

Research article

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Exploring the Interplay of Political Jargons and Marriage Narratives in Contemporary Nigerian Society on Digital Platforms

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Abstract

The impact of social media in the contemporary age has been gargantuan as it has surreptitiously infiltrates every aspect of human life. The interpersonal relationship is the bond that unites variety of personality from varied culture, color, status and gender with varied aspirations under the globe as this study examines the connection between politics and marriage in fostering human relationship as people place premium on the connection they relish in their proximity to one another in Nigerian society. Therefore, this study delves into the implication of deploying political jargons in projecting the importance of nuptial relationship using digital discourse in Nigerian ecosystem. It also examines how contents on digital platform influence users' attitudes towards marriage and familiar structure on online discourse as they employ social media platforms in amplifying political jargons to construct or deconstruct marriage ideas. The study employs Zaddy Sokoh's content on Facebook and YouTube in x-raying the deployment of political jargons in projecting the importance of nuptial relationship to their audience. The content of the skits that were purposively selected for analysis in the study were titled: 'Deputy Governor' 'Emotional Intelligence,' 'Chemistry,' and 'Undercover.' Symbolic interactionism



theory by George Herbert Mead is the theoretical framework that was utilized in projecting the importance of promoting and protecting personal interest in marital relationship. The theory is premised on the fact that human interaction is determined by meaning, symbols, interaction, and subjective interpretation. The methodology employs descriptive survey by analyzing the content of the selected skits on the Facebook and YouTube. The study concludes that communication cannot but be portrayed as the indispensable ingredient that shapes relationship, courtship behaviours, marital values and norms in virtual space as individuals affect and are affected through cause and effect mechanism in systematic observation of discovering and rediscovering relationship.

Keywords: Communication, Digital platform, Marriage, Political jargons, Relationship, Skit

1. Introduction

In recent years, Nigerians' engagement with social issues which include politics and cultural narratives, has shifted tremendously as they rely heavily on internet. One of the primary features of modern digital discourse is the combination of political jargon and personal narratives, particularly when it comes to marital discourse. The larger picture of how political language is influencing and occasionally warping cultural narratives in Nigerian culture helps to explain this occurrence. The vocabulary employed in political discourse frequently permeates ordinary discourse and extends beyond the boundaries of formal politics, impacting people's perceptions of interpersonal connections, social norms, and individual identities. This study examines how Nigerian marriage narratives and political jargon entwine, with particular emphasis on how these discourses develop online. Based on George Herbert Mead's symbolic interactionism theory, the study explores how political discourse is changing Nigerians' perspectives on marriage and how these online interactions mirror broader cultural developments. In Nigerian discourse on digital platforms, the intersection between politics and marriage reflects a broader socio-political landscape characterized by rising political participation and changing gender roles. Researchers have observed that digital platforms are increasingly influencing social norms and public opinion (Ogunyemi, 2022; Adebani, 2019). The popularity of social media has led to the spread of political jargon in informal, everyday settings, such as conversations about marriage and relationships. In order to express personal opinions, criticise social structures, or defend marital decisions, political terminologies, slogans, and ideologies are commonly adapted. Accordingly, marriage anecdotes shared on social media sites like Facebook, Instagram, and X (formerly Twitter) are becoming more and more tinged with political overtones which represent both the political and personal climate of modern-day Nigeria (Eze, 2021). With this viewpoint, political jargons contribute layers of meaning to the changing conversation about marriage in Nigerian society and serves as a tool for identity creation and social commentary in the digital era.

2. Importance of social media on politics

For theoretical precision, an all-encompassing and well-accepted definition of social media by Carr & Hayes (2015) holds that social media is predominantly internet-based, distained, and persistent channels of mass personal communication facilitating perceptions of interactions



among users, deriving value primarily from user-generated content. Social media channels are internet-based as they allow users to interact opportunistically and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others. Examining how social media platforms mediate the relationship between political rhetoric and societal narratives, as well as how they interact with other domains like marriage and cultural identity in Nigeria requires an understanding of the significance of social media in the political landscape.

In contemporary political discourse, social media has emerged as a transformative element, altering the way information is disseminated, accessed, and utilized. Social media platforms are making political processes and decision-making more accessible by enabling unparalleled levels of interaction between the public and political figures (Carlos, Vegas, Estigoy & Hail, 2022). In Nigeria, social media serves as a crucial alternative to traditional media, which often faces challenges related to accessibility and censorship, by fostering civic engagement, amplifying marginalized voices, and encouraging political involvement. The new media offers spaces for users to engage in political discussions through online groups, pages, and accounts (Zaiter, Sabbagh & Koabaz, 2023).

In addition to accelerating the spread of political information, extensive use of social media platforms such as YouTube, Facebook, Instagram, and X (formerly Twitter) has fostered a dynamic environment for activism, campaigning, political discussions, and voter awareness (Carlos et al, 2022) through new media and technology platforms that have facilitated the evolution of two-way communication. These platforms enable individuals to share their opinions, challenge established authorities, and hold leaders accountable by eliminating socioeconomic and geographic barriers (Remilekun, Lillian, Adeniyi & Adamu, 2023). The use of political terminology aims to influence public perception, sway election outcomes, and frame policy debates in the digital realm, which has also become a battleground for conflicting political narratives.

Social media has positively impacted contemporary global politics, particularly regarding enhanced political engagement and access to information. A major benefit is social media's capability to amplify a broader array of views and opinions in political discussions. This cultivation of a deeper understanding and acceptance of various perspectives can result in a more informed and engaged citizenry. The rise of social media has created additional opportunities for individuals to engage with politics and participate in the political process. One of the primary advantages of social media for modern international politics is its ability to enhance citizen involvement. These platforms have established new venues for political dialogue and debate, allowing individuals to engage in various political activities. This includes sharing political news and information, rallying support for initiatives, participating in online campaigns and petitions, and even running for political office (Saaida & Alhouseini, 2023).

The effects of social media on politics can be encapsulated in three categories which include: political engagement, political personalization, and political efficacy. As a result, social media has empowered individuals to voice their opinions more significantly in the political arena and has helped in broadening the scope of political engagement beyond traditional frameworks (Remilekun et al, 2023). Increased citizen participation in politics through social media can



profoundly influence the democratic process, making it more accountable and representative (Ogunyemi, 2022).

The influence of social media on Nigerian politics is particularly noteworthy due to the predominance of young people among the country's internet users. An online platform in reported that there were 31.6 million active social media users in Nigeria, representing approximately 14.3% of the total population (Sasu, 2024). Gradually, an article published in January 2024 indicated that 36.75 million Nigerians, equivalent to 16.2% of the overall population, were active on social media (Kemp, 2024).

The younger generation increasingly relies on social media to gather information on various topics, including politics, as they are more engaged on these platforms. Young people often feel that conventional methods of political engagement have overlooked them for an extended period. Consequently, they may have restricted pathways to access institutionalized forms of political participation that align with their goals, such as lobbying or political parties (Barati, 2023).

Remarkably, this tech-savvy demographic has showcased social media's efficacy in galvanizing collective action and advocating for systemic change, as evidenced by significant political movements like the #EndSARS protests (Remilekun et al., 2023). Similarly, Hamoud, Al-Qora'n & Muwafaq (2023) asserted that digital media has become the cornerstone of contemporary society, profoundly influencing political participation among the youth by diminishing political disparity.

The rise of social media usage has led to challenges such as dissemination of false information, spread of political propaganda, increased cyber-polarization, and commercialization of political messaging (Sianturi, 2024). These factors are found to influence public sentiment and undermine the credibility of political discussions. On social media, political propaganda manifests in various ways, including provocative language designed to provoke reactions, manipulated images and videos, as well as fabricated news. This is an indication that there is decline in public trust in traditional media alongside the increased political polarization and division, which are critical concerns regarding the impact of social media on politics (Saaida & Alhouseini, 2023).

Additionally, political figures have utilized social media to discredit their adversaries, circulate conspiracy theories, and promote their own agendas. The negative utilization of social media can exacerbate existing biases and societal divides. Individuals exposed exclusively to information that aligns with their pre-existing beliefs may find themselves trapped in echo chambers and filter bubbles due to social media algorithms, leading to diminished empathy and understanding for those with differing views. Moreover, social media can facilitate hate speech and online harassment targeting political figures or marginalized communities, resulting in adverse political outcomes and tangible consequences. Likewise, an excessive dependence on social media for political communication may hinder the democratic process by limiting opportunities for comprehensive discussion and debate (Mohammed & Mahmoud, 2023).

Therefore, it is crucial to develop ways to promote rational dialogues that support democratic principles (Olaniran & William, 2020). Also, enhancing media literacy and critical thinking skills, ensuring accountability for political figures, desisting from spreading from false or



misleading information, are vital steps to mitigate the adverse effects of social media on politics, especially concerning propaganda (Chaudhari & Pawar, 2021; Mohammed & Mahmoud, 2023). This may also involve addressing hate speech and online harassment, fostering diverse viewpoints, and implementing fact-checking measures to control misleading content. However, bridging the divide between supporters and detractors of different political parties on specific political issues needs to occur not just on platforms like X (formerly Twitter) or other social media but also within the broader society (Barati, 2023).

3. The Prevalence of Social Media on Marriage

The influence of social media on society has been extensively studied in prior researches. Various fields, including psychology, religious organizations, education, and interpersonal communication studies, have acknowledged social media's impact. Beyond its dynamics, the quality of interpersonal communication within close relationships is affected positively or negatively by social media (Mohd & Wan 2023). In contemporary world, the internet, and social media specifically, are two forces that are shaping individuals' decisions. Multiple facets of human activities have been influenced by social media and the internet, and modern marriages are no exception. As such, social media is viewed as both a diversion and a benefit (Adebayo, 2020).

Consequently, social media has significantly influenced perception, expectations, and management of marriage in contemporary Nigerian society. As digital platforms become increasingly integrated into daily life, they create spaces for people to engage with various narratives regarding marriage, relationships, and courtship (Obi & Ezennwanne, 2023). Nowadays, communication can occur without face-to-face interaction, as technological advancement has enabled social interaction from different locations (Mohd & Wan, 2023). Therefore, topics such as the frequency of social media use among married individuals, marital issues arising from couples' usage of digital platforms, the connection between social media use and marital success, and the relationships among social media, jealousy, suspicion, loneliness, and emotional detachment require thorough examination in this digital age (Adebayo, 2020).

These contemporary means of exchanging ideas, merging modern and traditional views on marriage have successfully shape public perception through the platforms available on the social media. Social media platforms such as Facebook, Instagram, and TikTok display polished portrayals of romantic relationships, influencing how couples understand marital success, satisfaction, and challenges (Alberto, 2023). Moreover, social media enhances communication and connectivity, enabling long-distance relationships, spousal support, and sharing of experiences, which can either strengthen or strain marital connections. While these platforms foster family bonding, relationship building, and the redefinition of marriage standards, they also introduce complications like privacy concerns, unrealistic expectations, and external pressures that could disrupt marital harmony. Understanding the role of social media in shaping marriage narratives is crucial for comprehending its effects on relationships in a rapidly evolving digital environment, particularly in the context of Nigeria's shifting social and cultural landscape (Obi & Ezennwanne, 2023).



However, there is an assertion that some marriages are thriving while numerous couples are cohabiting as strangers due to the adverse effects of social media (Adebayo, 2020). Studies have also established that individuals' neglect of face-to-face connections, favoring social media over in-person interactions with family and friends, diminished communication skills, distrust issues, privacy concerns, cyber infidelity, reduced quality time in real-life relationships, and an increasing preoccupation with online interactions at the expense of the physical world, are proven repercussions of inadequate and inappropriate utilization of social media for social relationships which include courtship and marriage. Social comparisons and deceptive messages are not exempted from the hook. Observations and studies have shown that inadequate use of social media by couples or intending couples can be a significant factor contributing to distrust, infidelity and divorce in contemporary society (Adebayo, 2020; Carine, John, Patricia, Theresa & Bless, 2023).

Despite significant number of young individuals who hold the perception that most marriages are fundamentally unstable and their relevance need to be probed in modern times, largely due to the marital challenges they observe on social media (Obatarhe & Dinebari, 2022). It has also helped in playing crucial roles in shaping social behaviors within marital partnerships, strengthening connections and maintaining healthy relationships (Obi & Ezennwanne, 2023). Despite the suggestion that couples should limit their social media usage and dedicate more time to one another, particularly during shared moments, it must be further emphasized that the necessity for public awareness on the responsible use of social media among young adults is imperative. Individuals in relationships, whether married or engaged, should utilize digital platforms in a manner that does not adversely affect their partners because if the digital media is thoughtfully utilized, social media can reduce trivial conflicts among married couples (Adebayo, 2020; Carine et al., 2023).

4. Influence of politics on marriage

Political discussions influence various elements of human life, including romantic relationships. Topics on social media, news, education, health, and other facets of existence often carry political biases as it was recently discovered that political matters have been central to various interdisciplinary research efforts. Most of the studies focus on the correlation between political affiliation and relationship quality (Fangmeier, Stanley, Knopp & Rhoades, 2020).

In societies like Nigeria, marital relationships are significantly influenced by political considerations, with political discourse deeply linked to social and cultural norms. Politicians and policymakers often contextualize marriage within broader ideological perspectives by associating it with concepts such as family stability, national identity, and economic development, employing specific political language and terminologies. Public policies that govern gender roles, marital rights, and family dynamics tend to be shaped by political narratives regarding marriage, which subsequently impact legal structures and societal expectations as political discourse can be used to mediate debates on topics like bride price, child marriage, and gender equality, mirroring the prevailing ideologies of governance and leadership (Eze & Adeniyi, 2021).



In contemporary Nigeria, just as political narratives profoundly affect personal marital choices, political rhetoric is also magnified through digital platforms (Amadi & Okeke, 2021). Politicians and social commentators frequently utilize political jargons to support or challenge traditional marital norms. These registers are used to influence public perceptions and management of romantic relationships. The relationship between politics and marriage illustrates the complex negotiation of power, identity, and agency, as well as the substantial impact of political objectives on both the private and public dimensions of married life. These dynamics are essential in comprehending how political language and ideologies shape contemporary narratives of marriage in Nigerian culture (Adebayo, 2020).

Culturally, politics plays a critical role in shaping marriage in African societies. Political rhetoric often seeps into social and cultural narratives, thereby impacting the formation and perception of partnerships. Terms such as ‘voting,’ ‘democracy,’ ‘power to the people,’ and ‘battle for power’ are prevalent in political discussions. These resonate within the context of marriage because they are embodied in themes that deal with issues of negotiation, authority, and agency (Amadi & Okeke, 2021). The phrases mentioned above are cleverly integrated into discussions surrounding marital expectations and roles in Zaddy Sokoh's popular content on social media platforms like Facebook and YouTube as they are used to draw parallels between domestic dynamics and political struggles. This kind of content not only redefines marital interactions by promoting shared decision-making, mutual respect, and balanced power within partnerships but also enhances political dialogues (Eze & Adeniyi, 2021). The narratives illustrate how political language transcends governance, influencing the perception of marriage as a microcosm of social power relationships, where ideals of equality and collaboration reflect democratic principles (Fangmeier et al., 2020). Such interactions underline the interplay between politics and personal relationships within Nigerian culture, a process mediated through digital channels (Uche, 2020).

5. Theoretical Foundation

The research incorporates the symbolic interactionism theory introduced by George Herbert Mead as the foundation for this investigation.

Symbolic interaction was first articulated by George Herbert Mead, who was the first academic to comprehensively and coherently explore the idea, but it was later refined and expanded into what is now referred to as symbolic interactionism by Herbert Blumer, a sociologist. Initially regarded as a subdivision of sociology or social psychology, some researchers consider it a social theory that focuses on interactions among individuals, highlighting how society is formed and sustained through their ongoing exchanges (Pansiri, 2023). It has also been investigated in the realms of communication and various human activities due to its sociological viewpoint, which is rooted in pragmatism, social behaviorism, and neo-Hegelianism (Carter & Fuller, 2015; Quist-Adade, 2018), as it posits that facts are established and defined by symbols (Aksan, Kisac, Aydin & Demirbiken, 2009).

Mead's initial concern was with the behavioral skills that humans acquire throughout their lives, which enable them to engage in coordinated actions within societies. This focus led him to reveal the fundamental dynamics of social interactions among people (Symbolic Interactionist Theorizing, Chapter 6). Human behavior, interactions, and social organization are facilitated by



several distinct human capabilities, including the ability to employ and interpret conventional or significant gestures that convey the same meaning to both the sender and recipient within a communication exchange (Quist-Adade, 2018). This skill to utilize gestures allows individuals to assume the perspective of others by envisioning themselves in other people's positions, anticipating the roles they are likely to enact, and then adjusting their behaviors accordingly to promote cooperation (Symbolic Interactionist Theorizing, Chapter 6).

The human mind possesses the capacity for thought that is influenced by social interactions as individuals learn the meanings and symbols essential for conducting uniquely human actions and interactions. People can modify or change the meanings and symbols they use in action and interaction based on their interpretations of the situation, allowing them to explore potential courses of action, evaluate their associated benefits and drawbacks, and ultimately select one, as these interconnected patterns of actions and interactions form the basis of groups and societies (Carter & Fuller, 2015).

The core principles of symbolic interactionism assert that the way humans act towards various issues is influenced by the meanings they hold. This encompasses symbols or any social entities that represent something else, including physical objects, gestures, or words. Additionally, meaning is formed through the social interactions individuals engage in with others (Gusfield, 2003). This represents the origin of meaning, which develops during interactions with people, as it evolves through a person's actions and reactions towards others concerning different issues (Aksan, Kisac, Aydin & Demirbukan, 2009). Here, meaning is identified as a result of social formation and the defining actions of individuals as they engage with one another (Pansiri, 2023), utilizing human agency and creativity as people construct and reconstruct their social environments through the use and manipulation of symbols in their dynamic interactions with social counterparts (Quist-Adade, 2018).

Such interactions occur among various thoughts and significances that define human societies. It pertains to the engagement that involves self-reflection (self-objectification) and consideration of others (adopting another's perspective). It examines how humans interact symbolically with each other and themselves, ultimately making choices and directing their actions. This is a social theory based on the dialectical interdependence of individuals and their natural and social surroundings, highlighting how people interpret objects and others' actions in their lives and how this interpretive process influences behavior in particular contexts (Carter & Fuller, 2015; Pansiri, 2023). This perspective shifts focus to understanding subjective viewpoints and how individuals perceive their environment from their own unique lenses. One can infer that it highlights the significance of subjective meanings in contrast to objective structures: this humanistic focus fosters creativity and the capacity for meaning-making through societal norms and behaviors (Dong, 2008). Consequently, it underscores how consistent and meaningful interactions shape societal organization through the engagement of individuals (Carter & Fuller, 2015).

Symbolic interaction is regarded as a communication theory of human behavior due to its ability to unify traditional, behavioral, and humanistic approaches to communication studies. This perspective acknowledges the proactive role of individuals in managing themselves and their surroundings through their capacity to engage with and via symbols (Aksan, Kisac, Aydin &



Demirbukan, 2009). Furthermore, there are no stable social variables to quantify human social behavior, as they fail to provide a comprehensive and predictive understanding of human social interactions; instead, these interactions can be explored through different perspectives or viewpoints (Gusfield, 2003). Thus, this research investigated symbolic interaction through key elements: meaning; interaction, emergence and situatedness; language and symbolism; and the humanistic emphasis (Dong, 2008).

6. Methodology

The study is a descriptive content analysis as it employs qualitative approach in examining the connectivity between politics and marriage in fostering human relationship through the use of political vocabularies on the social media. This study employs purposive selection as social media contents that are coined to relate nuptial narratives are embellished with political registers. They are deliberately selected among the various skits for analysis in the study. There have been a number of skits on politics, deliberately created to satirize the Nigerian political system on the digital space over time. This study, however, specifically delves into digital contents that deploy political coloring to present marital and relationship issues between opposite gender. Four digital contents were exhumed from Zaddy Sokoh's skits on the Facebook and YouTube where he comments on social issues using 'power to the people' slogan. The selected skits for analysis in the study were titled: 'Deputy Governor' 'Emotional Intelligence,' 'Chemistry,' and 'Undercover.' The content of the selected skits were analysed to demystify the connection between politics and marriage in fostering human relationship as well as influencing audience attitudes towards marriage and familiar structure. Symbolic interactionism theory propounded by George Herbert Mead but crystalized by Herbert Blumer was deployed as the theoretical foundation on which this study is founded. This theory is premised on the notion that human interaction is determined and interpreted by meaning and symbols. The parameters of meaning; interaction, emergence and situatedness; language and symbolism; and humanistic thrust are critically employed in analyzing the digital contents for the study. These indicators were utilised in exploring the implications of deploying political jargons in projecting the importance of nuptial relationship using digital discourse in amplifying, constructing or deconstructing marriage ideas.

7. Result and Discussion of Findings

The presentation and analysis of the skits in the study reveal that the parameters employed in symbolic interactionism include: meaning; interaction, emergence and situatedness; language and symbolism; and humanistic thrust. These are critically employed in the digital contents for the study. Also, each device was critically scrutinize in order to find out the manifestation of its subset in each digital content that were considered in the study as they were represented in the analysis below:

7. 1. Digital Content I (Deputy Governor)

1. Meaning

Meaning is central and refers to the significance people assign to objects, events, and behaviors in their social interactions through:

- i. ***Social Construction of Meaning:*** Meaning is created through human interactions as running mate is peculiar to contesting in an election or used in political context. However, it is used for a side chic who is clamouring to be upgraded to the position of second wife.
- ii. ***Symbols and Communication:*** expressions like ‘deputy governor,’ ‘governor,’ ‘political juggernaut,’ ‘running mate,’ ‘non-committal way,’ ‘replace,’ ‘impeachment,’ ‘aspirant,’ ‘upgrade,’ ‘allowance’ and so on, are tools used to explicate that meaning is shared and understood based on political agreements between the side chic and Zaddy.
- iii. ***Interpretation Process:*** Zaddy and the side chic act and react based on the meanings that political process have for them. The meaning attach to the exercise is influenced by their understanding of the political experiences and this evolves to explain the love affair that exists between them while Zaddy was receiving the call in the presence of his wife.



Figure 1: Phone conversation between a cheating husband and the side chic

- iv. ***The Role of Context:*** The context is peculiar as Zaddy is involved in extramarital affair with a lady in London while he is in Nigeria with his wife. He unequivocally stresses the psychological state of sharing a husband with another woman even though the lady that wants to be married as the second wife is willing but Zaddy opined that the first wife who had been in the marriage will be unwilling to accept and allow another woman to share her spare in her matrimony.
- v. ***Agency in Meaning-Making:*** The two individuals involved in the telephone conversation in the skit actively interpret and negotiate meanings while deploying political vocabularies in their conversation in order to alienate the wife (Governor) who is listening but unaware of what the conversation is about.

2. Interaction, Emergence and Situatedness

Each concept is explained thus:

- i. ***Interaction:*** The two interactants on the phone are aware of the extramarital affair that they are involved. This, in turn, influences the dynamic process of communicating and responding to each other so that a third party will not understand their conversation as



meanings are created and shared using political jargons. The communication is verbal and expressions that are used convey political images.

- ii. **Emergence:** Emergence of new meanings, identities, or social structures is given to expressions like 'governor,' 'deputy governor,' 'running mate,' etc. in the digital skit as the reality will not allow the 'governor' (legal wife) to allow another woman to encroach her marital space. This conversation unpredictably allows new meanings to spontaneously arise with the use of political register.
- iii. **Situatedness:** The interaction is context-dependent as the cultural norms did not support extramarital affair with another man or woman. This situation uniquely influence the interpretation and response given to the interactions between them as presence of the wife is very important in influencing their codes.

3. Language and Symbolism

These are fundamental tools that shape human interaction and social meaning through:

- i. **Language:** The characters deploy language to share symbols and create meaning in a way to shape the thought and perception of the audience as they deploy political vocabularies and give them meanings to convey their extramarital interest. Expressions like 'side chic,' 'deputy governor,' 'replacement,' are used to express the societal rejection of infidelity in marriage.
- ii. **Symbolism:** Symbols are created and modified through:

Arbitrariness: The connection between the political vocabularies and their meanings in the skit is not natural but socially constructed.

Interpretation: The two characters interpret the political symbols mutually based on their context, experiences, and social positions.

Foundation of Social Reality: political symbols form the building blocks of their conversation as they deploy expressions to convey images that depict their marital status in line with societal norms and practices.

4. Humanistic thrust

Subjective experiences, interpretations, and interactions of individuals in the skit include:

- i. **Focus on Individual Agency:** The two speakers on the telephone call create their social realities by assigning meaning to their interactions based on their knowledge of political vocabularies.
- ii. **Subjectivity and Interpretation:** There is manipulation of meaning in order to cloud their marital infidelity in their discourse.
- iii. **Empathy and Understanding:** The refusal to indicate marital commitment to the deputy governor made her to enquire for the commitment of Zaddy in paying her monthly stipends as a side chic. Both parties grasp the situation and construct meaning to their audience.

- iv. ***Social Construction of Reality***: The shared meaning contravenes the societal norms about the fidelity of marriage. However, it explains the reality of being entangled in the web of infidelity intentionally in some situations.

7.2. Digital Content II (Emotional Intelligence)

1. Meaning

Social interactions is constantly interpreted and reinterpreted by individuals through:

- i. ***Social Construction of Meaning***: the interaction between Rudy (a woman who was detained at the Condemned Criminal Section of the prison for killing her husband) and Zaddy exposes the idea that women do not take the issue of infidelity lightly as it negatively affects their emotional quotient.



Figure 2: Phone conversation between Zaddy and the woman in the Condemned Criminal Section of the prison

- ii. ***Symbols and Communication***: Expressions that portray crime and criminality in taking laws into one's hand in the face of abuse in marriage are expounded in the content. There is voice modulation as each of the characters sometimes raises their voice to express their disapproval.
- iii. ***Interpretation Process***: the two characters on the telephone conversation act and react based on the meanings the abuse and murder have on them. These meanings are influenced by their social experiences but they expose the criminality of manslaughter while dealing with marital infidelity.
- iv. ***The Role of Context***: the society does not celebrate extramarital affair neither does it celebrate murder nor manslaughter as culprits are arrested and detained in the prison to await trial. Emotional abuse can also make a woman to take the law into her hands but the consequence will not be overlooked as well.
- v. ***Agency in Meaning-Making***: Rudy and Zaddy actively interpret and negotiate meaning based on the context that Rudy had found herself (prison).

2. Interaction, Emergence and Situatedness



Each concept is explained below:

- i. **Interaction:** The interaction between the characters helps in exposing the severity of the situation that Rudy had found herself. Her utterance exposes the huge number of women who are in the prison on the crime of passion, love and abuse in marriage. The conversation further stresses the willingness of a criminal to plead for lenient penalty.
- ii. **Emergence:** The social reality created through the interaction is taking laws into one's hand in the face of physical and emotional abuse. The unpredictability of Rudy, a quiet and calm lady who cannot hurt a fly ended up killing her husband. The skit further stresses the notion of walking out of an abusive marriage defying the societal and religious sentiments.
- iii. **Situatedness:** The context of crime, abuse and punishment are exposed in the skit as the society does not celebrate them. However, an atmosphere of enduring an abusive and turbulent marriage is also created.

3. Language and symbolism

These are fundamental tools that shape human interaction and social meaning through:

- i. **Language:** Language is explicated through subheadings that include:

Shared Understanding: vocabularies on crime and criminality that are deployed in the skit are mutually understood by the interactants and the audience is expected to grasp the message.

Dynamic Nature: Expressions like 'CC section,' 'emotional quotient,' 'abuse,' 'bill,' 'floor of the parliament' and others are used to expose the seriousness of the crime.

Role in Identity: Zaddy is presented as a personality that can influence the law in granting the lady a lenient sentence while the lady is presented as a person who was maltreated physically and emotionally by her dead husband.

- ii. **Symbolism**

Arbitrariness: There is connection between the crime Rudy committed and the detainment that the lady is subjected to.

Interpretation: Each character tries to justify their view about the issue as Rudy justifies the physical and emotional abuse as well as infidelity that she experience from her late husband while Zaddy justifies the idea of walking out of abusive relationship than committing crime.

Foundation of Social Reality: the symbol of the CC section of the prison indicated the upholding of law, order and justice by the society.

4. Humanistic thrust

Key aspects of this humanistic thrust include:



- i. **Focus on Individual Agency:** Ruby and Zaddy are active participants in creating their social realities. Each of them assigns meaning to the crime of murder and their interaction is based on their experiences.
- ii. **Subjectivity and Interpretation:** Ruby tries to justify her act despite the disapproval of the society as she does not condone crime and criminality.
- iii. **Empathy and Understanding:** There is voice modulation, repetition, and exclamation in understanding the perspectives and experiences of the two speakers in the skit.
- iv. **Social Construction of Reality:** The reality of the content is socially constructed through symbols, language, and interactions. The shared meanings influence societal norms and behaviors on jungle justice.

7.3. Digital Content III (Chemistry)

1. Meaning

Meaning is explored using the yardsticks below:

- i. **Social Construction of Meaning:** The refusal of a lady's boyfriend to pick her call sparks the interaction between Zaddy and her as she was soliciting for advice and financial assistance to travel in order to check her fiancé. She assisted her female friend who was going to Abuja from Lagos but had issues with accommodation to pass the night in her fiancé's apartment but this kindness later affected her relationship with her fiancé.
- ii. **Symbols and Communication:** The deployment of scientific vocabularies and symbols permeated their discussion as jargons are shared and understood by the two actors. Lexical items from biology and chemistry are deployed in the skit in order to alienate Zaddy's wife who is romantically enjoying the union of her husband so that she did not understand the phone conversation of another lady with her husband.
- iii. **Interpretation Process:** Zaddy and a lady were engaging in a phone conversation about her boyfriend that kept her on red after her female friend had visited him. The conversation was diverted by Zaddy to using codes from chemistry and biology to explain the potential implication of the act. The lady, on the phone, quickly grasps the conversation and flow along with her interlocutor.
- iv. **The Role of Context:** The marital context between Zaddy and his wife makes him to divert the flow of the discussion however sustaining the subject so that his wife will not be suspicious.
- v. **Agency in Meaning-Making:** The lady in a telephone conversation actually understand the context and deploy some scientific terminologies to ask questions from Zaddy in order to understand the potential implication of asking her boyfriend to accommodate her friend.



Figure 3: Phone conversation between Zaddy and the lady whose female friend was about to snatch her boyfriend

2. Interaction, Emergence and Situatedness

Here's an explanation of each concept:

- i. **Interaction:** There is dynamic process in the communication and response of the two interactants in a social context as meanings are created and shared. The communication is verbal as they are situated at two different locations. Zaddy influenced the discussion and the lady consequently adjusts to the conversation through her interpretations and responses in the dialogue.
- ii. **Emergence:** There is emergence of scientific vocabularies from biology and chemistry to showcase how nuptial meanings develop through shared experiences and communication. The identity and social structure of the two actors is reflected in the dialogue as Zaddy is married and the young lady is single; this reflect in Zaddy giving advice to the lady and pointing out where she had committed mistake.
- iii. **Situatedness:** The context-dependent nature of the interaction is shaped by the cultural belief that it is wrong to introduce a friend is likely to snatch your fiancé from you to him. This act is delicate but it has happened.

3. Language and symbolism

These are fundamentals and their significance are explained below:

- i. **Language:** language is explicated through subheadings that involve:

Shared Understanding: Language enables a shared understanding of the scientific expressions that are deployed in the skit.

Dynamic Nature: Meanings of words and phrases like ‘molecules,’ ‘atomic elements,’ ‘bond,’ ‘goats,’ ‘aquatic ecosystem’ evolve to explain love relationship between two lovers through their interaction.



Role in Identity: the identity and roles of the two discussants is expressed through their deployment of language. Zaddy's experience is shown in the discourse while the lady's ignorance and inexperience is also reflected based on her utterances in the conversation.

ii. Symbolism

Symbols enable the characters to communicate abstract ideas, emotions, and social norms through:

Arbitrariness: The connection between the scientific terminologies is symbolic and their meaning in the skit is not natural but they are socially constructed.

Interpretation: the characters interpret the terms based on the context, experiences, and social positions.

Foundation of Social Reality: the scientific terminologies create certain images that are symbolic on the mind of the audience and these form the building blocks of social structures, norms, and cultural practices.

4. Humanistic thrust

The subjective experiences, interpretations, and interactions the characters include:

- i. **Focus on Individual Agency:** Zaddy and the lady are presented to create different social realities. They are not passive recipients of social forces as they assign meaning to the situation and interactions based on their experiences.
- ii. **Subjectivity and Interpretation:** There is subjective interpretation in the skit. Meanings given to the scientific terms modified to indicate connubial relationship.
- iii. **Empathy and Understanding:** The understanding of the perspectives and experiences of the characters is reflected through the quality of questions and answers provided in the telephone conversation.
- iv. **Social Construction of Reality:** the deployment of the expression is symbolic and socially constructed as meanings influence societal norms and behaviors.

7.4. Digital Content IV (Undercover)

1. Meaning

Meaning is central and refers to the significance that Zaddy, the wife and Apomiemie (driver), assign to monitoring of Zaddy who is fond of extramarital affairs.

- i. **Social Construction of Meaning:** The wife bribes the driver, Apomiemie to monitor her husband and report his move anytime that concubines visit him in the office or wherever they go. She was unaware that Zaddy who was in the bathroom had heard the conversation between them. The man wanted to give the driver a three-day leave but the

wife did not agree. The man, Zaddy in his craftiness, had to offer a higher inducement to the driver in order to cover up his escapades.

- ii. **Symbols and Communication:** Words and gestures are deployed simultaneously by the driver to greet and indicate respect for his boss wife. The wife had to stand up to indicate her willingness in giving a task to the driver. The boss hands over his bag to the driver to take it into his car as they are about to go to work.
- iii. **Interpretation Process:** The three characters act based on the meanings promiscuity has to them. Their reaction is influenced by their social position and experiences.
- iv. **The Role of Context:** The understanding of the context varies as the wife is bent on monitoring her husband in order to force him to respect the chastity of their marriage. The husband is bent on exploring the juices of extramarital affair and the driver explores the situation to his advantage by collecting bribes from both parties.
- v. **Agency in Meaning-Making:** The wife employs the driver to monitor her husband and ask the driver to use the Bible to swear since he discovers the driver is not willing to give her the needed information. The husbands initially wanted to excuse the driver but later offer a higher price to bribe her. The driver exploited the situation to actively get more funds from the couple.



Figure 4: Disagreement among a cheating husband, his wife and the driver who was induced with money to monitor the husband

2. Interaction, Emergence and Situatedness

- i. **Interaction:** Interaction is the dynamic process the three actors employs in communicating and responding to one another in the home context. It is through interaction that the issue of Zaddy's involvement in extramarital affair is discussed. The three parties which include Zaddy share the same knowledge as their interactions did not only verbal but nonverbal cues and gestures through bending to indicate respect, pressing the phone to transfer and receive money, standing up from the couch, shaking of heads, pointing of the Bible are involved. The interaction in the skit is reciprocal as the characters influence one other's actions and interpretations.
- ii. **Emergence:** Emergence in the skit is demonstrated in the social structure as the driver is suddenly able to face the boss because the wife had given him a bribe. He also rejected the wife's proposal to monitor the husband. He later had the effrontery to tell the boss wife to add bank charges to the amount she wanted to offer him as bribe.
- iii. **Situatedness:** Situatedness in the skit refers to the context-dependent nature of marriage between Zaddy and his wife and employer-employee relationship between the Zaddy's



family and the driver. These contexts reflect the specific circumstances in which interactions occur.

3. Language and Symbolism

- i. **Language:** Through English language, the characters of Zaddy and his wife are able to perceive the reality of conjugal relationship while the deployment of pidgin by the driver is an indication of existing from a lower ladder of social status. Also, symbols are objects, gestures, sounds, or words that carry specific meanings agreed upon by the three characters in the skit. The possession of phones by the characters in sending and receiving money from one to another is mutually understood and interpreted based on the context, experiences, and social positions. Expressions like: 'if e com cast I no get another job,' 'please add bank charges,' 'I loyal to your government,' 'money is involved,' 'hundred thousand to get your silence,' 'your secret dey safe with me,' 'see pastor see me,' 'for our policy we no dey return money' are few among the expressions used to explicate issues of monitoring husband's infidelity in marriage.
- ii. **Symbolism:** Symbols such as official bag and the car form the official readiness that exists between Zaddy and his driver. The use of Bible which symbolizes respect provides the reality that the society shows piety towards the religion as unfaithfulness is not condoned with the instrument of worship.

4. Humanistic thrust

Subjective experiences, interpretations, and interactions of individuals in the skit include:

- i. **Focus on Individual Agency:** Three interactants are involved in the skit. The wife secretly induced the driver to intimate her on the ladies that come to visit her husband at the office. The husband did not want the wife to be aware of what happens concerning his relationship with other women and had to offer a higher amount of inducement to the driver. The driver initially protested that it was against his faith but since money is involved, he had to give in and even protested that bank charges be added to the money.
- ii. **Subjectivity and Interpretation:** The wife protested against the three-day stay at home to be given to the driver. The driver also protested that he did not want his boss to drive the car by himself. The wife asked the driver to take an oath with the Bible to prove that the information he provided was correct.
- iii. **Empathy and Understanding:** The refusal of the three characters to give in to one another at every aspect of their contact in the skit (the wife did not want Zaddy to do away with the driver, Zaddy did not want the driver to divulge his escapades with other women to his wife, and the driver did not want to swear with Bible) indicate that infidelity is been perpetuated by Zaddy as insinuated by the wife.
- iv. **Social Construction of Reality:** The content projected in the skit projects the doggedness of a woman to protect her marriage aggressively against any external interference from another woman. The husband who is involved in infidelity will not want his wife to be aware as this will diminish his social image from being a responsible man.

8. Conclusion



In conclusion, a major feature of modern Nigerian culture is the interaction of political jargon and marital narratives on digital platforms. Intimate and personal spaces are increasingly being invaded by political discourse, which is changing how people negotiate their identities and social responsibilities as well as how marriage is viewed. The use of political vocabulary in marriage discussions demonstrates how people use digital platforms to express their own opinions and negotiate social norms, underscoring the significant influence of politics on interpersonal relationships (Adebanwi, 2019). The combination of these discourses implies that marriage is not just a private institution in Nigeria but is intricately linked to political and public issues, reflecting greater changes in gender roles, power dynamics, and cultural values (Eze, 2021). The constant blending of political language with marriage stories will probably continue to be an essential component of Nigerians' understanding and communication of their relationships in the digital era, as digital platforms continue to function as avenue for both political participation and individual expression. Future studies should investigate the effects of these phenomena in greater depth, taking into account how it affects Nigerian political discourse and cultural identity (Ogunyemi, 2022). It is also recommended that further research should concentrate on how the fusion of political jargons and marriage-related narratives affect the psychological attitudes and behaviours of Nigerians towards marriage and politics. Considering the diverse ethnic groups and cultures in Nigeria, more research should be tailored towards marriage-related discussions from major ethnic groups in the country such as the Yoruba, Igbo, Hausa, and other tribes in the country, looking at variations on how political jargons impact marital ideologies. This can be accomplished by using influencers, memes, and viral content to mould the country's youth's political and marital views. To understand and react to political language surrounding marriage narratives, researchers and media professionals should look more closely at how social media platforms (like Twitter, Instagram, TikTok, etc.) shape and disseminate marriage-related narratives in Nigeria, especially when they intersect with political discourse.



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