



Effect of Registers in Promoting Leather and Leather Products in Nigerian Institute of Leather and Science Technology (NILEST), Zaria

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ABSTRACT

The study investigated the impact of registers on the promotion of leather and leather products. Registers, in this context, refer to the level of formality in language, influenced by the specific context in which it is spoken or written. The primary objective of the study was to utilize registers as a means to enhance awareness and appreciation of leather and leather products among the general populace. To conduct the research, a descriptive survey method was employed, and questionnaires were utilized as the research instrument. Twenty (20) respondents participated in the study. The data obtained from the completed questionnaires were analyzed through frequency counts to provide a clear and comprehensive understanding of the findings. The results indicated that a significant number of both staff and students were not familiar with the registers associated with leather. Consequently, it is recommended that efforts should be made to raise awareness in educational institutions and the broader community about the various registers of leather.

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INTRODUCTION

Linguists have for long realized linguistic variations as an attribute that all world languages share. As functional language users, people acquire situational varieties of language as they encounter different communicative situations in their everyday affairs. It is this pervasive pattern of linguistic variation across situations, in association with the functional linguistic features, which is called register in functional linguistics (Biber and Conrad 2009) cited in Tella and AKona (2012).

The word register means different things to different people. As a verb, it could mean to record something on an official list. It could also mean to give opinion or show feeling. As a noun, it could stand for a book that contains a list of names. However, in this context the word register is used from a linguistic point of view. The concept has something to do with the use of language appropriate to different social situation. In other words, register is an instance of

language-in-action and it is contextually determined. Register is used to describe a general vocabulary and a range of language items which one frequently uses when talking or writing about a particular area of human activity Adamu (2021).

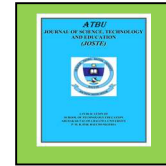
Also, register is defined as the level of formality or informality in language that is determined by the context in which it is spoken or written Phillip (2021). According to Tella and Akano (2012), register means "any language variety defined by its relationship between the speaker and hearer and the production circumstances". Also, Odeunmi (2007,) cited in Tella and Akano (2012), defined register as a "theoretical explanation of the commonsense observation that we use language differently in different situations." Similarly, Yule (2010) defined register as a conventional way of using language that is appropriate in a specific context, which may be identified as situational (e.g. in church), occupational (e.g. among lawyers) or

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topical (e. g talking about medicine leather inclusive).

One can recognize specific features that occur in the religious register (Ye shall be blessed by Him in times of tribulation), the legal register (the plaintiff is ready to take the witness stand). Characteristically, register has three components: the situational component, the linguistic component and the functional component. The first situational dimension of register is field. The second dimension is tenor and the third dimension is mode of discourse.

The basic extrapolation one can make from these definitions is that every situation type can be associated with a range of linguistic resources and that a language variety can be defined on the basis of this relationship between recurrent linguistic choices and the components of the situations within which they are used. Then one can speak of the registers of everyday conversations, soccer commentaries, medical interviews, weather reports, newspaper editorials etc.

Hence, Tella and Akano suggested that the registers in a language should be ordered along a scale according to the range of available options. Language speakers often employ labels like "polite language", "informal speech", "upper class speech", slangs and others to describe differences among speech forms Agha (2018). According to Halliday (2003) cited in Yule (2010), the field refers to the content or subject matter (the on- going activity). It has to do with the physical and mental circumstances in which a given topic is being discussed using language as the conveyor belt of information. In school context, the language choices will vary depending on such matters as the curriculum area and topic being studied.

The language choices that are made in science for example, will be quite different from those made in history. A kind of discussion that will be held at a football during a football match will be different from a discussion that will take place in a church during worship service in terms of language use. The reason is essentially because of different subject matters being handled in different circumstances. Field of

discourse therefore helps us to determine the register of a given human activity.

The tenor of discourse refers to the roles we take up (the relationships between interacts such as students, parents, customers, and employee) and our relationships with others in a particular situation. It is the peculiar manner of using language which depends on the participants or the type of people involved in a communication group and the role or relationship between them. The tenor will be affected by such matters as the status, level of expertise, age, ethnic background and gender of the participants.

Language choices will vary according to such factors as how well people know each other, how frequently they meet and how they feel about each other. If you are having conversation with a close friend with whom you meet regularly, the choices will quiet be different from a tutorial session with a senior lecturer and a group of students you hardly know. Also, a discussion between a doctor and a patient will be different from the discussion between a lawyer and a client.

The way a journalist or a mother of an accident victim will report the same incident will be different. The difference in the use of language is as a result of the differences in role relationship between the participants in the communication group. Tenor or style helps too in determining registers. The third dimension approach is mode of discourse. This simply refers to the medium or channel of communication in register.

Here, it is primarily concerned with the difference between spoken mode and the written mode and the different roles these play in the process. This is an important consideration as students move from oral language of the home and schoolyard to the increasingly dense and compact language of written mode in academic contexts. Mode of discussion may be written, spoken, visualized (i.e. non-verbal) and multimodal texts presented through a range of media (medium or channel).

A message may be evaluated as being good or bad (key) and may be an apology, a

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warning, a counsel, a sermon, etc. (rhetorical mode). Mode therefore, helps people to know the register of a particular endeavor. There are also three types of styles and degree of formality or informality in the communication encounter, thus, there are different styles from which writers or speakers select words based on the field, medium and tenor. These are:

1. Frozen style: This is a style that is almost impenetrable. It is often used in legal, literary (poetry), and religious documents which are fixed in expressions. The sentence structure and vocabulary are often archaic and practitioners are always meticulous in maintaining the sanctity of such professions.
2. Formal style: This is a very clear informative and discursive style. It is used by judges, lecturers, preachers and so on. It is associated with meticulous pronunciation, precise and ample vocabulary and well – organized grammar.
3. Consultative style: This is a type of style that is used for conversing with a stranger and in group discussions or interviews. It is associated with the use of explicit grammatical forms, familiar vocabulary items, clear pronunciation and friendly intonation. This style is employed by doctors and their patients and also herbalists with their clients.
4. Casual style: This style is used in casual conversations among mates or friends. It is characterized with the use of sentence fragments, slang, verbal fillers (such as “em”, “er”, “you know”, “actually”, etc.) nicknames and semantically empty words.
5. Intimate style: This style is adopted in conversations involving very close acquaintances such as lovers, teammates, secret cult members and so on. It goes with the use of (special) non-verbal communication cues and secret vocabulary. Odebunmi (2007) cited in Tella and Akano (2012), points attention to the existence of two perspectives on register, the narrow and the broad perspectives. The broad

perspectives see registers as a social genre of linguistic usage.

The narrow perspective equals register with jargon. According to oxford Advance Learner’s Dictionary, jargon as words or expressions that are used by a particular group of people and are difficult for others to understand it is also described as technical or specialist vocabulary most commonly associated with a professional or special interest group. Such vocabulary may not be understood by people outside these groups. One can deduce the following as the major characteristics of a jargon:

1. Extended use of language that may be inaccessible to non- specialists;
2. Standardization over large regions;
3. Eventual introduction (in most cases) into the general language.

Examples of jargons that are associated with professions are languages of medicine, language of law, language of Leather. The word leather has been met with a lot of controversies due to the lack of knowledge of the general populace to the term. This misunderstanding does not end with the word but is also seen in the products that are produce from them (Iliya et al., 2019). In the Nigerian context, the “word” leather is used to refer to cellophane or a polythene bag used in packing and carrying goods. For those that are close to being professional, it is seen as synthetic material covered with Polyvinyl chloride (PVC) or Polyurethane (PU) film which professionally is referred to as leatherette or leather imitations (Estrada, 2021) It goes without saying that any material that is not made from animal hide/ skin through the process of tanning cannot be said to be leather (Rafferty 2022).

This knowledge of what it seem ends with the professionals whose insignificant figure as compared to the general populace who are the targets of the market because the synthetic material concerned with PVC/PU film are cheap and easy to produce. This is because they have covered the market and are replacing the real

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thing (leather) by taking its place (Estrada, 2021). Hence, a lot of people cannot differentiate between the two, even though the advantage that leather holds far outweighs that of its imitation (Iliya et al., 2019).

Educating the general populace on the importance of leather and its associated products plays an important role in bearing its image in the mind of the people. It will interest one to note that leather products occupy a special place in our everyday lives as they are used for as bags, belts, shoes, car upholstery, homes furniture etc. Also, it provides job opportunities, foreign exchange earnings and also a catalyst for economy development. This work aims at using registers to promote leather and leather products by educating the general populace.

Examples of registers used in leather are: Animal skins, hides, tanning, soaking, fleshing, liming, finishing, drying, sorting, staking, spraying, buffing, bags, belts, wallets, etc.

RESEARCH METHODOLOGY

Descriptive survey method was adopted for the study. The instrument used for the study was the questionnaire which was administered on the students and members of staff of Nigerian Institute of Leather and Science (NILEST), Zaria.

The population was hundred (100) but only twenty (20) were sampled. Ten (10) students and ten teachers were sampled respectively. Questionnaires were administered to the respondents by the researchers. Data from the the completed questionnaires were analyzed using frequency counts and percentages for clarity and better understanding.

RESULTS AND DISCUSSION

The findings revealed that 70 % of members of staff were above 40 years, none was below 20 years. 90% of the students were above 20 years while none was above 40 years. 59% members of staff were aware of the registers of leather and leather products. 30% of staff was leather professionals while 20% of students were

aware of the registers used in leather. 50% of staff and 20% of students could differentiate between products of leather and that of synthetic. 80% of staff and 50% of students agreed that leather products were more expensive than synthetic products and only 10% of the students disagreed. 80% of staff agreed that leather was made from skin similarly, 80% of students agreed that leather was made from skin. 60% of staff and 50 of students knew the professional registers of leather such as: skin, hide and leather while only 20% knew the register leatherette.

CONCLUSION AND RECOMMENDATIONS

The results revealed that a reasonable number of members of staff and students were not aware of the registers of leather. Hence, it was recommended that awareness should be created in schools and the larger society.

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