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(7)



Invest NOW in
Africa's Bank of the year
ZENITH BANK PLC (3)

Vanguard, 15th Jan., 2008

The complete or partial absence of punctuation marks in texts 5 to 7 is a communicative strategy because it serves as foregrounding. There is a deviation from the linguistic norm with respect to the use of punctuation marks. The stylistic effect is that it attracts the reader to the texts and eventually occasions the decoding and interpreting of the messages in the texts. Other graphological features in the texts also enhance the understanding of the message, so, the absence of punctuation marks does not affect it.

(d) **Unconventional Usage of Capital Letters**

(8) MOTOROLA
Lg SOLID CHROME
live life to your sound track.
Capture great moments on a
2 megapixel camera and
Connect wirelessly with the Sg Blue tooth
headset (30)

The Punch, 6th Sept., 2007

In text eight, some sentences are begun with small letters. This is an intentional distortion of linguistic convention. It also has the same effect as foregrounding. Since any language usage that deviates from the normal usage attracts unusual attention of the audience. It aids communication in this diatype just as the absence of punctuation marks does. It attracts the reader's attention because of its deviational features and creates uniqueness in products' brand names as the stylistic effect.

Syntax

Form Classes: This section examines how nouns, adjectives and verbs are used in our data.

Noun: This is used as a communicative strategy to name the following.

(a) The company that manufactures a product or renders services Eg.

(b) (9) **a**ero

the reliable way to fly

Fly aero to Accra (9)

Vanguard 15th Jan., 2008

(b) The product and services advertised E.g.

(10) **SCORPIO**
ENGINEERED FOR ABSOLUTE
PERFORMANCE...

SCORPIO from Mahindra

Nothing else will do...(47)

Vanguard 15th Jan., 2008

In texts 9 and 10, 'aero' names the company that render flight services while 'SCORPIO' names the product advertised (a car). The stylistic effect of the above usage of the form class 'noun', is that it makes the nouns referred to prominent.

Adjectives: This word class is categorized into determiners, general, intensifying, limiter and denominial adjectives (Quirk R. and Sidney G. (1973).

Determiners: Instances of this in our data are 'demonstratives' and 'possessives'.

Demonstratives: 'That' and 'these' are in our data. 'These' indicates a cataphoric reference to products about to be advertised while 'that' indicates an anaphoric reference to what has been said about the products. Eg.

(11) These quality electronics and electrical products

(12) ...that extra protection...
...that smooth distinctive taste...

Bello, (1991)

Possessives: 'Our' and 'your' are in our data. They are used to make the message persuasive and personal E.g.

(13) Are you worried about...
How to own your own home?...
Our products provide the answer!

The Punch, 28th Aug., 2007

'Your' and 'our' make the above text sound personal and conversational. Communication is enhanced.

General Adjectives: These express the following.

(a) The Quality of the Product E.g.

(14) Original Woodward's
Celebrated Gripe water (32)

The Punch, 28th Aug., 2007

(b) **The Condition of the Product** E.g.

- (15) Brand new Lister
SUPER brand new air conditioners
Bello, (1991)

(c) **The Efficiency of the product** E.g.

- (16) SOLAR CHARGER
V D 18 SL
Cell phones
Instant power - power on, charge anywhere, no outlet needed Battery
- on - board technology
Three way charging - solar, car and out let
...we make things easy for you! (24)
The Punch, 28th Aug., 2007

General adjectives also exist as present and past participles.

Present participles: They emphasize the permanent features of products E.g.

- (17) A sparkling glass of Andrews keeps you lively all day long.
Onyekwe (2000)

Past participles: They are found in passive constructions. Class or nature of products are expressed with them. E.g.

- (18) High quality imported edible salt
Bello (1991)

Intensifying Adjectives: This class is further categorized into emphasizers and amplifiers. Emphasizers have a general heightening effect; amplifiers scale upwards from an assumed norm, denoting the upper extreme of the scale... as Quirk and Sidney (1973) note.

Amplifiers are in our data. E.g.

- (19) We always believe in saying yes to our customers. And it has earned us a recognition as the Most Customer Friendly bank... Good things are enjoyable with us. (26)
Vanguard 14th Jan., 2008.
- (20) The relief is first class. When it comes to relief from wind pains, digestive upsets and the discomforts of teething in young children, Woodward's celebrated gripe water is in a class by itself. (32)
The Punch, 28th Aug., 2007

Limiters Adjectives: These particularize the reference of the products. E.g.

- (21) CASH 'N' CARRY
The king of electronics 'N'
House-hold Appliances
Buy smart and feel good
@ Cash 'n' Carry this Xmas... (13)
Vanguard, 14th Jan, 2008

All the adjectives underlined in texts 11 to 21 lend veracity, exactness and specificity to the products and services respectively (where relevant). Some of them also exaggerate for effect and so function as effective communicative strategies.

Verbs: Words that concern acquisition of the products advertised are recurrent in imperative clauses. Such words include: 'get', 'buy', 'ask for' and 'choose'. Words which also concern the use of the products such as: 'have', 'use', 'enjoy' etc. are in our data. 'Please' is not used because in the imperative clauses in this discourse type, the reader is told to do something in his own interest. Leece (1972).

Instances of the above class of verbs are underlined in the following texts.

- (22) Grab it. Enjoy it
Pay ₦200 for a SIM and get ₦1,025
Worth of benefits!
...Rule your word, glo (3)
Daily Independent, 20th Dec., 2007
- (23) Leap into a winning year with the
Multi Link Telkom
Recharge and win
Promo!...(2)
Vanguard, 11th Jan., 2008

The above present form of verbs are directed at the reader, he (the reader) feels as if he was in conversation particularly as he is told to do something in the present time. The desired response is consequently elicited from him. Negative form of verbs are not often recurrent in our data. When they occur, they emphasize the special merit of a particular product. E.g.

- (24) When fine colours are not enough.
Niger text
Adds toughness.
Onyekwe (2000)

Present tense dominate in this diatype. This could be because advertising texts often direct readers to do something in the present time.

Verbs that express universal timelessness are often used. E.g.

- (25) Omo washes brighter and it
Shows.
Onyekwe (2000)
- (26) TREBOR
LUCKIES
Every wrap is a sweet experience.
Onyekwe (2000)

Other tenses are occasionally used in order to:

- (a) Emphasize the acceptability of a product. E.g **Past tense**

- (27) Seven, out of ten school children preferred
Bata to other school sandals(ibid)

- (b) To stress the reliability of a product or services:

Past tense

...When it comes to relief from wind pains, digestive upset, discomforts of teething in babies and young children, Woodward's Grip Water is in a class by itself. Trust me, I should know. Mum for me when I was a really small baby. Did I hear you say, I'm a baby? (text 20).

Group Types: The noun phrase dominates in our data. It is the only group we will therefore examine. In describing the complex noun phrase we differentiate:

Three components: the head, around which the other components, cluster, ...
 the premodification which comprises all the items placed before the head, ...
 and the post modification comprising all the items placed after the head, ...

Quirk and Sidney (1973)

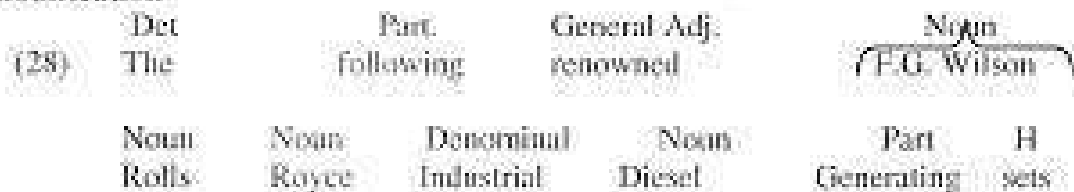
The modification features of the noun phrase is rather complex. For the order of premodification of a noun phrase, see a suggestion by Quirk and Sidney (1973).

The premodifying feature of the noun phrase in our data is complex. Some unusual structural features are noticed. The complexity in this discourse type is occasioned by the nature and intention of the advertising text which is to identify, describe and specify the positive qualities of the product (in microscopic details) in a fascinating and attract manner. The following modification patterns are in our data.

(a) **Double Modification (Premodification)** ...

...Recharge and win promo! (See text 23).

Multiple Premodification



Bellow (1991)

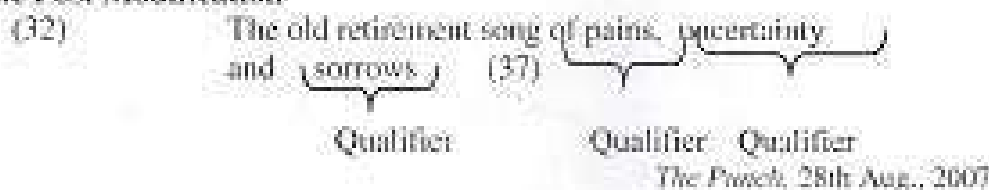
(a) **Single Post Modification**



Double Post Modification



Multiple Post Modification



Ellipsis: This is a communicative strategy as well as a cohesive device in this discourse type. It is used for economic and space reasons because words cost money. E.g.

- (37) Houses
Hospitals
Schools The Nation's priorities
And the Guardian care about all of them
If you do too - buy the Guardian tomorrow
The Guardian gets to the heart of things

Crystal and Davy (1969)

In text 37, 'Houses, Hospital and Schools' are ellipped. 'Cares about all of them' is also ellipped. By representing the ellipped portions with shorter expressions, the text stick together as a whole hence cohesion is achieved.

- (38) Fly zero to Accra (9) ...

Vanguard 15th Jan. 2008

'You' the implied subject of the above sentence is ellipped. It is nominal ellipsis while text 37 serves as an instance of clausal ellipsis. Examples of nominal ellipsis dominate in our data. Ellipsis makes communication in this diatype forceful and direct. It enables the advertising text to channel more words towards the description of products and services by tasking the reader's imaginative ability.

Sentence Types: Examples of sentence types in our data are as follows.

Declarative sentences

- (i) GOOD THINGS DO HAPPEN IN THE SKYE
(ii) We are a bank carved out of many parts and different experiences.
(iii) We are soaring high with good things.

(Text 1)

Imperative sentences

- (i) Grab it
(ii) Enjoy it
Rule your world

(Text 2)

Exclamatory sentence

Pay ₦200 for a SIM and get
₦1,625 worth of benefits!

(See text 2)

Interrogative sentences

Are you worried about...
How to own you own home?
When you will be freed from landlord's harassment?

(Text 13)

Sentence Types Distribution In Our Data

S/N	Sentence Types	Nos. of Sentences	Percentage	Remark
1.	Declarative sentences	44	61.1	They dominate
2.	Imperative sentences	21	29.2	They are next to declarative sentences in domination.
3.	Interrogative sentences	3	4.2	They are not used often
4.	Exclamatory sentences	4	5.6	They are not used often
	Total	72	100	

This table is based on ONLY the complete sentences in our texts.

Sentence structures

Different sentence structures are in our data. This makes it possible for the advertising text to express the various meanings intended in the texts. The arrangement of sentence elements here is semantic based. The rather novel sentence structures in this diatype make it interesting. Instances of such structures are as stated below.

- (i) P A A
Invest | in Africa's bank | of the year
(Text 4)
- (ii) P C
Grab | it | (next 2)
- (iii) Advb. P C A
Also | enjoy | affordable rates | like never before
- (iv) P C
Rule | your world | (next 2)
- (v) P C
(39) Follow | the leader
- (40) (vi) S P C A A
No network | has given | so much | back to the society | like | we have done
(Ibid)
- (vii) P S C A
Are | you | worried | about how to own your own home
(Text 34)
- (41) (viii) S P C A
Punch | opens | few offices | at Opebi and Ikoyi (63)
The Punch, 6th Sept., 2007

The voiceless alveolar fricative, [s] is also repeated as follows.
...song of pains. Uncertainty and sorrow
Sigma pensions, promises made
Promises delivered

The voiceless bilabial plosive [p] is equally repeated in the above expression
(43) Original factory fresh fine cooking salt

The voiceless bilabial fricative [f] is equally repeated in the above text.

The repetition of consonants in texts 13, 42 and 43 makes the texts alliterative and enhances the memorability of the message.

Sound Repetition Involving Vowels: This type of sound repetition does not occur in our data as often as that which involves consonants. E.g.

CASH 'N' CARRY
The king of electronic 'N' Household
appliances 'N' computers... (text 21)

The pure vowel [æ] is repeated in

CASH 'N' CARRY

The diphthong [aʊ] is also repeated in 'how to own your own home'. The pure vowel [ɔ] is repeated in: property profitably in (Text 13).

Repetition of vowel sounds also makes the texts rhythmic, alliterative and memorable. This is where their stylistic effect lies.

Lexical Reiteration: This refers to the re-occurrence of lexical items in advertising texts. (C. Halliday and Hasan, (1976)

Names of producing companies, products and services are often reiterated for effect or emphasis. This communication strategy is used to ensure that the reader will not forget the name of the product or services advertised or confuse it with another.

(44) Get **Close - Up**
When you are close up, that's when
close-up counts.
Flashing white teeth and a fresh mouth
that's what you get from the
fluoride and mouth wash in close-up.
Flashing white teeth and fresh sweet
Breath... that's close-up appeal!

Onyekwe (2000)

'Close-up' is reiterated six times in the above text. Besides ensuring the memorability of the product's name, the reiteration makes the text sound musical and interesting. This is why lexical reiteration is stylistically important.

(45) First Inland
Share in our future
Invest in
FIRST INLAND BANK OFFER
For subscription...
Offer opens Jan. 3rd 2008
Offer opens Jan. 31st 2008
FIRST INLAND BANK
SHARE IN OUR FUTURE

In text 45, 'Firstinland' is the name of the bank making an offer for sale of shares. The name is reiterated four times. The reiteration makes the name memorable. 'Share in our future' is also reiterated twice with the same effect.

Conclusion

The language of newspaper advertising is interesting. From our analysis, we have been able to establish that this diatypic variety utilizes different print sizes, colours, photographs, diagrams, symbols and punctuation marks at the level of graphology. It utilizes some form classes, uses various modification structures, ellipsis, different sentence types, structures and verbless clauses at the syntactic level of language.

Lastly, this discourse type utilizes repetition of phonemes and reiteration of lexical items to communicate at the level of phonology and that of lexis respectively.

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