

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 Introduction**

Language is generally accepted as a means by which people in a community interact and express feelings, thoughts and intentions. Societies rely on language and languages rely on the society.

Pidgin is a simplified version of a language that develops as a means of communication and interaction between two or more groups that do not have a common language. It is employed commonly in situations such as trade or where both groups speak languages different from the language of the country in which they reside. A pidgin may be form from Words, sounds or body language from multiple other languages and cultures. Pidgin is not the native language of any speech community but it is learned as a second language.

This study focuses on the use of Nigerian pidgin in advertisement. Chapter one therefore presents information about the background of the study, the Nigerian

pidgin, Aim and Objectives, Significance of the study, methodology of the research, as well as research questions.

## **1.1 Background to the Study**

The term Pidgin English refers to a language that is developed in the situation where the speakers of another language have to communicate but do not have a common language to share With another (Ndolo, 2005).

(Akinfeleye, 2008) Stated that the Nigerian Pidgin English accommodates fun and creativity, therefore, it has been able to fill significant actual space of communication in Nigeria. All these must have been considered by Ihemere (2006) stating that the Pidgin English flourishes better being an inter-ethnic medium of communication. It is identified as being important to be adopted at some state or private broadcasting stations to give daily news in it and generally believed to be a very useful broadcasting language in the country. At recent times, job opportunities arise for those that are well spoken and fluent in the Pidgin English language. For instance there are job opportunities within the movies industry, newspapers published in Nigerian Pidgin, magazines and radio programs that are presented on Nigerian Pidgin entertainment.

Generally, the Nigerian Pidgin is proposed as being a replacement to standard English broadcasting in Nigeria such that the uneducated people are able to survive the society, knowing very Well that the language appeals to wider audience from all parts of the societies in the country (Deuber, 2005).

Therefore, since communication stands as a major life Wire of all societies, at all sphere of the societal, cultural, industrial, educational, and all the levels needs information to optimally function in the society (Akinfeleye, 2008). Nigeria pidgin therefore should be a major tool for advertisement due to its Wide range of acceptability and adaptability, this is the main interest of this paper, to find out the effect of Nigeria pidgin in advertisement.

## **1.2 Aim and Objectives**

The aim of this study is to ascertain the effectiveness of Nigerian pidgin in Advertisement. The objectives of the study are to:

1. Determine how effective the use of Nigerian Pidgin can be in getting the attention of listener.
2. Determine whether there are negative attitudes towards the use of Nigerian Pidgin in advert

3. Determine whether Audience prefer messages disseminated in Nigeria pidgin as aired in radio programs.
4. Determine if consumers prefer buying products advertised in Nigerian pidgin better than those advertised in Standard English.

### **1.3 Significance of the Study**

Over the years, there have been many erroneous views towards the use of Nigerian pidgin. Many laymen consider the use of Nigerian pidgin as unnecessary since they believe that it is not effective: in passing information, and educating the consumers, student, readers, and the public.

Parents feel unhappy to know that their children or wards are using Nigerian Pidgin to communicate because they see the use of pidgin as inappropriate (not decent language) in impacting knowledge to the wards and as an act of degrading ones personality, The importance of this research is to eradicate/change the negative attitude many people have towards Nigerian Pidgin, show the importance of Nigerian Pidgin in mass-media and show that Nigerian Pidgin English is very effective in the transfer of information across all classes of individuals. This work will serve as useful materials for students of language who choose to undergo a

research on this topic or related topics. Finally it will be a useful guide to non—language students and the general public who are inquisitive about knowledge.

#### **1.4 Methodology of Research**

The data to be used for the purpose of the study will be collected through a primary and secondary data, these are; Primary Data will be employed through the use of questionnaire which will be designed and distributed to 120 respondents who are residents of Benin City. Secondary Source Data: These are books journals, and online materials.

The instrument used for the study was a structured questionnaire; the instrument name Nigerian pidgin and advertisement (NPAQ) consists of a 16 item questionnaire where each of the items was provided with a four-point rating scale of Strongly Agreed (SA), Agreed (A), Disagreed (D) and Strongly Disagreed (SD). The questionnaire has two sections, and B. The section A covers Socio-demographic data of the respondents while section B contains selected items designed to help the researcher elicit information considered pertain to the research question raised for the study.

The collected data will be analyzed using descriptive statistics. The descriptive statistics will involve frequency count; percentages mean score analysis and standard deviation. The frequency count and percentages will only be used in the analysis of the socio-demographic data of the respondents while the mean score analysis and standard deviation will be employed for the four research questions raised to guide the study.

### **1.5 Research Question**

Looking at the aims and objectives, the following questions are examined in the study

1. How effective is the use of Nigerian pidgin in getting the attention of listeners?
2. Are there negative attitudes towards the use of Nigerian pidgin in radio, and television stations, listeners or speakers?
3. Do radio audiences prefer messages disseminated in Nigerian pidgin?
4. Do consumers prefer buying products advertised in Nigerian pidgin better than those advertised in Standard English‘?

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter presents perspectives from previous studies and related studies to the topic of concern in this research. The study presents different perspectives of researcher's directions, usage and adoption of Nigerian Pidgin English (NPE) in advertisement in general.

#### **2.1 Conceptual Review of Literature**

This section seeks to define some basic concepts employed in this work namely;

##### **2.1.1 Definition and Explanation of Pidgin**

Elugbe and Omamor 1991, in their effort to define the concept pidgin, opine that it is some "kind of marginal language that arises to fulfill specific communication needs in well-defined circumstances". The above indicates that pidgin is not an official lingua-franca, but a subsidiary language employed for interaction particularly by individuals who do not share the same language, Elugbe and Omamor, quoting Hall in (1966), stated further that there are two indices that

qualified a language as pidgin. In their idea, for a language to be pidgin, “Its grammatical structure and its vocabulary must be sharply reduced; secondly, the resultant language must be native to none of the users” (Elugbe and Omamor, 1991).

In consonance with the above position, Rickford (1998) confirms that;

A pidgin usually uses combination of the elements of the native language of its users and is typically simpler than those native or common languages in so far as it has fewer words, less morphology, and a more restricted range of phonological and syntactic options.

Nigeria, according to Awodiya (2006) has about 250 ethnic groups, Igoanusi (2008) the origin of Nigerian pidgin may be different to accurately ascertained, however, it could be traced back to the contacts between Europeans and Nigerians. Evidence in literature shows that, as far back as the 18th century, Nigerian pidgin was already been spoken particularly in the coastal city states of the Niger Delta (Agheyisi 1984; Ogu 1992). Agheyisi (1984) opine that this early pidgin was restricted, if not exclusively, to the context of trade. But steadily, the social

conditions as well as the introduction of schools by the missionaries and colonial governments led to its spread and development as noted by Flint (1960):

The migration of large numbers of Ibo (Igbo) east of the Niger produced an extra—ordinary cosmopolitan effect, in Which most cities became tri-lingua, speaking the native Ijo; Efik; Ibo (Igbo); and pidgin English, the language of trade with Europeans. By the end of 19<sup>th</sup> century, there were even rudimentary schools in Calabar for the teaching of Pidgin English, reading and writing with the object of producing clerks and book keepers.

Mafani (1971) notes that Nigerian pidgin has grown into an extensive spoken language in Nigerian and that many town and city residents are at least bi-lingua in Nigerian pidgin and one indigenous language, usually their mother tongue. In consonance with Mafani, Faraclas (2004) submits that Nigerian pidgin is spoken, today, by millions of people, especially the younger age bracket signifying various linguistic areas of the Nigerian society. Relating to the numerical strength of Nigerian pidgin speakers in Nigeria, Ihemere (Z006), states that Nigerian pidgin is the native language of approximately three (3) to five (5) million people and is a

second language for a least another seventy-five (75) million people. Faraclas (2004 p 828)

Well over half of the 140 million inhabitants of Nigeria are now fluently speakers of the language, making NPE the most widely spoken language in Nigeria as Well as the indigenous African language with the largest numbers of speakers. Given the rapid spread of NPE among younger Nigerians, this proportion should increase to cover over seventy or eighty percent by the time the present generation of children reaches adulthood. There is no Creole language Worldwide with nearly as many speakers as NPE.

Deubar (2005) also opines that Nigerian pidgin IS the most mistreated language in Nigerian. Since, no official status assigned to it Elugbe and Omamor (1991) and Egbokhare (2003) all in their notions proposed that Nigerian pidgin be given a status of an official all state language While Igboanusi (2008) advocates for its use as an instructional delivery tool in the early stage of primary education program

especially for children who are already exposed to Nigerian Pidgin English as a first language of contact. One major argument in support of the adoption of Nigerian Pidgin English as national language is that it is neutral as it has no ethnic origin in Nigeria, thereby eliminating the challenge prejudice.

### **2.1.2 Functions of Nigerian Pidgin**

The functions of pidgin cannot be over emphasized as it plays a major communicator role in multilingual setting like Nigeria. As a spoken language, Nigerian pidgin may be more widely spoken in Nigeria than any one of the three major Languages (Hausa, Yoruba and Igbo). It is spoken in almost all areas of communication in Nigeria. In contemporary literature, the use of Nigerian pidgin was restricted to the depiction of illiterate and semi-illiterate characters.

Pidgin is so popular that, the late foremost Nigerian Jazz and popular music icon, Fela Kuti, had adopted it in his songs from the 60s till his death, From the 1960s until his death in 1997, he sang most of his music in Nigerian pidgin (Moore, 2010). In fact, much (about 90%) of his works from the 1970s until his death in 1997 was in pidgin. Little wonder, in special lecture at the Faculty of Arts, University of Lagos, on October 13, 2010, the lecturer Carlos Moore advocated the

use of Nigerian pidgin as a national lingua franca. Nigerian pidgin has been used in advertisement in the television, radio and market place, it can function as a medium of communication in education especially when communication breathes down between student and teacher in the early class of primary school.-Nigerian pidgin serves as the medium of communication in informal setting especially in motor parks.

### **2.1.3 Concept of Advertisement**

Daramola (1997) defines advertising as “any paid form of non-personal presentation and promotion of products, services, or ideas by an identifiable individual or organization”. Advertising can be used to create instant product awareness and make brands stick to the mind of its audiences, masses or viewers. Kotler (1999) defines advertising as any paid form of non-personal presentation and promotion of ideas goods or services through the mass media such as newspapers, magazines, television or radio by an identified sponsor. Advertisement is used by many marketers to communicate specific messages about themselves, their goods and services to a predefined target audience in order to stimulate a positive response from them.

### **2.1.4 The Origin and Process of Advertisement**

Klepper (1979), states that the oldest method of advertising used by the crafts men was town crying. He says further that the Greeks Where among those who relied on town-criers to chant. The arriver of ships with cargoes of Wines, spices, and metals; often was accompanied by musician who kept him in the right key. Hasan (2013 p.413) corroborates Klepper's view even if she failed to mention the origin of advertisement as a public announcement (communication) is traceable to the town-crier and village drummer. These use their lungs to shout out their own or other' messages. The messages could relate to government proclamation or even sales of goods on market days. However, in contrast to Klepper's assertion about the origin of advertising, Daramola (2012) credited the origin of advertising communication to ancient Egypt before it began in Greece in about 1500 B.C, although he still maintained that town-criers were still the channel for announcing products availability and other public information.

Advertising was introduced by Egyptians who used papyrus for sales, messages, and wall posters, bill-boards, sign-boards, and out-door advertising has the most ancient form of advertising. The tradition of wall painting and wall chocking is

found in the ancient culture of Greece and Romans and as well in Indian, which could be now seen in many parts of the world as well (Kotler and Armstrong, 2008). Dada (2013) however, affirmed that it is unknown whether Nigeria pre-dates Greece and England in the use of town-criers for advertisement, rather what is known today is that the town-crier system is more prevalent in Nigeria today than Greece and England.

Town-criers later became the earliest medium for public announcement in many European countries such as England, Greece, France, and the Scandinavian countries. However, there are many factors that influenced the growth and process of modern advertising.

Hasan (2013) has it on record that contemporary advertising was made possible with the introduction of the printing press, coupled with subsequent attempts to print notices, posters, and handbills in large quantities. In the 20th century, technological advancement in the area of science ushered in the advent of first radio and later television broadcasting which was able to break the barriers of time and space and at the same time reach more audience. As the society develops, towns and cities also expand and they are usually linked together by transport

systems. It becomes evident and very economical to produce goods in one place and sell them to people living elsewhere throughout the world. In order to do this successfully, prospective buyers have to be told that the goods are on sale. This is the job done by advertisement without advertisement people will never know that goods existed or where they could be bought.

### **2.1.5 Functions of Advertisement**

Dominick (2009) and Belch and Belch (2012) Daramola (2012), Moriarity, Mitchel, and Wells (2009) who have done a lot of work in the field of marketing communications have all identified the functions that advertising performs in the life of a product. However, the massive investment in brand promotion by multinational companies MNCS such as Guimqess and emirates airline to the tune of millions of dollars was an acknowledgement of the potency of advertisement in rendering the following functions as identified by Terence (2000) cited the Uwakwe (2010).

1. Information: The function of advertisement in this area is to communicate to consumers, the existence of goods and service. It informs the consumer about What product is available and in What location it can be purchased and sometimes

it tells the price. In showing its informational role, advertisement emphasizes the special physical and quality attributes of available goods to satisfy consumer needs.

2. Reminding: Advertising is intended to keep a brand's name in the mind of consumers. When a need arises that it is related to the advertised product past advertising impact makes it possible for the advertiser's brand to come to the consumer's mind as a purchase candidate.

3. Persuading: Effective advertising persuades customers to try advertised product or services. Often times, the persuasion may take the form of influencing primary demands for instance creating demand for an entire product category. .

4. Adding value: Given that there are three major ways a company can add value to its offerings viz: renovation, quality improvement, and alteration of consumer perceptions; advertising adds value to brands by influencing consumers perceptions. Effective advertising causes brand to be viewed as more elegant, more stylish, more prestigious and probably superior to competitor's offerings.

5. Assisting other marketing effort: Advertising can be viewed as one member of the marketing communications. Terence (2000 p. 264) in Uwakwe 2010 puts it that

“advertising is at times a scorer that accomplish goals itself. At other times, advertising primary role is as an assister that facilitates other company effort in the marketing communication process.

While also playing this role, advertising is seen as assisting the effort of sales representative in that it tries to pre-sell the company products and provide sales people with valuable introduction prior to their personal contact with prospective consumers.

### **2.1.6 Purpose of Advertisement**

Nwaizugbo (2004) cited in Uwakwe (2010) identifies the purposes for which advertising is based as follows:

1. It promotes product and organization.
2. It stimulates primary and secondary demands for the advertised product.
3. It is used to off-set or counters the competitors advertising.
4. It helps to make the Work of sales persons more effective.
- 5.. It is used to increase the uses of a product.

6. It helps to remind and reinforce customer's interest in a product or in an institution or idea.

7. It also can be used to reduce fluctuations in product sales

Further to the above, Anyacho (2007) cited in Uwakwe (2010) agrees that commercial oriented companies advertises to achieve the following results:

1. To create awareness iniother to espouse the brand and uniqueness of he product.
2. Induce higher production volume resulting from increase in demand.
3. Fight competition to secure the desired market share.
4. Invest in research and development and expansion of market share.

### **2.1.7 Types of Advertisements**

Hasan (2013), and others identified the following types of advertisement Which are:

1. Product Advertisement
2. Concept Advertisement.

3. Financial Advertisement.
4. Institutional Advertisement.
5. Government Advertisement.
6. Classified Advertisement.
7. Public service or social responsibility Advertisement.
8. Counter Advertisement
9. Corrective Advertisement.
10. Advocacy Advertisement.

## 2.2 Previous Studies

The study of Nigerian pidgin in advertisement has attracted a number of scholars over the years. This section aims to provide an overview of What previous scholars have discovered as far as Nigerian pidgin is concerned.

Every human community speaks at least one language or more Languages.

Hall (1968) defines language as the institution whereby humans communicate and interact with each other by means of habitually used oral- auditory arbitrary symbols. This definition gives more prominence to language since Language is primarily speech produced by oral-auditory symbols.

Pidgin generally is a simple means of communication between individuals of different cultures or ethnic groups. Nigerian pidgin described as a combination of indigenous language and English. It is a language gotten from the mix of various languages such as Yoruba, Edo, Urhobo, Igbo, Effik etc. (Izenose, 2018).

In Africa, pidgins found include; Nigerian pidgin, Cameroonian pidgin, Sierra Leone Krio etc. Pidgins are very creative and innovative in nature and because of their spontaneous adaptability, they can be structured or unstructured unlike other languages. In other Words, there are no strict rules to uttering pidgin. Nigerian Pidgin can be described as one of the most vibrant languages in Nigeria out of over 500languages (Akinaso, 1989; Bamgbose et al., 1995) spoken in Nigeria today. In terms of currency, it may be described as the most widely spoken followed by the English, Hausa, Yoruba and Igbo respectively in Nigeria. (Osoba, 2014).

The reason for its wide currency may not be far-fetched. In many of Nigeria's cities such as Lagos, Kano, Sokoto, Ibadan, Port-Harcourt and Kaduna, Pidgin is the common language of the city people who come from diverse socio-cultural and linguistic backgrounds, The trend in Nigeria is that smaller towns are growing into big cities. Consider places like Akure, Ado-Ekiti, Benin, Minna, Aba and Owerri for instance. Their rapid growth status may be owing to the fact that they are state capitals, which makes them attract more people from rural communities as they search for greener pastures in the bigger towns and cities. Other places such as Ikare in Ondo State; Ilesha and Ile-Ife in Osun State, which are not state capitals, are equally growing in population for other reasons such as commerce, education, tourism and so on. What is most noticeable and perhaps most significant is that in all those places, Nigerian Pidgin is also becoming the prominent common language.

Mafani (1971) is of the opinion that given the phonology of few varieties of Nigerian pidgin that he has studied, an orthography similar to that of Yoruba or igbo would not only show clearly at least the phonetic/phonological differences between the base language and pidgin but would emphasize the independent nature of Nigerian pidgin. To confirm his position, he illustrates with two passages which

according to him, are clearly Nigerian pidgin but have been written in English orthography.

“Ah! I been think say ‘e get one letter so from im boy

Wen be dat “kobo kobo” boy dem call Mr. chuks.

Me I tire bcos ‘e begin do as if ‘e mad.

Dem don take am go Benin mental Hospital.

Some people wey know am proper for warri say na  
de same thing wey kill his father. Dem say ‘e run mad one  
evening, kill im senior pikin with machet and run inside bush...

(V.C. Ike, Toads for supper, Ion don, 1965)”

So na two time way Mr. midman come this

Timber company to come and be AG... and then

I de for work with them, and dey write come from England say

Mr. Midman don resign from Timber company and

then he dash government two sky say because

he be big man and that be the time I de that sal;

Pidgin doesn't have its own spelling system as Elugbe( 1995) argues, he says "the common practice is still What they call Anglicized spelling which is characterized by the spelling of most Nigeria pidgin Words exactly as English While argument it is quite clear that the pidgin being referred is an English based pidgin. Elugbe and Omanor (1991) proposed Nigerian pidgin orthography not English based but based on the indigenous language. They believe is necessary to grant Nigeria pidgin some independence from English. However, Egbokhare (2001) prove to us that Elugbe and Omamor's (1991) position on the orthography of pidgin is superficial. He says that the battle for independence is ill advised. He says that it is quite unnecessary because "existing spelling tradition in Nigerian pidgin is based on the English spelling system. He does not see English as dominating pidgin in any Way According to him, Nigerian pidgin stands to gain a lot from the popularity of English language. Since English language is developed, Nigerian pidgin can benefit from it. He disagree with Elugbe's (1995) View that Nigerian pidgin is a bad form of English. This does not see any need for Nigerianised spelling. He agrees With Nigeria-based orthography because of the tonal factor since Nigerian pidgin is tone based English is not a tone based language therefore, it will produce easier spelling situation if Nigeria. Pidgin orthography is Nigerian based.

### **2.3 Concern of this Work**

Nigerian pidgin has been employed in various form of advertisement in radio and TV stations and it has proven to be very effective in getting the attention of listeners and making products and brand to stick to the minds of theirs of their audiences. These are seen in various forms of pidgin adverts. Nigerian pidgin is Enlighten the consumers, audience to go for the product.

Examples

#### **“Royco na Kpangba”**

“Royco, Royco, Royco, Royco, eh

Royco, Royco, Royco na for correct cooking

E good for soup ooo

E good for cooking eh”.

The above pidgin English advert is for Royco seasoning on ITV.

**“Baba Blue”**

“Baba Blue

E dey clear throat

Kia kia”

This is the famous Vice Blue advert done in Nigeria pidgin and because of this the Vice blue sweet is known as “Baba Blue” almost everywhere in Nigeria.

**Honey well Wheat advert**

“Honeywel Wheat meal o, Na honey Wheat

meal o honeywel Wheat meal for everybody

na koret Wakis e get protein o, e get plenty fibers

beta nutriet dey inside honeywel Wheat meal na

koret Wakis. Honeywel Wheat meal o na

honeywel Wheat meal o, honeywel Wheat meal for everybody

na koret wakis yes o! yu fit enjoy

honeywel wheat everywhere with any soup wey yu laik”.

From the above adverts it is seen that Nigerian pidgin advert makes use of repetition; Repetition is the act of saying or doing something again. It is used as a linguistics device in order to create emphasis. It is generally believed that repeating a particular word or phrase would make it stick to the memory of the hearer and this is a vital tool in pidgin English advertisement because the goal of every advertisement is to persuade the consumer to patronize the goods and services offered by the advertiser or create awareness of a particular good or service.

## **CHAPTER THREE**

### **THEORITICAL FRAME-WORK**

This paper focuses on two theories examining the effects and advantages of language in advertising and broadcasting communication, which are Informational approach and symbolic meaning approach.

#### **3.1 The informational approach**

The informational approach is focused on how effortlessly listeners or potential consumers may understand and respond to information presented in a specific language (Dada, 2012). According to this approach, a radio program presented in English language may be less effective as the targeted consumers or audiences, who are from different ethnic groups and therefore they may not collectively understand or interpret the message being shared.

Additionally, using English language on a radio program that focuses at illiterate or semi-literate consumers who only understand the Nigerian Pidgin or a minority (indigenous) language may be result to be infective (Etuk, 2013). Ofulue, (2004) confirms this statement when he maintained that: For an effective radio program,

considering the audience is the first priority; their social, educational, religious and political background. It has to also consider the subject that will be appealing to the audience and the things to be avoided.

Additionally, it should avoid the alienating audiences by selecting subjects which will prove to be too high for the audiences' level of satisfaction or understanding and this is also very important, mostly in Nigeria and most developing countries where the level of illiteracy is known to be very high.

The informational approach is in one way or the other relevant to Nigeria. (Dada, 2012) Insightfully states that, English language has become a second language in Nigeria, while the Nigerian Pidgin, with an estimate of having the highest speakers, has eventually emerged as an effect of contact of English with the indigenous languages. Looking from that aspect, this makes it only functional for radio stations to use more than one language, which should be English and Nigerian pidgin in their productions.

This depicts that choosing either Standard English or Nigeria Pidgin by radio stations is a strategy to reach their targeted audience. The informational approach

therefore laid more emphasis on the fact that presenting programs in the language that the target audience understands is the best.

### **3.2 Symbolic Meaning Approach**

In contrast, the symbolic meaning approach is coupled with the status and the value of languages in a certain community of consumers. It states that the procedures of linguistic attitude and linguistics usage by receivers and audiences signify some of the cardinal determinants of reaching out to the audience (communication, campaign etc.). Based on the symbolic meaning approach, a language system may have a symbolic meaning that may offer presenters a deeper insight into the importance of adopting the language in production of programs. The media in Nigerian especially the radio stations, have shown encouraging attitude towards the Nigerian Pidgin (NP) (Balogun, 2013). This is particularly evident in the territories where Pidgin has creolized.

Interestingly, it has been noticed that almost all the radio stations in the country run at least three or more programs in Pidgin. Majority of advertisements are done in Pidgin English. Some interactive programs (phone-in programs), audience are given the opportunity to select their choice language according to their level of

understanding and expression of such language (Ofulue, 2004). Many people prefer to express themselves in Nigeria Pidgin (NP) to other languages spoken in Nigeria. Some Nigerian newspapers have also adopted NP columns into some of their publications.

Linguistics can be understood as a science of language. In other words linguistics studies language. The linguist studies the components that make up a language, e.g. studying the occurrence of speech-sounds or the way in which words begin or end. The information and symbolic meaning approach discussed in this chapter explained how effective communication with Nigerian pidgin in radio and Television station is both in understanding, interpretation and responses from the Audience. However, because of the unstructured form of Nigerian pidgin, most linguistics tends to pay less attention to it but it is an important language in Nigeria and in turn in advertisement. This is why this study is carried out.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

The purpose of the study is to examine the use of Nigerian pidgin English in advertisements. This chapter is concerned with the presentation and analysis gathered through the use of structured questionnaire distributed to the respondents. One hundred and twenty (120) copies of the questionnaire were distributed and also retrieved. The respondents which were one hundred and twenty (120) in number comprised of seventy nine (79) females and forty one (41) males respectively. The research survey design was adopted in eliciting information from the respondents.

The study answered the following research questions;

1. How effective can the use of Nigerian pidgin English be in catching the attention of listeners in motivating consumers to go for the product or service promoted?
2. Are there negative attitudes towards the use of Nigerian pidgin English in radio and television stations, as listeners or speakers'?

3. Do radio audiences prefer messages disseminated in Nigerian pidgin English as aired in the radio programs‘?
4. Do consumers prefer buying products advertised in Nigerian Pidgin better than those in standard English?

### Research Question 1

How effective can the use of Nigerian pidgin be in getting the attention of listeners?

Item 1-IV answered research questions 1

S/N	ITEMS	RESPONSES				
		Agree	%	Disagree	%	Total
1.	Pidgin English is more understandable than standard English in advertisements	86	71.7	34	28.3	100%
II	Nigeria pidgin usage has influence advertisements in Nigeria positively	61	50.8	59	49.2	100%
III	Products that are advertised in pidgin English sell more than those in standard English	74	61.7	46	38.3	100%
IV.	Nigeria pidgin does attracts peoples interest more than standard English advert	102	85	18	15	100%

Source, fieldwork 2018

From the table above, 71.8% of the respondents agreed that Nigerian pidgin is more understandable than standard English in advertisements while 28.3% disagreed.

Also, 50.8% of the respondents agreed that Nigerian pidgin usage has influenced advertisements in Nigeria positively while 49.2% of the respondents disagreed.

Moreover, 61.7% of the respondents agreed that products that are advertised in pidgin English sell more than those in standard English while 38.3% of the respondents disagreed.

Furthermore, 85% of the respondents agreed that Nigerian pidgin does attract peoples' interest more than standard English adverts while 15% of the respondents disagreed.

## Research Question 2

Are there negative attitudes towards the use of Nigerian pidgin in radio and television stations, as listeners or speakers?

S/N	ITEMS	RESPONSES				
		Agree	%	Disagree	%	Total
1.	Nigerian pidgin is only spoken by illiterates	6	5	114	95	100%
II	Pidgin English has been generally accepted by most people	80	66.7	40	33.3	100%
III	There are more standard English adverts on radio and television than pidgin English	111	92.5	9	7.5	100%
IV.	Nigeria pidgin should be encourage in radio	102	85	18	15	100%

Source, fieldwork 2018

### Research Question 3

Do radio audiences prefer messages disseminated in Nigerian pidgin?

Item I-IV answered research questions 3

S/N	ITEMS	RESPONSES				
		Agree	%	Disagree	%	Total
1.	Pidgin English is more popular than standard English	45	37.5	75	62.5	100%
II	You speak Nigeria pidgin English	117	97.5	3	2.5	100%
III	The use of Nigerian pidgin English affects their perceptions positively of the products and services being advertised	71	59.2	49	40.8	100%
IV.	You understand Nigeria pidgin very well	109	90.8	11	9.2	100%

From the above table, 37.5% of the respondents agreed that pidgin English is more popular than standard English while 62.5% of the respondents disagreed.

Meanwhile, 97.5 of the respondents agreed that they speak Nigerian pidgin English while 2.5% of the respondents disagreed.

Furthermore 59.2% of the respondents agreed that the use of Nigerian pidgin English affects their perceptions positively of the products and services being advertised while 40.8% of the respondents disagreed.

Also, 90.8% of the respondents agreed that they understand Nigerian pidgin very well while 9.2% of the respondents disagreed.

## RESEARCH QUESTION 4

Do consumers prefer buying products advertised in Nigerian pidgin better than those advertised in Standard English?

Item I- IV answered research question 4

S/N	ITEMS	RESPONSES				
		Agree	%	Disagree	%	Total
1.	You listen to programs in Nigerian pidgin	100	83.3	20	16.7	100%
II	There are problems associated with the use of pidgin English	35	29.2	85	70.8	100%
III	You understand Nigeria pidgin better than standard English	76	63.3	44	36.7	100%
IV.	You buy goods advertised in Nigeria pidgin, more than those advertised in standard English	69	57.5	51	42.5	100%

**Source, fieldwork 2018**

From the table above, 83%3 of the respondents agreed that they listen to programs in Nigerian pidgin while 16.7% of the respondents disagreed.

Moreso, 29.2% of the respondents agreed that there are problems associated With the use of pidgin English while 70.8% of the respondents disagreed.

Also, 63.3% of the respondents agreed that Nigerian pidgin is more understandable than standard English in advertisements. While 36.7% of the respondents disagreed.

In addition, 57.5% of the respondents agreed that they buy goods advertised in Nigeria pidgin, more than those advertised in standard English While 42.5% of the respondents disagreed.

### **Discussion of findings**

Item I on table 1 showed that 86 students representing 71.7 % of the respondents agreed that Nigerian pidgin is more understandable than standard English advertisements while 34 students representing 28.3% of the respondents disagreed.

Item II on table 1 showed that 61 students representing 50.8% of the respondents agreed that Nigerian pidgin usage has influenced advertisements in Nigeria positively While 59 students

representing 49.2% of the respondents disagreed. Item III on table 1 showed that 74 students representing 61.7% of the respondents agreed that products that are advertised in pidgin English sell more than those in standard English while 46 students representing 38.3% of the respondents disagreed. Item IV on table 1 showed that 102 students representing 85% of the respondents agreed that pidgin English attracts peoples' interest more than standard English adverts while 18 students representing 15% of the respondents disagreed.

Item I on table 2 showed that 6 students representing 5% of the respondents agreed that Nigerian pidgin is only spoken by illiterates while 114 students representing 95% of the respondents disagreed. Item II on table 2 showed that 80 students representing 66.7% of the respondents agreed that Nigerian pidgin English has been generally accepted by most people while 40 students representing 33.3% of the respondents disagreed. Item III on table 2 showed that 111 students representing 92.5% of the respondents agreed that there are more standard English adverts on radio and television than pidgin English adverts while 9 students representing 7.5% of the respondents disagreed. Item IV on table 2 showed that 53 students representing 44.2% of the respondents agreed that Nigerian pidgin should

be encouraged in radio and television stations while 67 students representing 55.8% of the respondents disagreed.

Item I on table 3 showed that 45 students representing 37.5% of the respondents agreed that Nigerian pidgin English is more popular than standard English while 75 students representing 62.5% of the respondents disagreed. Item II on table 3 showed that 117 students representing 97.5% of the respondents agreed that they speak Nigerian pidgin English while 3 students representing 2.5% of the respondents disagreed. Item III on table 3 showed that 71 students representing 59.2% of the respondents agreed that the use of Nigerian pidgin English affects their perceptions of the products and services being advertised positively while 49 students representing 40.8% of the respondents disagreed. Item IV on table 3 showed that 109 students representing 90.8% of the respondents agreed that they understand Nigerian pidgin while 11 students representing 9.2% of the respondents disagreed.

Item I on table 4 showed that 1000 students representing 83.3% of the respondents agreed that they listen to programs in Nigerian Pidgin English while 20 students representing 16.7% of the respondents disagree. Item II on table 4 showed that 35

students representing 29/2% of the respondents agreed that there are problems associated with the use of pidgin English while 85 students representing 70.8% of the respondents disagreed. Items III on table 4 showed that 76 students representing 63.3% of the respondents agreed that they understand Nigeria pidgin better than standard English while 51 students representing 42.5% of the respondents disagreed . Item IV on table 4 showed that 69 students representing 57.5% of the respondents agreed that they buy goods advertised in Nigeria Pidgin better than those advertised in standard English while 51 students presenting 42.5% of the respondents disagreed.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AD RECOMMENDATION**

#### **5.1 SUMMARY**

The study investigated the use of Nigerian Pidgin in advertisement. It also shows that Nigerian Pidgin is used in advertisement, electronic media and so on Benin City , the Edo state capital was used as a case- study . In order to systematically achieve the objectives, four research questions were raised and this includes:

1. How effective the use of Nigerian Pidgin can be in getting the attention of listeners and motivating consumers to go for the product or service promoted?
2. Are there negative attitudes towards the use of Nigerian pidgin in radio, and television station, listeners or speakers.
3. Do radio audiences prefer messages disseminated in Nigerian Pidgin as aired in radio program?
4. Do consumers prefer buying products advertised in Nigerian pidgin better than those advertised in standard English?

The survey research design adopted for the study. 120 respondents drawn through a simple random technique constituted the sample for the study. A structure questionnaire designed with a modified likert scale method made up of a-four-point rating scale of Strong Agree (SA), Agreed (A), Disagreed (D) and Strongly Disagreed (DA) was the instrument adopted for the study. The descriptive statistic method was used to analyze the data which basically involve frequency count, mean score analysis and standard deviation. For the four research questions that were raised to guide after critical analysis the following findings resulted:

1. Majority of respondents speak and understand Nigeria Pidgin English.
2. The use of Nigerian pidgin is very effective in getting the Attention of listeners
3. The use of Nigeria Pidgin English has been accepted by most people.
4. Majority of the audience agreed that advertisement done in Nigeria Pidgin English should be encouraged.
5. Majority of the audience accept that they would patronize products advertised using Nigeria Pidgin more than those advertised using Standard English.

## **5.2 CONCLUSION**

Based on the findings of the study it was concluded that Nigerian Pidgin English is effective in the dissemination of messages done on advertisement and also help to motivate consumers to go for the product or service promoted.

## **5.3 RECOMMENDATION**

The following recommendations are advanced for the study:

1. Advertisers and advertising agency should take advantage of the popularity of Nigeria Pidgin English and employ it usage in packaging and disseminating advert messages especially for products and services meant for the general public.
2. Broadcast media and government agency should also endeavor to make use of Nigeria Pidgin in packaging their grass-root programs and development oriented messages respectively since they are more likely to be understood and interpreted effectively than Standard English
3. Information on media should support the use and official recognition of Nigeria Pidgin.

4. Speaking of Nigeria Pidgin should be encouraged in the educational sector as this Will go a long way in helping Nigerian Pidgin gain more acceptance among citizens since it is already been viewed as inappropriate.

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## APPENDIX

### ASS ASSESSMENT OF THE USE OF NIGERIAN PIDGIN IN ADVERTISEMENT

#### SECTION A

##### Socio- demographic data

1. Age (years):.....
2. Sex: Male ( ) Female ( )
3. Level of study: 100 ( ) 200 ( ) 300 ( ) 400 ( ) 500 ( ) 600 ( )
4. Ethnicity.....
5. Nationality.....
6. Religion: Christianity ( ) Islam ( ) ATR ( ) Others (Specify) .....
7. Marital Status: Single ( ) Married ( ) Separated ( ) divorced ( ) widowed  
( ) others (Specify) .....
8. Place of Birth.....
9. Secondary School Attended: Public ( ) Private ( )
10. Occupation \_\_\_\_\_

## SECTION B

**Q1: How effective can the use of Nigerian Pidgin be in getting the attention of listeners?**

S/N	VARIABLE	SA	A	D	SD
1.	Nigerian pidgin is more understandable than standard English in advertisement				
2.	Nigerian pidgin usage has influenced advertisements to Nigeria positively				
3.	Products that are advertised in pidgin English sell more than those in standard English				
4.	Nigerian pidgin does attract people's interest more than standard English adverts				

**Q2: Are there negative attitudes towards to use of Nigerian pidgin in radio and television stations, as listeners or speakers.**

S/N	VARIABLE	SA	A	D	SD
1.	Nigerian pidgin is only spoken by illiterates				
2.	Pidgin English has been generally accepted by most people				
3.	There are more standard English adverts on radio and television than pidgin English adverts				
4.	Nigerian pidgin should be encouraged in radio and television stations				

**Q3: Do radio audiences prefer messages disseminated in Nigerian Pidgin?**

S/N	VARIABLE	SA	A	D	SD
1.	Pidgin English is more popular than standard English				
2.	You speak Nigerian pidgin English				
3.	The use of Nigerian pidgin English affects their perceptions positively of the products and service being advertised				
4.	You understand Nigeria pidgin very well				

**Q4: Do consumers prefer buying products advertised in Nigerian pidgin better than those advertised in standard English?**

<b>S/N</b>	<b>VARIABLE</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>
1.	You listen to program in Nigerian pidgin				
2.	There are problems associated with the use of pidgin English				
3.	You understand Nigeria pidgin better than standard English				
4.	You buy goods advertised in Nigeria pidgin, more than those advertised in standard English				