, someone often calls a friend with nick name. However, in formal situation, people tend to address someone by their titles. In line with the above points, it is appropriate to say that individuals who vary in gender, sex, culture, social status and context may also vary in choice of address forms (Yassin, 1975).

To sum up, terms of address are words or expressions used to indicate certain relations in the people or to show the difference in identity, positions and social status. As a result, address forms as well as other language practice can mirror the thoughts and attitudes speakers wish or wish not to express. From a linguistic point of view, therefore, most of the names are sentential. In terms of meaning, their semantic value is usually not difficult to guess. More often than not, their meanings are easily inferable from the way they are composed, that is, the meanings are normally predictable from the meanings of their component elements as well as from the formula used in joining them. Above all, they are easily recoverable

2.0 STATEMENT OF THE PROBLEM

Plausibly, study in the choice and the use of address terms in the last thirty years or so have seen the evolution of a new form of research in sociolinguistics. The rationale behind the research is to develop a formal address pattern that could conform to the sociolinguistic database existing in Kano State and explore the communicative values or effects of such address terms. This underscores that sociolinguistics is a dominant investigating tool of the use of address terms, because it often defines the relationship between language and society.

The problem of the study is further derived from the fact that choices and use of address forms vary from one culture to another; from social context to another and by extension from one social domain to another. Therefore, social variables such as age, gender, social class, education, etc. are to be interrogated in analyzing the choice of address terms among the target populations or tertiary institutions.

Evidently, sociolinguists have shown their interests in the use of address terms in various social domains, such as politics (Bature, 1995) workplaces (Chamo, 2016) religion (kesharvaz, 2001) and academic (Malntire, 1972; Murphy, 1988; Dickey, 1997; Afful 2006, 2007 and Chamo 2018) etc. However, the above listed works were conducted on academic settings; yet only one of them was conducted in one Nigerian university. None of research conducted in college of education, monotechnics, or polytechnic among others. Above all, to address this gap, this is

why this study will be conducted with a view to attempt developing formal address patterns of the selected institutions in order to account for their conformity to Sociolinguistic data base existing or peculiar to Kano state.

2.1 Objectives of the Study

The objectives of the study are to:

- a) Linguistically analyze the address terms from phrasal and sentential forms.
- b) Develop a formal address pattern in conformity to sociolinguistic data base existing in Kano State tertiary institutions.
- c) Examine potential variations that exist in the use of address terms by all academic staff in a homogenous sociolinguistic environment-Kano state.
- d) Explore the way in which the use of address terms affects the relationship between or among the users.

2.2 Research Questions

- a) How to linguistically analyze the address terms from phrasal and sentential forms?
- b) How to develop a formal address pattern in conformity with sociolinguistic existing database in Kano State tertiary institutions?
- c) What are the potential variations that exist in the use of address terms by all academic staff in a homogenous sociolinguistic environment-Kano state?
- d) How does the use of address terms affect the relationship between or among the users can be explored?

2.3 Geographical Scope

The study is conducted in government own tertiary institutions situated in Kano state, which comprises Northwest University, Federal University of Education, Kano, Aminu Kano College of Legal and Islamic Studies, Kano, School of Management Studies, Kano and Federal College of Education (technical) respectively.

2.4 Content Scope

Principally, the study focuses on variations in the phrases and sentential forms of address forms as used by academic staff of five tertiary institutions of Kano State and analyze their linguistic effects.

2.5 Time Scope

This study is conducted and completed within the timeframe of one year (1)

2.6 Significance of the Study

The significance of this study will be beneficial to the following:

- a) Students and teachers: the findings of this study will equip the students and teachers from different socio-cultural backgrounds about the etiquettes involved in address forms across diverse academic environment.
- b) Linguistics and linguists: the findings of the study will help the linguists and sociologists to identify the impact of linguistic items used in address, ranging from phrases and sentences and the way they are analyzed from sociolinguist paradigm
- c) Potential researchers: the findings will inspire other subsequent researchers to develop interest and conduct research in the use of address in other areas with a view to unravel the sociolinguistic value of such terms of addresses
- d) All Language departments in the world: the findings of the study will serve as a stepping stone for all language teachers to venture into the study to find out communicative value associated with use of address across different tribes in the world. Often, this will help in cross- fertilization of ideas in address forms.

3.0 LITERATURE REVIEW

3.1 Introduction

This chapter presents theoretical review, conceptual framework, and empirical review of literature with a view to highlight what have been done on the area of study and to have an insight and to avoid repetition.

3.2 Theoretical Review

Leech (1999) observed that address terms are important formulaic verbal behaviours that are well recognized in the sociolinguistics literature to signal transactional, interpersonal and deictic ramifications in human relationships. Leech's observation underscores that the behaviour, norms and customs of a community can be recognized through studying its address terms. To further support this, Parkinson (1985: 1) affirms that address terms can disclose essential social information.

In the whole, the proposition offered by Leech (ibid) has strong effect with present study on grand scale because it opens fertile break through to our study. However, the present study uses the tertiary institution of Kano state and systematic sampling technique is used to determine a reprehensive population size of the study.

Afful (2006a) argued that the terms of address constitute an important part of verbal behaviour through which the behaviour, norms and practices of a society can be identified. This proposition is apt or correct on the basis that identification of people vis-à-vis their status is recognized through the prism of the etiquette involved in the use of address. In support of this, Philipsen and Huspek (1985) contend that the terms of address reflect the social and linguistic background of interaction to a greater extent than other aspects of language. This further amplifies the fact that the study of address terms is a valuable field in sociolinguistics since it displays the construction of interpersonal interactions from social and strategic point of view (Fitch & Morford 1997). The point raised by Afful (ibid) is relevant to our present study, because his theoretical postulation illuminates our interest to carry out the research. In addition, it opens our minds to deduce that research in address form is inexhaustible in that it can be carried out in any setting.

In the same vein, Brown and Gilman (1960) proposed a reciprocal technique in terms of informal and formal address from the semantic power axis. They (ibid) argued that the relationship between two people is based on power that one person has over the other. This, they argued, the interlocutors cannot have power in the same area of behaviour. With regards to Brown and Gilman's theoretical underpinnings, culture has strong bearing as far as power of relationship is concerned in determining address forms among people. However, this assertion may not be applicable to culture alone because address terms is often aligned with linguistic facts. This underscores the indefatigable influence of sociolinguistics on the basis that it specifies the relationship between cultures and language. However, the theoretical observation of them bears some rubrics with our present study in a different slightly nuanced light.

Mashiri (1999) conducted his study on terms of address among the Shona of Zimbabwe. He pointed out that terms of address serve as conduits of communicating in that they illuminate the values and expectations of groups, individual beliefs, fears, hopes and attitudes. The study further demonstrated the impact of address forms by contending that address terms play a crucial function in communication, social interaction and cohesion. In tandem with the foregoing, one can say that the studies on address terms have consistently proved useful in providing a panoramic view into the nature of societies and cultures. Thus, address terms are a focal resource in sociolinguistics: that is, it aligns the relationship study between language and society.

This study is relevant to our study, because it features the scope and nature of address form. Our study also focuses on address form among academic staff of five tertiary institutions of Kano, using one faculty as representative sampling.

3.3 Conceptual Review

Murphy (1988) observes that address terms are linguistic forms that are used in addressing people to attract their attention or refer to them in the course of conversation. Contending further, he observes that address terms are socially driven phenomena. In other words, linguistic forms that are used to address others can mirror the complex social relations of individuals in a speech community. It is also maintained that the best place to look for a correspondence between language and society in the grammar of a language is in pronouns and forms of address. Therefore, address forms have been of great interest to sociolinguistics and society.

Afful (2006b) defined terms of address as the linguistic elements that a presenter entitles a recipient in a direct contact to attract their attention or to refer to them in the course of a conversation. The point raised by Afful (ibid) is indisputably valid but he didn't demonstrate his assertion with any empirical research that will expatiate and validate his assertion especially to potential researchers who are interested in the conduct of address forms. In the same vein, Afful (ibid) observation is relevant to our study, as our study is based on exploring the use of address forms by academic staff of some tertiary institution using faculty or school as representative population of the research.

3.4 Empirical Review

Yassin (1975) offered a descriptive analysis within a sociolinguistic framework of the terms of address in Kuwaiti colloquial Arabic. He investigated different address forms, such as kin-terms, personal names, teknonyms, patronyms, nicknames, titles, occupational names, etc. The findings of his study showed that in the domain of social activities, the two dimensions of solidarity and power are determining criteria in the choice of both reciprocal and non-reciprocal modes of address in Kuwait. Moreover, within the work domain, it was discovered that a variety of 'respectful address-forms' as he calls them are used. These include titles, and occupational terms, as well as forms used for command/ request such as imperatives, declaratives and tag-questions.

This study shares certain things in common with ours, especially in terms of research design and focus. However, in terms of research population our research differs from his on the basis that our population of research is drawn from academic environment on the one hand, and, on the other hand our emphasis is to explore variation in address forms among academic staff in five tertiary institutions of Kano state.

Similarly, Wenger (1998) argued that university students constitute a homogeneous group in terms of their obvious rationale in desiring to be members of the university in order to learn and partake in address participation in academia. He pointed out that for such students to participate in addressing one another they are likely to be involved in a "joint negotiated enterprise; and a shared repertoire of negotiable resources accumulated over time" as far as address form is concerned. That is, students are likely to develop linguistic address terms that will distinguish them from other members of the university community faculty and non-academic staff. Interestingly, this argument or observation is relevant to our present study on the basis that it features salient points encapsulated in our research's focus. That is to say, our study involves staff some tertiary institutions of Kano state with particular reference to a single faculty as a representative sample per say.

Plausibly, Zhou (1998) investigated address terms from the perspective of non-family members among Chinese and Americans, using questionnaire as instrument for sourcing his data. The findings of the study revealed that kinship terms are extended to non-family members in Chinese but rare in American English. Put simply, Chinese use kinship terms, such as 'grandpa', 'grandma', 'aunt', 'uncle', 'brother' and 'sister' to address their parents' friends, their colleagues and friends as well. However, Americans use general social terms of address to address these non-family members, such as 'Mr'. 'Ms', 'Miss' or given names. Equally, titles, according to Zhou (ibid) are used more often to address superiors by Chinese than by Americans. It is pertinent to note that this study is not without its short coming on the fact that the responses generated from questionnaires are not hundred percent perfect. The respondents, in other words, may not be willing to give their response as objectively as possible.

However, the study is relevant to ours in a similar nuanced light, as it featured address form, using a variation paradigm. The only differences between Zhou (ibid) study and ours lies in the research variables or population and methodological approach. Our study will use academic staff of tertiary institutions of Kano State.

In their study, Agbedor and Johnson (2005) investigated some similarities between naming practices among Ewes in Ghana and the Guin-Mina people in Togo. The finding of the study

revealed that naming systems among the Guin-Mina people are regarded according to the day of birth, the clan, membership of a religious group or a particular divinity and nicknames which is similar to that of the Ewes in Ghana. Agbedor and Johnson (ibid) further explained that despite these similarities between the two naming systems, they have some differences as well. The differences, as pointed by them, came from their geographical locations and their settlement histories.

They further expatiated that details of the Guin-Mina clan names also confirm the close relationship between Ewes, Fantes and Gas. This study did not only clarify the etymology of Ewe names, but discussed the grammatical structure of these names, showcasing the structure of the names. However, Agbedor and Johnson (ibid) pointed out that Ewe personal names have complex linguistic structures due to the meaning and the socio-cultural information they carry. Their study contrasts with Egblewogbe (1977) who categorized Ewe personal names into three grammatical groups, such grammatical groups, nominals and sentences.

This study has strong bearing on our present study on the basis that it encapsulates address forms on the one hand, and, on the other underscores identity relations used to name people. In addition, our study uses five tertiary institutions of Kano state, using a representation of each faculty or school to find out how they address or name one another as this will contribute to existing literature on address forms.

Chamo (2018) conducted his study on the use of address forms among faculty academic staff of Bayero University. The major concern his paper was to explore variation in address forms used by the academic staff of the faculty. He focused on three parameters, namely titles, nicknames and kinship terms. One interesting thing about the research is that the researcher is on the staff of the faculty. As such, his observation and involvement in the address discourse underscores the firsthand information at stake. Given the number of the departments in faculty, the paper features out samples of address used by the existing eight departments.

The overall findings of the paper revealed that differences in address forms among the staff in the eight departments differed drastically. That is to say, age and sex are the key parameters used in determining the address form among the academic staff. Chamo's (ibid) study underscores that culture also contribute immensely in the address terms. In the whole, Chamo's study is relevant to our study in all respects on the basis that it encapsulates the same research design as well as population of res research. Our population of study is in the same geographical location. However, our study uses five tertiary institutions using a faculty or school as representative.

4.0 RESEARCH METHODOLOGY

4.1 Introduction

This chapter presents the methodology that is used to conduct this study. In this way, the chapter points out the research design, target population, sample size, sampling technique, research instruments, data collection procedures and analysis.

4.2 Research Design

Descriptive design studies are mainly concerned with describing events as they are without any manipulation of what is being observed and so most descriptive studies rely on observations and survey techniques for gathering information which is then described. For this study, descriptive research design was employed. It entails predicting and identifying relationship among variables. Equally, the study uses quantitative approach in the collection of data, using structured and unstructured questionnaire.

4.3 Target Population

By definition, target population implies the entire individuals that have knowledge of the phenomenon being studied. Therefore, selected target population in this context refers to the entire academic staff of each faculty or schools of five tertiary institutions of Kano state.

4.4 Sample size of population

The sample of the study is a portion of the population chosen to represent the entire population. Therefore, for a meaningful research work to be conducted there is a pressing need to use appropriate but manageable size of population.

4.5 Sampling Technique

This research uses purposive sampling strategy. Cresswell (2014) states that purposive sampling strategy is the non-random sampling type of probability sampling that allows selection of sample representative from a specific target group in order to enhance the acquisition of required data. It also allows the researcher to select sample representative using his or her own experience or knowledge of the population to be sampled. It is in this sense that, the researchers select and control the characteristics of large pool of participants on the basis of their status, culture, age, gender and social context.

4.6 Data Collection Procedures

The procedure for data collection refers to a certain way in which a researcher follows certain steps to collect data by using primary, secondary sources of data or a combination of all which referred to as 'triangulation'. For the purpose of this research work, the research adopts the use of triangulation methods of data collection. A triangulated approach often comprises observation, semi-structured interview and introspection, which is used in collecting data for this study. This approach for data collection is used to enhance reliability and validation of the data.

An observation is used to generate data. In this way, the researchers went to all the target population in some tertiary institutions watch and listen attentively and possibly records their use of address. It is essentially an act of observing and understanding of social behavior in natural social context. There are two main types of observation: participant and non-participant. In this research, both participant and non-participant observation is used to conduct the research conducted at various settings of the departments in the faculty or schools.

A deliberate attempt was made by the researcher to vary the category of the participants in terms of age, group, gender, status, department, etc. More so, the settings of the interactions

that is observed also vary based on factors, such as communicative purpose (formal and informal), context and physical location. The reason of this variation is to obtain a holistic picture of address terms among the staff of all academic staff of five tertiary institutions of Kano state. The data derived from the observations is analyzed and initial findings form the basis for the semi structured interview which involves five tertiary institutions of Kano State. The interview is meant to follow up the observation.

The main purpose of using interview is to clarify some issues in the observation data and double-check regular patterns that recur in the observed data. Interviewees were asked to give the address terms they use and the reason why they use them. The interview guide is very flexible, consisting of a list of topical issues derived from the observation data, so that many of the questions that the interviewers are asked were emerged from the interaction in the form of follows up and probing questions. The data derived from the observation and interviews is meticulously jotted. Finally, regarding introspections the data will in due cost supported by my intuitive knowledge of the use of address terms as the member of school academic staff who have been participating in these discursive practices.

4.7 Ethical Consideration

In research, ethical consideration is necessary because the participants in the study are fully protected from any form of threat. From the context of this research, the researchers must take into account the right or consent of the participants. The purpose of the study is clearly explained to them verbally or in written form as the case may be.

4.8 Data Analysis

Data analysis is the process of collecting and organizing data so that the researchers can come with up valid findings of the research. It allows the researcher to answer questions, solve problems and drive required information. In the analysis of this work, the researcher uses variations theory by Labov. The researchers arrived at every selected institution, observes, records, interviews the participants in natural setting. All raw data generated is transcribed in English and provide their gloss where necessary. Thereafter, the extracted data is analyzed from linguistic axis, using quantitative and qualitative descriptions. Sometimes, it becomes imperative to describe the analyzed data according to the sociolinguistics variables, such as age, gender, social status and context with a view to come up with developed formal address patterns typical and peculiar to the selected tertiary institutions of Kano state.

4.9 Data Presentation and Discussion

The data reveal some major address terms that can conform with the sociolinguistic database existing in Kano State tertiary institutions. These include titles and nicknames.

4.10 Titles

Use of titles in tertiary institutions in the state is based on their academic titles and religious one. According to the data collected across selected institution in the state show that there are two common titles used to address lecturers in the institutions. These titles are occupational related as well as religious related titles.

Academic Titles and Positions as Address Terms in the Tertiary Institutions

Titles	Gloss
Prof.	Professor
VC	Vice-Chancellor
Doc.	Doctor
DVC	Deputy Vice-Chancellor
Direct	Director
HOD	Head of Department
Code	Co-Ordinator
EO	Examination Officer
Sub	Sub-Dean
Council	a Council member

Academic titles and positions are important forms of address in the tertiary institutions in Kano State. There are usually used to refer to senior academic staff who do not have nicknames or their nicknames are withheld due to their ranks and out of respects in the schools. Such forms of addresses include titles and positions like Prof. 'professor', Doc 'doctor', Direct 'director', Code 'co-ordinator', Sub 'sub-dean', HOD 'Head of Department', VC 'Vice Chancellor', DVC 'Deputy Vice Chancellor', Council 'any member of the tertiary', among others. As can be seen from the above tables, the use of these academic titles and positions to address lecturers is one of the best patterns of address in addressing their personalities.

In addition to these titles, one can also address his/her respected lecturer by general and referential forms like Malam, Sir, Ma and Madam. Students in the tertiary institution can also use such general and referential forms of addresses in addressing their teachers. Below are some examples of such address terms as used in the tertiary institutions:

Student: Good afternoon, Sir.'

This is a greeting from a student who is greeting his teacher when they met at the departmental corridor.

Student: Malam I am here already.

The above exchange is between a student and a lecturer when the student comeback as requested by the lecturer.

4.11 Nicknames

The use of nicknames as forms of addressing someone is a familiar invented given name for a person or thing, used instead of the actual name of the person or the thing. In tertiary institutions of Kano State, the nickname is used and has to continue be used as address terms. But in this respect, only positive one in order to show affection, endearment or a common ground between them. The common nicknames are place or family names. For example:

Jamilu Sani Ayagi

Bashir Uba Gwale

Abubakar Maitama

Inusa Dausayi

Muhammad Sani Zaki

Tani Aliyu Kyauta

The above-mentioned people are mostly addressed with their last name, which indicates their place of residence or their family background.

5.0 CONCLUSION

The findings of the research reveal that the use of address forms in the tertiary institutions in Kano State reflects the way address forms are by the inhabitants of the state, i.e. Hausa people, this is because of the culture dominant. In addition, it was concluded that this address forms conform with the linguistic database collected from the tertiary institutions across the State. The research clearly shows the cultural and linguistic influence in the use of address terms in the selected institutions, especially with regard to politeness, respect and honor.

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