









attention deficit disorder”), and verbal-predicate (“eats carrots whenever she can”). The difference is the use of noun as label is the strongest amongst others.

There are two ways for a person or group getting a label (Galinsky, 2003). First, it is by self. They choose a label to themselves. Second, it is by others. A label attached to them is given by their society. Not all labels attached to a person truly describe him/her. However, in reality, a labeled person has a little choice or opportunity to oppose what is attached to him/her other than to accept it. Therefore, a label put on a person gradually influences his/her behavior and changes his/her identity. This is consistent with the Goffman’s labeling theory (as cited in Ademowo, 2015), personal identity and behavior of individuals may be determined or influenced by terms used to describe or classify them.

Label possesses both positive and negative value. Its effect is varied depending on the respond of each person and society toward that label. Nalah and Ishaya’s (2013) study finds the following:

Social research indicates that those who have negative labels usually have lower self-images, are more likely to reject themselves, and may even act more deviantly as a result of the label. Unfortunately, people who accept the labeling of others - be it correct or incorrect - have a difficult time changing their opinions of the labeled person, even in light of evidence to the contrary. (p. 5)

Apart from its negative effect, label can be used as an attempt to change the individual from their deviant behaviors and to prevent others from behaving in similar manners (Ademowo, 2015).



















