

Studies in Slang and Slogans



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LINCOM, 2010. Softcover. Book Condition: Neu. Dust Jacket Condition: Gut. 1. Auflage. Studies in Slang and Slogans, with contributions from Nigeria, America, France, Poland and Indonesia, addresses the nature, form and function of the slangy items and slogans engaged in politics, computer-mediated communication, sports, the military, students informal interactions, transportation, advertising and general human interactions. The book centrally examines how human social-political experiences and encounters with digital technology constrain the choice of slang and slogans favoured in the focused domains, the varieties of these slang and slogans, and the impact of these on human socio-cognitive processes in society. Studies in Slang and Slogans, therefore, should be of great interest to general readers, scholars from diverse areas of academic concerns, politicians, internet users, students, government officials and advertisers. CONTENTS Acknowledgements Foreword Introduction Notes on Contributors Chapter One: Politics and American Slang Leonard R.N. Ashley Chapter Two: Axis of Evil: A Pragmatic Consideration Adam Bednarek Chapter Three: Slang, Sexual Organ and Metaphor in Nigerian English Akin Odeunmi Chapter Four: Indonesian Slang in Internet Chatting Howard Manns Chapter Five: Slang, Naming and Nigerian Supporters of English Premiership Akin Adetunji Chapter Six: Slang and the Nigerian Army Bola Shakirat Ijaiya Chapter Seven: Students Slang in the University of Ilorin Sola Babatunde & Ayotunde S. Folorunsho Chapter Eight: Students Slang on Internet Fraud Wale Oni & O.J. Oke Chapter Nine: Slang in Text Messaging Amongst Nigerian University Students Ononye Chuka & Romanus Aboh Chapter Ten: Slang Among Nigerian University Students: Forms and Types M.A. Aremu Chapter Eleven: Kegites Slang in a Nigerian University Adeniyi Osunbade & Adeolu Adeniji Chapter Twelve: Slogan and Anti-slogan Practices: A Confrontation on Public Space and Advertising in Parisian Subway Kenza Cherkaoui Messin & Natalia La Valle Chapter Thirteen: Sociological and Historical Contexts of Number Plate Sloganeering in Nigeria Mahfouz Adedimeji...

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