An Interpersonal Metafunction Analysis of Market Interactions in Kano Metropolis

Mohammed Tajudeen Sadiq
Department of English and Linguistics, Federal University, Dutse

Muibat Tijani-Sanusi
Department of Languages, Kaduna Polytechnic, Kaduna

Abstract
Language is a crucial element in human bargaining processes. In addition, the interconnectivity of language and haggling in market context cannot be downplayed. This study aims at examining the discourse strategies during price negotiation in selected markets in Kano Metropolis with a view to revealing the dynamics of its social and functional meaning. Data for the study were sourced from six selected markets in Kano Metropolis. The theoretical underpinning for the research is the interpersonal metafunction of Halliday's (1985) Systemic Functional Linguistics. More importantly, we interrogate its mood system/structure. The rational for adopting the approach for the analysis of data is as a result of its effectiveness in the interpretation of language use in real social situations to generate meaning. The data analysis reveals that bargaining interactants make grammatical and lexical choices through the application of grammatical variations during price negotiation. For instance, the mood system as utilized by interlocutors during haggling unveils the language options between interrogative, declarative, imperative and exclamatory moods in their linguistic representation in price negotiation. The study concludes that the functional structural based mood analysis of the text is key to the understanding of the interpersonal relationships of the bargaining interactants, Furthermore, it showcased the interlocutors' use of language to express themselves during verbal exchange in market discourse and also elucidate the social and functional meaning of haggling.

Keywords: Mood System/Structure; bargaining interactants; price negotiation; clauses; social interaction.

Introduction
Language is a distinctive feature of human beings and its use in the context of the selected market transactions in Kano Metropolis is the focus of this study. It is a powerful tool with which man interacts and controls all other creatures; with it, man communicates, expresses his wishes, aspirations and feelings. The desire of men and women to buy and sell in the market place determines and shapes how and what they say as the convention dictates in the society they are located. The study explores the discourse strategies of bargaining interactants in price negotiations in market speech transactions in Kano Metropolis.

Markets are socio-economic components of a city where commercial activities are carried outthrough language use among people, and involve the transaction of goods and services at a given time and place (Bello & Muhammad, 2015). The key actors in any market are sellers and buyers of commodities who determine the price through interactions and transactions, directly or through intermediaries. Kotler and Arinstrong (1996, p. 6, quoted in Odebode 2012, p. 566), view marketing as a "social… process by which individuals and groups obtain what they need and want through creating and exchanging products and value with other." Aderinto and Abdullahi (2007, p. 25) define market "as any arrangement whereby buyers and sellers are in close touch with one another for the purpose of business transactions". Market in the view of Goetsh (2005) is a means by which the exchange of goods and services take place as a result of buyers and sellers being in contact with each other either directly or through mediating agents or institutions or telephone links. An integration of the definitions above, gives this paper its own perspective in which market is seen as any arrangement or mechanism that brings buyers and sellers into contact with one another, leading to the sale and purchase of commodities and services.

Market settings in Kano State have long been recognized as important sites of social interactions as a result of the state`s heavy commercial activities. The major concern in price bargaining is for the interlocutors to achieve their overall objectives through speech transactions. What determines the prices that people pay for the items is the haggling process that they engage in, by expressing a strong desire on the part of bargaining interactants to create a rapport to facilitate the ease of doing business and also to havea fair deal from the transactional exchange.

Several of the studies already conducted on market discourse, (e.g. Alo & Soneye (2014); Annang (2013); Ibrahim (2012); Hameed (2012); Ayoola (2009); Arua (2008); etc both in the Northern and Southern parts

of Nigeria have focused primarily, though rather narrowly, on aspects of situational properties defining the market discourse. For instance, participants in market discourse are sellers and buyers, the interaction takes place in the market, and the interlocutors are either buying or selling. However, not much efforts have been made to analyse market discourse from the perspective of the interpersonal metafunctions of Systemic Functional Linguistics using its analytical tools to investigate the language of buying and selling in Kano Metropolis. Majority of the earlier works such as Hameed (2012) who studied the language of bargaining in Northern Nigeria focused on sociolinguistic and pragmatic models of analysis by examining the implicatures and explicatures in the marketing discourse of selected Hausa markets in Katsina using the Gricean (1967 and 1975) theory and describes how persuasion is achieved in haggling. Noserious attempthas been made to interrogate the discursive elements using functional approaches and examining the organisation of interactions of market discourse in Kano Metropolis, either as a way of understanding its composition and complexities at a micro level or as an evaluation of the role of the social interaction in bargaining contexts from a macro perspective.

Even though buying and selling is a daily affair that is assumed to be characterized by proposals and counter proposals, there are linguistic complexities in the negotiation process and organizational structure of market discourse that must be investigated to throw insight into speech transactions especially in Kano Metropolis. That is, how price negotiation and the use of language reflect both the individuals present and the previous experiences and the capacity to mean. Also, over the years, there has been much discussion about the role of context especially in social interaction, therefore it is necessary to interrogate whether and how what a seller or buyer says impact on the crucial understanding and interpretation of meaning in market discourse. Given the stakes involved, a comprehensive study applying the analytical approach of the interpersonal metafunction within Hallidays` Systemic Functional Linguistic (SFL) to this socially significant form of discourse is considered not only justified but also necessary. This paper therefore seeks to analyze the mood system/structure in the bargaining interactions and relate these to how interlocutors use language to express themselves in social interaction.

Perspectives on Market Discourse

Ayoola (2009) describes the haggling exchange between meat vendors and their customers at meat stalls in some markets in Lagos, Nigeria. Data used for his study were derived from transactions between meat vendors and their customers as they engaged each other in the bargaining encounter. The focus of the study is to elicit the significant elements of haggling; identify the stages in a haggling exchange; and describe the discourse strategies employed in both classifications of interactants (vendor and buyer) involved in the 'socio-linguistic' activity. The findings of the research reveal that Standard English, Pidgin English and Yoruba were generally used in the transactions. Furthermore, the findings also reveal that both categories of interactants employed discourse strategies that include humour, dysphemism and euphemism, cajoling, flattery and flirting to achieve their ultimate goal of maximizing profit/bargain during the buying and selling encounters.

Annang (2013) analyzed the language of advertisement in traditional buying and selling in Ibibio and popular Nigerian English. The research attempts a contrastive analysis of the language of advertising in traditional buying and selling settings in Ibibio and Nigerian English. Collecting data from traders in Dugbe and Bodija markets in Ibadan metropolis, in Oyo State and Edet market in AkwaIbom State for the study. The researcher submits that the users of Ibibio employ richer linguistic devices in the act of buying and selling; as the language is their indigenous language and so the innuendos and other devices are effortlessly expressed; while on the other hand, the popular Nigerian English may still not be adequate to capture what is in the mind of either the seller or the buyer.

The research reveals that while both languages have almost the same marketing schematic structure, the language of advertising is slightly different. The users of Ibibio employ a richer linguistic content in advertising, as the language is their mother-tongue and so the persuasive and rhetorical devices are easily expressed. On the other hand, the popular Nigerian English poses difficulty to some of its users resulting in frequent code-mixing, code-switching and interference.

Alo and Soneye`s (2014) study of haggling as a socio-pragmatic strategy in selected urban markets is also of some valuable significance to the present study. The study employs Dell Hymes` (1974) ethnography of communication and aspects of the pragmatic theory of Mey (2001) and

Gricean cooperative maxims to analyse exchanges between selected vendors and prospective customers in Ibadan and Lagos in order to identify and categorize various socio-pragmatic elements and functions in the encounters. The researchers posit that several languages such as Hausa, Igbo, Yoruba and Nigerian Pidgin come into contact with one another in the market transactions in Lagos and Ibadan metropolis in Nigeria. Furthermore, Alo and Soneye (2014) point out that words and the expressions used in the market context and the bargaining process are often used beyond their linguistic or referential meaning, which implies that they have contextual, pragmatic implicit meaning, which can also be derived from the social, linguistic and cultural contexts.

Sadiq's (2021) research on the importance of Contextual Variables/Features in Interpreting the Meaning of Utterances in Price Negotiations reveals that the intricacies of linguistic resources, as well as the contextual variables on bargaining process in selected Kano markets are key and of great importance in interpreting the meaning of utterances in price negotiations The analysis reveals that in a typical bargaining context in the study area.The study shows that the contextual pressure on market discourse in the study area is critical to the interpretation of its meaning as the processes of haggling exchange largely depend on the product, the location, situation, and the participants involved.

Methodology and Theoretical Underpinning
The data for the study was obtained from Kanti-Kwari market, Yankaba Grocery market, Abubakar Rimi (Sabon Gari) market in Kano metropolis.. These markets were chosen becausethey are large, most central, and accessible to the ordinary people and the dense population of the city. Also, these markets contain a wide variety of materials compared to the other markets in the area giving rise to high patronage.

The analysis of the data collected was carried out within the ambit of Systemic Functional Linguistics (SFL) developed mainly by M. A. K. Halliday. The approach attached great importance to language function (what it is used for) than on language structure (how it is composed). SFL attempts to examine discourse through its metafunctions in an effort to show how language is society-oriented and social behaviour that foregrounds the role of a language user (Halliday & Hasan, 1985). Based on the metafunctions, language is structured to make three kinds of meanings simultaneously. These three kinds of meanings as proposed by Halliday, (1978) are: the ideational or experiential function, the textual function and the interpersonal function.

Ideational function bifurcates into experiential and logical functions (Ogunsiji & Farinde, 2010). Generally, the ideational function serves for the expression of the context of a language event or language text. Through this function via experiential, the writer or speaker expresses his experiences in language, his experiences of the real world including that of the internal world of his own consciousness.

Interpersonal function of language helps us to sustain social relations. It has been given another name by some linguists such as Bloor and Bloor (1995), Leckie-Tarry and Birch (1995), and this is "interactional function". It is the expression of the speaker's comments, attitudes and also the relationships that he sets up between himself and the listener in particular, the communicative role that he adopts of informing, questioning greeting, persuading, and the like, (Aworo-Okoroh & Jibrin, 2017).

Textual function enables the writer or speaker to construct texts or connected passages or discourse to what is situationally relevant. It enables one to recognize meaningful from meaningless strings of sentences. One important aspect of this function is the introduction of the notion of cohesion and coherence particularly seen in the relation of one sentence to the other, whether spoken or written. Textual function of language provides the remaining meaning potential within a language structure (Fairclough, 2003).

The focus of this paper is analyzing market discourse withinthe purview of the interpersonal metafunction of SFL which analyses the communicative exchanges. More importantly we shall be interrogating its mood system/structure. Why we are adopting the metafunction is that, the key purposes surrounding any exchange are giving and demanding "commodities", These commodities are either information or good and services. For information, language occupies the front burner while goods and services can be exchanged without using language. The common labels for these functions are the traditional speech functional categories of statement, question, offer and command. Statements and questions require exchanges of information and are called propositions while offers and commands are exchanges of goods and services called proposals.

These semantic categories are obtained through grammatical mood options. The mood element makes the clause negotiable and consists

of finite and subject. The finite makes the clause negotiable by coding it as positive or negative. Any finite is inherently positive or negative in Polarity. This approach provides a robust theoretical underpinning to the present study as it elucidates the rudimentary of bargaining interactions in market discourse and explicates its social and functional meaning.

Fernandez (2018) is of the view that the mood system of the interpersonal metafunction is a tool to understand the grammatical variations within interactions in the theory. In particular, it helps researchers to identify if the clauses are declarative, exclamatory, imperative, or interrogative. The system also assists in detecting the polarity of the clause (whether the meaning of the clause is positive or negative), as well as the modality of the clause. Kamalu and Tamunobelema (2013) also contends that the mood structure of the interpersonal metafunction is useful to understand the structural based interpersonal relationships of interlocutors as it indicate how speakers and listeners use language in expressing themselves in verbal exchanges. This implies that mood structures in speech or writing reflect interactional or interpersonal meanings.

Thus, through the application of the mood system/structure of interpersonal metafunction of SFL to the analysis of bargaining interactions in some selected markets in Kano Metropolis, the researchers will be able to throw insights into how linguistic choices combine together as an entity in text and in context to generate meanings; and also interpret language use in real social situations to generate meaning or reality.

Data Analysis
The data collected for the study are recorded bargaining interactions in the selected markets. Classification of the clauses has been done according to their semantic unity because SFL takes into cognizance context and meaning essential. Data analysis in tabular form is presented as follows:

Table 1: Soap vendor and customer interactionsin Abubakar Rimi (Sabon Gari) Market

Clause	Speaker	Excerpt	Mood Subject +Finite	Clause Interpersonal Function	Polarity
1	B	Good morning madam.		Declarative	Positive
2	S	Welcome costumer, What doyou want to buy?	do you	Interrogative	Positive
3	B	Madam how much is this soap?		Interrogative	Positive
4	S	It is 350	It is	Declarative	Positive
5	B	What of 250?		Interrogative	Negative
6	S	This one is a medicated Soap, and it is 300 last. We also have other types Like S.T soap and Dudu–Osun		Declarative	Negative
7	B	Let me see them.	Let me	Imperative	Positive
8	S	(Brings other types) Dudu-Osun is 250 and S.T 200.		Declarative	Positive
9	B	If it is so, I will take the first One	I will	Declarative	Positive
10	S	Okay, take		Imperative	Positive
11	B	She pays the money and take the soap			
12	S	Thank you		Declarative	Positive

Analysis

The table above indicates the choice of clauses employed by the bargaining interactants in their linguistic representation of price negotiation. For instance, the buyer kick started the haggling session with a phatic communion by way of a declarative clause: *Good morning Madam*, and the seller respond with a combination of a declarative and interrogative clause: *Welcome costumer. What do you want to buy*? In market discourse, these are opening rituals and interpersonal language that enable interlocutors to cooperate, form bonds, negotiate price, and make clarifications.

The table reveals that declarative and interrogative clauses generally dominate the bargaining interaction. This is as a result of the series of questions and answers the seller and buyer pose to each other. This is instantiated by the following excerpts*: B: Madam how much is this soap? S: It is #350,*B: *What of #250? This one is a medicated soap and it is 300 last.*

The moves show that the use of interrogative clauses in the interaction by the interlocutors is to create an intimate dialogic style with each other, while the declarative clauses are linguistic patterns employed by the seller and the buyer to reveal their attitude and position in price bargaining. Furthermore, the modal verb operator "will" *I will take the first one* utilized by the buyer signifies a higher degree of modal commitment and signals a significant degree of certainty about the validity of his propositions. The study also reveals instances of positive and negative polarity in the text. This is as a result of the haggling exchange by both parties as they argue tenaciously before arriving at an acceptable price.

Table 2: Haggling interactions between a trader and a buyer of fairly-used plasma LCD television in Abubakar Rimi (Sabon Gari) Market

Clause	Speaker	Excerpt	Mood Subject + Finite	Clause Interpersonal Function	Polarity
1	S	Welcome customer.Wetin yo want buy? We get fineproducts. [*What do you want buy? We have qual goods*].	Do you	Declarative/ Interrogative	Positive
2	B	How much you de sell this Belgium plasma television? [*What is the price this fairly used plasma television?*]	Do you	Interrogativ	Positive
3	S	Pay ₦45,000, you know say na 40 inches. [*You should pay ₦45,000, you know is 40 inches.*]	Do you	Interrogativ	Positive
4	B	HabaOga! Na new one I wanbuy? [*Ha Master! Is it a new one I want to purchase?*]	Do you	Interrogativ	Positive
5	S	This one be like ne one, it is grade. [*It is like new one.*]	Do you	Declarative	Positive
6	S	How much you go sell am for me last [*What is the last price?*]		Exclamatory	Negative
7	S	Okay pay ₦40,000 last. [*You should pay ₦40,000 last.*]		Declarative	Positive
8	B	This price too go u [*It is too expensive*]	It is	Declarative	Positive
9	S	How much you wa pay? [*How much are yo paying?*]		Interrogativ	Positive
10	B	I go pay ₦30,000.	I am	Declarative	Positive

11	S	₦30,000? Ok, check this one, you fit pay ₦30,000 for am. *[₦30,000? Okay, have a look at this one, you can pay ₦30,000 for it.]*	You can	Interrogative/ Declarative	Negative
12	B	I no like that one, na this one I like. *[I don`t like that one, it is this one I prefer.]*	I prefer	Declarative	Positive
13	S	Ok pay ₦37,000. *[You should pay ₦37,000.]*		Declarative	Positive
14	B	Let me pay ₦35,000 last	Let me	Declarative	Positive
15	S	Ok, pay money. *[Okay you should pay the money.]*		Declarative	Positive

Analysis

In the above text, the seller initiates the haggling session with declarative and interrogative clauses: *Welcome costumer. Wetin you wan buy? [What do you want to buy?]. We get fine products. [We have quality products.]* The buyer in his response makes a sale inquiry with an interrogative clause: *How much you dey sell this Belgium plasma television? [What is the price of this fairly used television?]*

The bargaining exchange is heralded with price negotiations by the bargaining interactants through interrogative, exclamative and declarative clauses. For instance, after the seller declares the price:*Pay N45,000, you know say na 40 inches. [You should pay N45,000, you know it is 40 inches.]* and as a follow up to the seller's pronouncement, the buyer responds with an exclamatory and interrogative clauses: *Haba Oga! Na new one I wan buy? [Ha Master! Is it a new one I want to purchase?].* As can be observed in the example above, the interlocutors are using these clauses in their utterances in order to establish interpersonal relationships with each other, to convey accurately their communicative intentions and achieve their goal of the social interaction.

The mood analysis of the bargaining interaction in the text reveals that it revolves around propositions, that is, statements and questions (exchange of information) on the price of the commodity the seller wants to sell and which the buyer signifies his intention to purchase. Also, the use of the modal verb operator "will" in the table by the buyer (I will pay N30,000) shows his willingness to make a purchase. Furthermore, there are occurrences of the positive and negative polarity of the clause to show the validity of the bid made by the bargaining interactants.

Table 3: Transaction between a woman and a middle–aged man in Kanti Kwari Market

Clause	Speaker	Excerpt	Mood Subject + Finite	Clause Interpersonal Function	Polarity
1	B	How market Mallam? [How are you doingMallam		Declarative	Positive
2	S	Kwostomasannu dazuwa. *[Welcome custom*		Declarative	positive
3	B	How much be doya (yam)? [What is the priceof yam?]		Interrogative	Positive

4	S	Ki kawo#500 [Bring #500]		Declarative	Positive
5	B	Haba! Screaming Mallam #500 e no cost? [Ah! It is not costly?]		Exclamatory	Negative
6	S	Wallahi e no cost. (Swearing) [It is not costly.] Madam, (doyayayitsadayanzu). [Yam is costly now.]	It is	Declarative	negative
7	B	Mallam, how much you go sell am for me last(gaskiya)? [Mallam, how are much will you sell to me last? [Truly.]		Interrogative	Positive
8	S	To [okay] bring #400 gaskiya		Imperative	Positive
9	B	Mallam, I no fit pay 400, how much you go (rage) [reduce] for me nside? [Mallam, I can`t pay 400, howmuch are you reducing for me?]		Declarative/ Interrogative	Negative

10	S	Wallahi I no fit, (doya) [yam] don cost now. (swearing) [I can`t, yam is very costly now.]		Declarative	Negative
11	B	Okay let me take three and pay #1,100. [Alright let me pick three for #1,100.]	Let me	Declarative	Positive
12	S	To [okay] pay #1,150, I go (rege) [reduce] 50 naira for you. [Okay, pay #1,150, let me reduce 50 Naira for you.]	Let me	declarative	Positive
13	B	Take your money. [have your money.]		Imperative	positive

Analysis

The mood system is key to the success of the interaction above. As a metalanguage, it is used to reveal the language choice of the bargaining interactants in price negotiation. The mood structure in the table above indicates the variety of clausesutilised in haggling by the interlocutors in their linguistic representation of bargaining interaction. For example, the buyer unveils the encounter with a declarative clause: *How market mallam* and the seller replicate same with *Kwostomasannu da zuwa* in form of response. It is also observed from the table that interrogative mood is used by the buyer to seek clarification on the price of yam. *How much be doya (yam)?* The seller responds to the question with a declarative mood:

kikawo N500 [Pay N500]. This exchange shows that price bargaining is anchored on initiation and response with the objective of binding the seller and buyer together. It also reflects the interpersonal meanings of the social interaction, and opens the channels of communication with the intention of a successful haggling.

The data further reveals that the exclamatory mood by the buyer serves the discourse function of registering the speaker's mood of surprise in the mind of the seller and thereby evoke feelings of emphaty and make him reconsider lowering the price. This is instantiated in the following example: *"Haba! Screaming. Mallam* N*500 e no cost?"*

The transaction comes to a close with an imperative mood by the buyer: *"Take your money"*, asking the seller to take the money for the item purchased. The imperative mood as used by the buyer in this context is not dishing out command but rather using linguistic items to consolidate the continuity of the relationship thus enacted.

Table 4: Seller and buyer market interactions between a trader and a young lady wanting to buy skirt and blouse in Kanti Kwari Market

Clause	Speaker	Excerpt	Mood Subject + Finite	Clause Interpersonal Function	Polarity
1	S	Fine -lady come and check, we get latest design of ready -made skirt and blouse. *[Beautiful lady come and have a look, we have in stock latest design of ready -made skirt and blouse.]*	We have	Declarative	Positive
2	B	Let me check if I go see the type I dey look for. *[Let me check if I will see the one I am searching for.]*	Let me	Declarative	Positive
3	S	Come in, you go see the type inside.*[Come in, you will see the type inside.]* (pointing to different types of skirt and blouse).	You will	Command	Positive
4	B	Wetin be the price of this one? *[What is the price of this one]*		Interrogation	Positive
5	S	Take am for 2,500.*[Please pay 2,500.]*		Declarative	Positive
6	B	Haba! 2,500 for this stuff?		Exclamatory	Negative
7	S	Ah mysister! Look am well, na fine stuff. Ok how much you wan pay?*[Have a look at it very well, it is a fine stuff. Alright how much do you want to pay?]*	Do you	Declarative/ Interrogative	Positive

8	B	I go pay ₦1,500 *[I will pay 1,500]*	I will	Declarative	Positive
9	S	I no gree for that price, pay و⧠⧠⧠ *[The offer is not accepted, you should pay 2,000]*		Declarative	Negative
10	B	I no fit pay that amount, the price too go up.*[I can't pay that price, it is too costly]* (going)	It is	Declarative	Negative
11	S	Come now, how much you want take am last? *[It is okay, how much will you pay last?]*		Interrogative	Positive
12	B	و⧠⧠⧠		Declarative	Positive
13	S	Ok sister pay 1,800 make you take am.*[Alright, pay ₦!,800 and pick it.]*		Command	Positive
14	B	(Still going)		Declarative	Positive
15	S	Ok come pay money, make you take am.*[In that case, please pay and pick it.]*		Declarative	Positive
16	B	(She pays) Thank you.		Declarative	Positive

Analysis

The transactional interaction in the table above is repleted with declarative mood. The reason for this is that, the seller uses it to express his position on the price of the commodity he wants to sell and at the same time to arouse the buyer's passion to share the same proposal with him. In the interaction, the seller unveil the haggling session with the declarative clause: *Fine lady, come and check, we get latest design of ready-made skirt and blouse*; and the buyer responds also with a declarative clause: *Let me check if I go see the type I dey look for.*

From the exchange above, it is evidently clear that the declarative mood is a linguistic pattern that is explored by the seller and buyer to unmask each other's view and position in price bargaining. It is also used by the seller to elicit the buyer`s attitude and to arouse her passion to share the same proposal with him.

Another point of interest in the study is found in clauses 3 and 4, where the seller invites the buyer with imperative clause to come and have a look at his wares: "Come in, you go see the type inside". *[Come in, you will see the type inside.]* and the buyer response with an interrogative clause; "Wetin be the price of this one?" *[What is the price of this one?]* Seeking information about the price of the good she wants to purchase. The imperative clause as the table reveals plays an important role in the bargaining context in that, it appeals to interlocutors to comply with seller and buyer's bargaining instruction and which in turn facilitate the positive result of the social interaction.

Table 5: Market interactions between a customer and a tomatoes seller in Yankaba Market

Clause	Speaker	Excerpt	Mood Subject + Finite	Clause Interpersonal Function	Polarity
1	S	Me za'abaki? [What do I offer you?]	Do i	Interrogative	Positive

2	B	SannuMallam, YayaKasuwa? [WelldoneMallam, how are you doing?]		Declarative/ Interrogative	Positive
3	S	Lafiya [fine]		Declarative	Positive
4	B	Nawa ne kwandontomatir? [How much is a basket of Tomatoes?]		Interrogative	Positive
5	S	Dububiyu. [2,000.00]		Declarative	Positive
6	B	Ba sauki a farashin? [No reduction in the price]		Interrogative	Positive
7	S	Ba sauki a farashin, kudin ta kenan [There is no reduction in the price, that is the exact amount]		Declarative	Negative
8	B	Tumaturinba ta nunabasosai [The tomatoes are not ripe enough.]		Declarative	Negative

9	S	Tunda, kikagantumatir ta yihaka, kin san yafaratsadakenan [As you have seen tomatoes like this in this period, you should know that tomatoes are becoming expensive]	You have	Declarative	Negative
10	B	Gaskiyatumatirinta yitsada. [Truly, they are expensive.] (Takes her leave)		Declarative	Negative

Analysis

The commencement of the haggling exchange in the above highlights another dimension in which interpersonal relationship is achieved by bargaining interactants in markets discourse. For instance the sellers inquiries from the seller with an interrogative mood: *Me za`abaki. [What do I offer you?]*and the buyer responds also with an interrogative clause: *Yayakasuwa? [How are you doing?]* as the opening sequence of the bargaining interaction. This trend explicates the facts that interpersonal language, when it comes to market discourse is not only limited to greetings and re-greetings by the bargaining interactants, but by other linguistic system suitable as a pathway for social interaction.

The study also reveals that the interrogative clauses were used by the buyer in price negotiation. For instance, the sales request/price declaration: *Nawa ne kwandontumatir? [What is the price for a basket of*

*tomatoes?]*and also the bid by the buyer :*Ba sauki a farashin? [No reduction in the price?]* are such instances. The significance of the interrogative mood in the text is that, the goods are expensive and the buyer cannot purchase it. Furthermore, the interrogative clause serves in enhancing the quality of haggling and contributes to the intelligibility of market discourse.

Table 6: A middle aged woman wanting to buy lettuce (salad), from a man in Yakaba Market

Clause	Speaker	Excerpt	Mood Subject + Finite	Clause Interpersonal Function	Polarity
1	B	Ina kwanaMallam? [*How was your night Mallam?*]		Interrogative	Positive
2	S	Lafiya, barkankida zuwaHajiya. [*Fine, welcome Hajia*]		Declarative	Positive
3	B	NawaganyenSalak? [*How much is vegitable lettuce*]		Interrogative	Positive
4	S	Na nawaza a baki? [*How much own do you want to buy?*]	Do you	Interrogative	Positive
5	B	Kabaninadari da hamsin. [*Give me one hundred and fifty Naira N150 worth*]		Declarative	Positive
6	S	To. [*Alright*]		Declarative	Positive
7	B	Gadaribiyarbanicanj [*Have 500 and give me change*]	Give me	Declarative	Positive
8	S	Kai! Ba ni da canjindari biyar, ammabarinanemocai [*Kai! I don't have 500 change, but let me search for]it*		Declarative	Positive
9	S[1]	(Asking for change from his neighbour). Mallam don Allah zansamucanjindaribiar? [*Mallam can I get 500 change]?*		Declarative	Positive
10	S[2]	Answering) Ee, Zakasamu. [*Yes oy will get*].	You will	Declarative	Positive
11	S	Gacanjinki. [*This is your change*]		Declarative	Positive
12	B	Na gode. [*Thank you*]		Declarative	Positive
13	S	Sai An jima [*Till some other time*]		Declarative	Positive

Analysis

In the table above, the buyer initiates the exchange with an interrogative clause: *"Ina kwanamallam? [How was your night mallam?]"*. as a form of phatic communion. The seller responds with a declarative clause; *"lafiya, barkanki da zuwa Hajiya. [Fine, welcome Hajia.]"*. The above expressions are examples of phatic communion that demonstrates politeness and foster relationship between the buyer and the seller in bargaining interactions.

The buyer kicked-start the price bargaining with a sale enquiry: *"Nawa ne ganyesalak? [What is the price of salad (lettuce)?]*and the seller also responds with an interrogative clause*: Na nawaza a baki? [How much own do you want to buy?]* The buyer proceeds with the bargain with a declarative clause: *kabaninadari da hamsin. [Give me one hundred and fifty naira's worth.]*which the seller too responds with a declarative clause: *To [Alright.]* The above example demonstrate that the clauses utilized by the buyer and seller in the exchange are instances of bound clauses that are important discourse markers or as markers of interpersonal contact. The presence of these clauses in the table demonstrates how a personal connection is made between the buyer and the seller, and how this bond enable ingenious and unhindered bargaining interaction.

The polarity of the clauses in the text, represent the mood choices, that is, the linguistics choices of the interlocutors in the bargaining exchange. As can be observed in the table, all of the polarity are positive and this reveals that the propositions and proposals in the haggling session are positively managed by the interlocutors.

Discussion of Findings

The study reveals that the Interpersonal Metafunctions in market discourse in the study area is a system of expressing a strong desire, on the part of bargaining interactants to create a rapport t+o facilitate the ease of doing business. This is evident on how the bargaining interactants construe their experiences by giving a pragmatic view of how meanings are interpreted in the bargaining interaction.The mood system or grammatical mood that belongs to the Interpersonal Metafunction of language is vital in haggling, as it unveils the nature of information exchange in haggling; that is, the grammatical resource that realizes different interactional moves in bargaining exchange. Hence, the mood system is explored in this study to reflect the interpersonal meanings of the bargaining interaction between the seller and the buyer in the selected market discourse. As a metalanguage, it is used to analyze bargaining interactions and reveal the language choice of the interllocutors between interrogative, declarative, imperative, and exclamatory moods in their linguistic representation in price negotiation. The moods were analyzed to highlight the language options of bargaining interactants in market discourse; they are: informing, requesting or demanding for goods and services. The polarity of the clauses is another type of meaning that is retrieved through the mood analysis.

The declarative mood is a linguistic pattern explored by seller and the buyer to detect each other's view, attitude, and position. Through its use, sellers in the selected markets express their opinion on prices of commodity in order to elicit a change of the buyer's attitudes and to arouse his/her passion to share the same proposal with him or her. This can be instantiated in the following excerpts from Table 4; *S: Fine lady, come and check we get latest design of ready-made skirt and blouse. B: let me check if I go see the type i dey look for.* The utterances of the seller and the buyer above, are examples of declarative mood, which enable the bargaining interactants to unmask each other's view and position in price bargaining. The interlocutors also use the declarative mood to establish interpersonal relationships, convey their communicative intentions in order to achieve their goal of the bargaining interaction.

The interrogative mood is utilized in the study by bargaining interactants to create an intimate dialogic style with each other. This is done to reflect the interpersonal meanings of the social exchange as in Table 6; *B: Nawa ne ganye salak?* ("What is the price of salad (lettuce)?"); *S: Na nawaza a baki?* ("How much own do you want to buy?") These examples of the use of interrogative mood, by the buyer, are an indication of seeking price information on the commodity she wants to buy, while the seller is using the mood for sales clarification. The use of the interrogative mood by the interlocutors demonstrates how personal connection is made between the buyer and the seller, and how the bond enables ingenious and unhindered bargaining interaction. This is in consonance with Halliday and Matthiesen, (2004) who are of the opinion that, the typical function of an interrogative mood is to ask questions; and from the speaker's point of view, asking question is an indication that s/he wants to be told something.

The imperative mood plays an important role in Kano State bargaining context, as it appeals to interlocutors to comply with each

other's haggling instruction, which in turn facilitate the realisation of a positive result from the bargaining interaction. The following exchange in Table 2 illustrate this; *S: Ok pay money.* ("Okay, you should pay N37,000.00.") and "Okay, take" in table 1. The use of imperative mood by the bargaining interractans hinges on the premise that they want to build up an equal and mutual reliant relationship with each other. The imperative mood used in the bargaining context reveals that, neither the seller nor the buyer is dishing out a command; rather are making a conviction and persuasion, or rather sending an invitation to each other to do something together. This finding is in consonance with Yeibo's (2011) submission that, an imperative sentence can be mild, for instance, when it is used to request.

The exclamatory mood by a buyer in the selected market for haggling expresses an agitation over the price quoted by the seller. It is a linguistic pattern that is explored by the buyer to make the seller lower the quoted price on the commodity s/he wants to buy, as in Table 2; *Haba Oga! Na new one i wan buy?,* and Table 3; B*: Haba! Mallam N500.00 e no cost?* The exclamatory mood by the buyer in this utterance serve the discourse function of registering the speaker's mood of surprise in the mind of the seller and thereby evoke the feelings of empathy and to let him reconsider lowering the price.

The polarity of the clauses demonstrates the validity and none validity of bids made by the bargaining interactants. The polarity is positive if the responses of the interlocutors are the preferred ones. On the other hand, the negative polarity is as a result of the bargaining interactants not achieving the desired outcome in price negotiations. For instance, in Table 6 where the polarity is positive as the clauses in the text represent the mood choices, that is, the linguistic choice of the interlocutors in the bargaining exchange. As can be observed in the Table, all the polarity are positive and this reveals that the propositions and proposals in the haggling session are positively managed by the interlocutors. These are examples of positive polarity in the text, which resulted in the successful haggling by the interlocutors.

On the contrary, the negative polarity is exemplified in Table. These are instances whereby bargaining interaction do not result in a sale, because favourable negotiations are not attained in the haggling process and the buyer takes herleave of the transaction without buying the commodity.

The study also reveals that interlocutors employ the use of the modal verb operator "will" during price negotiations to show a resolute and robust wish to make a purchase as in Table 1; *B:* ("If it is so, I will take the first one.") Table 2, *B:* ("I will pay N35,000.00.") From the excerpts, it is observed that "will" signify a high degree of commitment on the validity of the buyer and seller`s propositions. Thus, the use of "will" by the interlocutors in the analysis shows the buyer's willingness to buy the good and the seller's desire to sell his wares.

Similarly, the analysis shows that the modal verb "can" as employed by the seller in the text is viewed as the lowest degree of pressure on the possibility for the buyer to pay the amount quoted or left with the option of not paying. This is exemplified in the same Table, B:N30,000.00? ("Okay, take a look at this one, you can pay N30,000.00 for it.") The use of 'can' by the seller in the excerpts signifies a low value modulation. As can be observed from the analysis, the N30.000 quoted by the seller was for another brand, but not the price for the product the buyer intends to buy. Its use, in that context is viewed as the lowest degree of pressure on the possibility for the buyer to agree to purchase the said good at that price or not. Thus, the seller uses "can" to shorten the communication distance between him and the buyer in the bargaining interaction.

Through the mood analysis, the buyer and the seller`s feelings in price negotiations are revealed as the interpersonal stratum through the application of Interpersonal Metafunction show the essence of market interactions. Through it, the interpersonality is explicit in haggling when the utterance of the buyer receives an immediate answer from the seller. The mood system also assist to detect the polarity of the clause (whether the meaning of the clause is positive or negative).

Conclusion
The application of the mood system of the interpersonal metafunction for the analysis of bargaining interaction in the study area allowed for the revelation of the vital relationship between social interaction and economic transaction. It also explicates the nexus between market discourse and the motivations of the bargaining interactants for making specific lexical and grammatical choices through the application of grammatical variation during haggling session. The paper revealed that the clauses analyzed in the text were mostly interrogative and declarative

as should be expected in price negotiation. The exclamatory and imperative clauses were also used by the bargaining interactants in their linguistic representation in price negotiation. The presence of these clauses in the bargaining interaction shows how a personal connection is made between the buyer and the seller, and also how this connection open and free interaction. The study concludes that the mood analysis in this paper revealed the bargaining interactant's feeling during price negotiations as it indicate how interlocutors use language in expressing themselves in verbal exchange to elucidate the social and functional meaning of haggling.

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