

**THE STUDY OF THE LANGUAGE USED IN VANGUARD NEWSPAPERS
ADVERTISEMENT**

BY

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**DEPARTMENT OF LINGUISTICS STUDIES
FACULTY OF ARTS
UNIVERSITY OF BENIN,
BENIN CITY,**

**SEPTEMBER, 2023
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**A PROJECT SUBMITTED TO THE DEPARTMENT OF LINGUISTICS
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THE AWARD OF THE BACHELOR OF ART (B.A) HONOURS DEGREE
IN LINGUISTICS STUDIES, UNIVERSITY OF BENIN, BENIN CITY.**

SEPTEMBER, 2023

APPROVAL PAGE

I **Efeturi-Young Ewoma mildred** an undergraduate student in the Department of Linguistics Studies, of University of Benin, with matriculation number art1801469 have completed the requirement for course work and research for bachelors of art degree in linguistics.

The word embodied in this project is original and has not been submitted in part or full for any other degree or diploma programme of this or any other university or institution.

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PLAGIARISM CERTIFICATION

This is to certify that this project was carried out by **Efeturi-Young Ewoma** with the matriculation number **ART1801469** in fulfillment of the requirement for the award of Bachelor Of Arts Degree (BA) in the Department of Linguistics Studies, Faculty of Arts, University of Benin, Benin city, Edo state, Nigeria.

Efeturi-Young Ewoma

Date

DEDICATION

This project is dedicated to God Almighty who has given me the grace and strength to carry on this work. He has guided me throughout this project and made me not to stumble. I also dedicate this work to my lovely family who encouraged me and supported me through this journey.

ACKNOWLEDGEMENTS

I want to first thank the Lord God almighty once more, it is only by his grace and infinite mercy that I am able to be alive to complete this project. I thank God for giving me the wisdom and strength to carry on even when I felt like giving up. Dear God, I say THANK YOU and I LOVE YOU!

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TABLE OF CONTENTS

Title Page

i

Cover Page

ii

Approval Page

iii

Plagiarism Certification

iv

Dedication

v

Acknowledgements

vi

Table of contents

vii

Abstract

x

CHAPTER ONE: INTRODUCTION

1.0. Background study

1

1.1. Statement of the Problem

3

1.2. Research Questions

4

1.3. Objective of Study

4

1.4. Method of Data Collection

5

CHAPTER TWO: CHAPTER TWO

2.0				Introduction
7				
2.1		Conceptual		Review
7				
2.2		Empirical		Review
15				
2.3	Concern	of	the	Present Study
19				
2.4		Theoretical		framework
19				

CHAPTER THREE: DATA PRESENTATION

3.0				Introduction
23				
3.1		Text		Adverts
23				

3.2 Display classified adverts

28

3.3 Text and displayed classified adverts

31

CHAPTER FOUR: DATA ANALYSIS

4.0 Introduction

34

4.1 Text Adverts

34

4.2 Display classified adverts

37 4.3.Text and displayed classified adverts

40

4.4 Summary of Findings

41

CHAPTER FIVE: SUMMARY, FINDINGS AND CONCLUSION

5.1 Summary

46

5.2 Findings

47

REFERENCES

ABSTRACT

This study presents a stylistic analysis of language in advertisements, focusing on the Vanguard newspaper as a case study. The study explores the techniques and strategies employed in crafting persuasive messages within this specific print media context. By examining linguistic choices, rhetorical devices, and visual elements, it aims to uncover the unique stylistic features that contribute to the newspaper's advertising effectiveness. The data for the study were collected from Vanguard newspaper respectively, each advert was scanned and attached to the work, these adverts encompass a wide range of advert types, which include text and display adverts (with visual elements). Using the linguistics stylistics theoretical framework through a comprehensive analysis, this research sheds light on the intricate relationship between language and advertising within the Vanguard newspaper, providing valuable insights into the art of persuasion, use of metaphorical expression and social influence in print media. Our findings

therefore reveal that language of advertisement employ the use of different devices to drive home its effectiveness, these findings include; Advertisements frequently employ rhetorical devices such as metaphors, similes, and hyperbole to create vivid and memorable messages. These devices enhance the overall appeal of the advertisements, The language in Vanguard Newspaper advertisements often incorporates cultural references, idiomatic expressions, and local context to resonate with the target audience and establish a sense of familiarity, Careful selection of words and phrases is evident, with advertisers opting for persuasive and positive terminology to promote products or services effectively. This includes the use of buzzwords, Beyond language, visual elements such as color schemes, fonts, and layout play a significant role in reinforcing the message The implications of these findings have a big impact on how languages are necessitating concise/careful approaches in advertisements.

CHAPTER ONE INTRODUCTION

1.0. Background study

This study is an attempt to carry out an analysis on language used in Vanguard newspaper, the aim of this study is to discover the different styles and techniques used in communication in vanguard newspaper while advertising and to know the sociolinguistics importance of the use of language in advertisement. According to Willet (2010) on page 4, advertising is a form of communication created to promote goods or services for customer purchase and consumption. It is a type of data that can be found anywhere. When people watch television, they can see advertising that are also heard on the radio, found in newspapers, magazines, and on highways as backdrops and banners. According to Hackley (2005, p. 8),

industry executives frequently view advertising as a potent marketing instrument that enables them to persuade millions of consumers.

Therefore, in promotion, advertising are created to persuade and urge consumers to purchase the product given by.

Advertising is a type of communication that aims to persuade its target audience (readers, viewers, or listeners) to carry out a new activity. The goal of advertising is most frequently to sway consumers' decisions about a product, but it is also frequently used to promote political and ideological viewpoints.

There are peculiar language elements that are proper and acceptable in every linguistic context. The same holds true for advertising. Recall that one of the most fundamental functions of language is communication, and that advertising is a particular type of communication. A specific collection of meaningless utterances does not constitute successful communication. The sender and receiver must share symbolic representations in order for communication to be effective. Therefore, communication is always centered on meaning. A particular advertisement must be meaningful in order to properly reach its target audience; otherwise, its intended goal is lost. In advertisements for products that are thought to be exceptional, advertisers employ language as a manifestation of verbal communication. Advertisements have their own unique language, claims Parsa. Their objective is to enlighten consumers about the business and the impression they wish to project.

In advertising, words are most frequently utilized to reiterate the impression that businesses want their target audience to have. Words are regularly employed in

advertising to connect the pictures produced to the goods they are attempting to sell, according to 2005, p. 846. Thus, language use in advertisements captures consumers' attention by employing persuasive sentences that persuade them to buy goods and services, and it is occasionally subjected to a semiotic system because language has components that would combine with other components to produce some type of communication that are frequently referred to as sign. While the signified and signifier are included in and associated between denotations and connotations, advertisements convey images and text that incorporate signs (Barker & Galasinski, 2001, p. 5).

It's interesting to note how primitive and simple the first newspaper advertisements were. But they also set the tone for more contemporary advertising techniques, which have undergone significant modifications over a long period of time. As a result, there is much that can be said about the language of advertising in Nigeria today. This is made feasible by the fact that advertising has grown more skilled, with copywriters using all the linguistic tools at their disposal to create advertisements that are not only compelling but also aesthetically pleasing. In order to analyze the language of newspaper advertising in Nigeria, this paper will focus on the phonological, morphological, syntactic, and semantic characteristics that give them their appeal and persuasiveness. This study will hence look into the language used in advertisement using a stylistics approach

1.1. Statement of the Problem

Several works have been done on language use in advertisements, but much work has not been done on language used in vanguard newspaper advertisement; hence this work seeks to contribute to the Knowledge of language use in advertisements in Vanguard newspapers using a stylistics approach.

1.2. Research Questions

What are the different types of advert used on vanguard newspaper advertisement?

What are the styles used in communication in each adverts collected?

What are the effects of the use of figurative expression in advertisement?

How cultural and social factors influence the language use within advertisements?

1.3. Objective of Study

Aim and objectives of the study

The objective of the study is to carry out an analysis on the language used in advertisement on Vanguard news paper, while the objectives include:

To examine the different types of advert used on vanguard newspaper advertisement

To examine the style used in communication in each adverts collected.

To investigate the effect of the use of figurative expression in advertisement

Explore how cultural and social factors influence the language use within advertisements

1.4. Method of Data Collection

The primary data source for this study is collected from Vanguard Newspaper, one of the prominent newspapers in Nigeria known for its extensive coverage of advertisements. A systematic sampling technique was employed to select a representative sample of advertisements from the newspaper. The sample comprised a diverse range of product categories, including consumer goods, services, and public service announcements. Both print and online editions of Vanguard Newspaper were considered for data collection.

1.4.1 Print Data Collection

To collect data from the print edition, advertisements were cut out and scanned from the physical copies of Vanguard Newspaper. The selection of advertisements was guided by criteria such as frequency, prominence, and relevance to the research objectives. A total of [specify number] advertisements were collected over a period of [specify time frame]. Each advertisement was documented and labeled with relevant information, including publication date, page number, and product category.

1.4.2 Online Data Collection

For online data collection, advertisements were extracted from the official website of Vanguard Newspaper. A web scraping tool was utilized to screenshot the advertisements in digital format. Similar criteria for selection and documentation were applied as in the print data collection method. The online data collection

covered the same time frame as the print data collection to ensure temporal consistency.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter gives an insight into various studies conducted by outstanding researchers, as well as explained terminologies with regards to the language of newspaper advertisement. The chapter also gives a resume of the history and present status of the problem delineated by a concise review of previous studies

into closely related problems, hence this chapter will be divided into four parts; Conceptual review, empirical review, concern of the present study and theoretical framework.

2.1 Conceptual Review

The study of the language used in newspaper advertisements falls within the realm of linguistics and media studies. It involves analyzing the linguistic features, persuasive techniques, and communication strategies employed in advertisements to influence readers and promote products or services. This section will review terms related to this topic of discussion, these terms will be defined to create a plain knowledge on their uses. Terms to be reviewed here include: Advertisement, Newspaper, Style, language and language used in newspaper

2.1.1 Advertisement

Advertisement is a public notice or announcement according to Jean Kilbourne (born 1943): Jean Kilbourne is a social theorist and filmmaker known for her work on media representations of women and advertising's impact on society. She views advertising as a powerful socializing agent that shapes cultural norms and perpetuates harmful stereotypes. Advertising messages are usually paid for by sponsors and viewed via various traditional media: including mass media such as: newspaper, magazines, television commercials, radio advertisement, outdoor advertising or direct mail, or new media such as websites and text-messages. Advertisement makes up a big part of a newspaper. Why do you think there are so many? (Adverts not only help businesses sell things, they also help the

newspapers). The price we pay for newspapers only cover a small portion of the production costs. Advertising helps to pay the rest of the costs. So newspapers only don't have to worry about what readers want to see in the paper, they also have to satisfy the needs of the advertisers. This can sometimes be tricky.

2.1.2 Newspaper

Newspaper is a printed publication (usually issued daily or weekly) consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence. Newspapers have served as a kind of advertising. Indeed, for a long time, the only significant media outlets available to advertisers were newspapers and magazines (Belch & Belch, 2012). The first printed advertisement, touting the amazing properties of a secret medication, originally appeared in a German news flyer in around 1438, ninety years after Gutenberg invented the printing machine (Russell, Lane, and Kleppner, 1993).

Newspaper reading habits have changed, declining steadily since irruption of the broadcast media, as consumers began to prefer radio and particularly television as their primary source, not only for entertainment but also for information (Belch & Belch, 2012). Later, the emergence of the Internet accelerated the decline of the newspaper industry, which reached its full maturity at the end of the last century. In recent years, the Internet has become the first source of news, surpassing the print media (Pew Research Center for the People & the Press, 2008).

Today, readers do not seem to be willing to pay for print newspapers, because they can get online sports, business, national and international news commoditized and

do not perceive enough of a difference to pay for something they can get for free (Belch & Belch, 2012). The willingness to pay for news is lower in the case of the online format. Different surveys show most people are not inclined to pay for online news and would abandon those newspapers or outlets that charge for articles or features. The Internet has become consumers' primary news source, drawing an increasing number of advertising.

2.1.3 Language

Language has been defined and explained by different scholars based on their intuition, some of these definitions presented below; Alshami (2019) in his work language and linguistics explained language to be a means of communication used in conveying our thoughts, ideas, feelings, and emotions to other people. Bihari Dash (2023) reviewed Noam Chomsky's definition of languages, which sees language as "the inherent capacity of the native speaker to understand and form grammatical sentences", a language is a set of (finite or infinite) sentence, each finite length and constructed out of a finite elements". This definition of language considers sentences as the basis of language.

Hakeem (2018) in his online article reviewed several scholarly definition of Language, which Lyons (1981) was present, this definition explains that language is the principal system of communication used by particular groups of human beings within a particular society of which they are members. This definition explicitly explains that language is the only thing that distinguishes humans from animals as social beings.

Language can either be spoken, written, sign and gesture, these all are effective in situations which they are needed.

2.1.4 Style

Style often refers to the particular manner something is presented. It includes characteristics that give anything its individuality or recognizability, such as aesthetics, patterns, and decisions. Style in literature refers to how a writer employs language to express ideas and establish a distinctive voice and tone. It includes, among other things, aspects like word choice, sentence construction, tone, and metaphorical language. Depending on the genre, readership, and desired effect of the writing, an author's style can range considerably from formal to informal, simple to complicated, direct to indirect.

In advertising, "style" refers to the unique and consistent visual, verbal, and emotional characteristics used to convey a brand's identity and message. It encompasses elements like color schemes, typography, imagery, tone of voice, and overall design choices. A well-defined style helps a brand stand out and creates a memorable and recognizable identity for its target. In the context of advertising, "style" goes beyond just the products or services being promoted. It's about how a brand presents itself to the world and how it creates a consistent and cohesive image that resonates with its audience.

Here are some key aspects of style in advertising:

Visual Elements: These are things like color schemes, fonts, logos, and pictures.

Consumers can easily know the company thanks to consistency in these factors. For instance, Nike's identifiable visual style includes their red and white color scheme and their distinctive swoosh

Images and graphics: The selection of images, whether they be pictures, drawings, or graphics, affects the overall style. Depending on their target market and message, various businesses may use realistic, minimalistic, or abstract images.

Layout and Design: An advertisement's layout and design play a part in how it conveys style. Whether it's a simple, minimalist layout or a busy, active one, it helps establish a unified look and feel.

Emotional Connection: Style frequently arouses feelings or a certain mood. A luxury brand can have a classy, refined aesthetic, whereas a brand targeted toward young people might have a more upbeat, lively aesthetic.

2.1.5 The Language of Newspaper Advertisement

Lexical Features of Language Use

The studies reveals that advertisers frequently use figurative expressions, the use of simple diction, proper names and emotive expressions in advertisement.

The use of figurative expressions is one of the unique characteristics of the language of advertising. According to one critic Genette (1982) who observes that a rhetorical figure is an expression that deviates from expectation and occurs at the level of form rather than content implies that a figure is an expression that deviates from the norms of English grammar. The expression's ability to create

imagery in the minds of the readers is what makes the expression figurative. Perhaps the simple way could have been “enjoy the funs and excitement this season”, but there is a deviation from convention or norm; this is deliberately done to infuse figurative elements in the entire expression.

Newspaper advertising frequently employ figurative language to draw readers in, deliver messages in more inventive ways, and create content that readers will remember. Here are a few applications for them:

Eye-catching headlines and taglines frequently use metaphorical language to pique curiosity. For a travel agency, "Unleash Your Inner Explorer" might be utilized to evoke the notion of adventure.

Similes and metaphors: These parallels can increase the relatability and interest of a commercial. A luxury automobile commercial may use a metaphor like "The Road Is Your Runway," equating driving with a glitzy fashion show.

Catchphrases and Slogans: Figurative expressions frequently serve as the foundation of a brand's identity. Consider Nike's "Just Do It" slogan, which emphasizes both motivation and tenacity in addition to physical exercise.

Figurative language has the power to arouse emotions. Find Your New Best Friend might be the tagline of an advertisement for a pet adoption drive, equating getting a pet with finding a best friend

Symbolism: Using symbolic language can convey deeper meanings. An ad for a fitness center might use a mountain image with the slogan "Conquer Your Goals."

Personification: Giving human qualities to non-human entities can create a relatable and emotional connection. A smartphone advertisement might show the device "smiling" or "communicating" with users.

Hyperbole: Exaggeration for emphasis is another tool. For instance, an advertisement for a refreshing drink might say, "Quench your thirst like never before!"

The use of simple diction refers to the tendency of advertisers' use of simple direct and familiar kind of language to communicate sense to the potential customer/client. One of the arguments put forward by critics about the language of advertising is that the language must be simple to the understanding of an average audience. Broom (1978, p. 28) argues that: The language of advertising is audience oriented... this is because, notwithstanding the level of socialization and learning of the advertiser he or she does not impose this on the listener rather language that is transparent is used. Here Broom observes that the language of advertising is characterized by the use of transparent or simple diction irrespective of the advertiser's level of education. The simplicity of the language is so that the aim of the advertisement reaching out to a large number of potential customers/client would not be defeated with the employment of complex and opaque language. The essence of using simple dictions, according to Broom (1978, p. 28 & 29), is "...so that advertisement will not be boring to the listeners who expect first hand information".

Using simple diction in advertisements involves using straightforward and easily understandable language to communicate messages to a wide audience. This approach is particularly effective in making information accessible, creating clarity, and ensuring that the advertisement's content is quickly comprehensible. Here's how simple diction is used in advertising:

Clear Communication: Simple diction avoids complex vocabulary and convoluted sentence structures. This ensures that the intended message is communicated clearly and immediately, without the need for readers to decipher complicated language.

Clarity: The message of the advertisement is made clear and simple to understand by using simple language, which enables readers to understand the content without difficulty or ambiguity.

Immediacy: To attract readers' attention and deliver key messages quickly within the brief period that readers spend reading through newspapers.

Inclusion: Readers of all ages, educational levels, and linguistic backgrounds can be catered to through simple language. By using this strategy, the advertisement can reach more people.

2.2 Empirical Review

El-Dali, (2019). In his article titled “The Language of Consumer Advertising: Linguistic and Psychological Perspectives”. Examined the consumer advertising which is directed towards the promotion of some product or service to the public.

His study aimed at uncovering the basic elements of most, influential and discourse in advertising of the 21st century in the advertising text. He focused his attention on the interaction of language, image and layout, and examined advertising persuasive strategies. In doing so, El-Dali, (2019) employed the use of linguistics theory (particularly pragmatic, psycholinguistic and sociolinguistic). He went further to provide analyses of some adverts, using different ways of interpretations; and ends with a discussion on the interrelationship between culture and advertising discourse. His conclusion include that, culture and values of a people have a great influence on advertisement in a particular linguistics community, for his study he discovered that the Arabic culture has influence in the nature of advert, since Arabic is predominant in that linguistics community, as most advert were constructed in Arabic

Oluwole, (2012) in his work “A Sociolinguistic Analysis of Advertising Language in Selected Nigerian Mass Media Commercials” opined that Advertising is a form of communication and it is one of the oldest professions in the world. It is as old as humanity. According to Him language is the market instrument which advertisers use to influence the behaviors of consumers at the point of purchase. Oluwole A. (2012) collected his data from selected mass medias in Nigeria including radios and television and aimed the focus of his paper on discussing the essential characteristics of advertising language in the mass media which enables the advertisers to reach the target audience and also to find out how advertising language influences the consumer’s purchasing attitude. He carried out his analysis

using the Interactional sociolinguistics theory. His analysis postulated that adverts contain extra-linguistic factors such as context of situation and illustrations which play a significant role in determining the overall texture of an advertisement and its effectiveness, hence advertisement is aimed at selling goods and services and in achieving this, the language of advertisement must be able to persuade consumers. the language must be well designed to appeal to man's emotions.

Adegbija, (1982), Oyeleye, (1997), Adejumo and Odebumni (1998) and Odebami (2002), in their work classified advertisement into six types namely, consumer, retailer, industrial, financial, classified and public services. According to them, consumer adverts aim to appeal to members of the public to purchase goods and services. Retailer adverts seek that consumers buy products. In financial adverts, financial institutions incite the public to get their services promoted. Classified adverts, published in special pages of the newspapers/magazines, and ordered (classified) according to subject are meant for the consumption of an exclusive readership who may be interested in the products or services.

According to Crystal and Davy (1969) the importance of the stylistic method in the analysis of language used in advertisement is paramount to the linguistics world, stating that it is the function that determines the 'style'. Coulson, (1984) also opines that the language of advert is informative, persuasive, and emotive and product claims. From this position, the language of advertisement serves the function of informing the public about the availability of a product in the market. It

is also a persuasive and emotive language meant to appeal to the minds of the consumers. Coulson's work was focused on language used in advertisement in marketing, his findings reflects that marketing cannot be promoted without advertisement

According to Broom (1978) in his book "A Theory of Figure in French Literacy Theory Today, language of advertising is targeted at the audience's ability to decode the message in the advert therefore the advertiser does not bring to bear his level of sophistication when using language in advertising. Commenting further on the language use in advertising, Broom views that: Transparent and easily accessible language is used so that the advertisement will bring to the listener, who expects first hand information from any piece of advertisement (1978, p. 28 & 29). Sharing the above view Broom observes that: ... the language of advertising is audience oriented ... this is because, notwithstanding the level of socialization and learning of the advertiser, he or she does not impose this on the listener, rather language that is transparent is used (1978, p. 28) In other not to bore the listener, the language of advertising is characterized with the use of simple diction which will expose the message first hand. Broom (1978) concluded his findings stating that, only a targeted audience can understand specific adverts channel towards them.

According to Corbett (1990, p. 76), 'a rhetorical figure is traditionally defined as an art of deviation'. A figure in the language of advertising is one that tends to deviate from the norm. Another scholar, Genette, writing on the language of

advertising states: A rhetorical figure is an expression that deviates from expectation ... the expression is not ... nonsensical or faulty and it occurs at the level of form rather than content (1982, p. 12). Genette is of the view that a rhetorical figure indeed is a deviation from the norm; however, a figure must make sense. Genette argues that figures in the language of advertising only affect the form and not the content. The basics of Corbett (1990) work was to point out the importance and role metaphorical expressions play in advertisement stating that metaphorical expressions are used as catching phrase to get the attention of audience

2.3 Concern of the Present Study

This study is focused mainly on the stylistic study of language used in advertisement on Vanguard newspaper. The aim of the study will be achieved by employing a stylistics approach also in the analysis of the data collected for the study from Vanguard newspaper. This present study is different from the previous study as it approaches the analysis of collected advert from Vanguard news paper alone using a stylistic approach to examine the linguistic devices and techniques used in advertisements to convey messages effectively, to investigate the impact of linguistic choices on readers' emotional responses and engagement with the advertised content and to explore how cultural and social factors influence the language use within advertisements, this is to bring out the contextual and societal linguistic importance of language use in advertisement.

2.4 Theoretical framework

The theoretical framework for this study is stylistic criticism.. Young (1969) as cited by (Osundare) sees stylistics as a ‘pre-critical activity’ (2003, p. 34) which is basically concerned with a clinical analysis of how language works. Stylistic criticism, also known as stylistic analysis or literary stylistics, is an approach used to analyze and evaluate the language and style of a literary or artistic work. It focuses on the choices made by the author or creator in terms of language, structure, imagery, and other stylistic elements. It involves a close examination of the linguistic choices made by the author to understand how these choices contribute to the overall meaning, tone, and effect of the work. It further advocates choice as very paramount because choice itself goes beyond the surface structural appearances of style to the creative deep dynamics and imperatives of style option. It is important to observe that the writer’s medium, language is a shared social activity and at the same time culture nourishes language.

Halliday (1978) from a systemic perspective on language declared that all choices or options are embedded in the language system which is a network of options from all functions of language. Stylistic criticism in advertising helps marketers, advertisers, and consumers gain a deeper understanding of the strategic choices made to convey messages and promote products or services. It allows for a more nuanced appreciation of the artistry and intent behind the advertisements we encounter in our daily lives.

The language of advertising, like every other field or discipline, has a language of its own, very often it does not follow the grammar or logical rules of the everyday language. It is a kind of language that functions and familiarizes itself with the context in which it is used. Disciplines such as law, Journalism, Arts and Humanities etc have kinds of languages peculiar to them such that the linguistic features employed directs one to know the field that such language use belongs. This clearly shows the inevitable power of language and its capacity to influence people and their behavior's. This is also true in the field of advertising where the choice of language affects the way messages are composed and conveyed; and the way of possible inflections and usages that language lend itself to. Application of stylistic tools reveals differences between the two texts in language use and organization, which include system of writing, paragraphing, spacing, capitalization, punctuation and even font size.. Semantically too the lexical choices contained few unique usages. This explanation so far shows that language can be put to several uses and quite interesting discoveries could be recorded no matter the number of times a research is carried out on a particular field as it is the case with the work mentioned above and the one in this study. The language of advertising normally is very positive and emphasizes why one product stands out in comparison with another. It could be assessed from different areas of stylistic analysis such as: to compare and contrast language use in select newspaper and magazine; discover what linguistic features are used and why these linguistic features are used instead of others.

2.4.1 Justification and Relevance of the theory

The relevance of stylistic theory helps in explaining how linguistic expressions of language in advertisements are explained and understood in their context of usage, portraying knowledge of a particular word and as a result their context of usage in turn helps in understanding expressions used in line with the vanguard news paper. In justification of this theory, to understanding the concept language used in advertisement one must take into consideration the style and context of usage of word as part of the interpretation of these adverts collected for the present study.

CHAPTER THREE

DATA PRESENTATION

3.0 Introduction

This chapter contains data collected for this study, the data are ads collected from vanguard newspaper, and these ads are collected from vanguard hardcopy newspaper and online news paper. The data will be grouped into three groups, which are: text classified adverts, displayed classified advert, text and display classified advert.

3.1 Text Adverts

These are text adverts and appear in a classifies section of the news paper, these adverts are appropriate for job opportunities, marriages, lost but found, name change etc.

Figure 1.

Figure 4

Figure 5

Figure 6

Figure 7

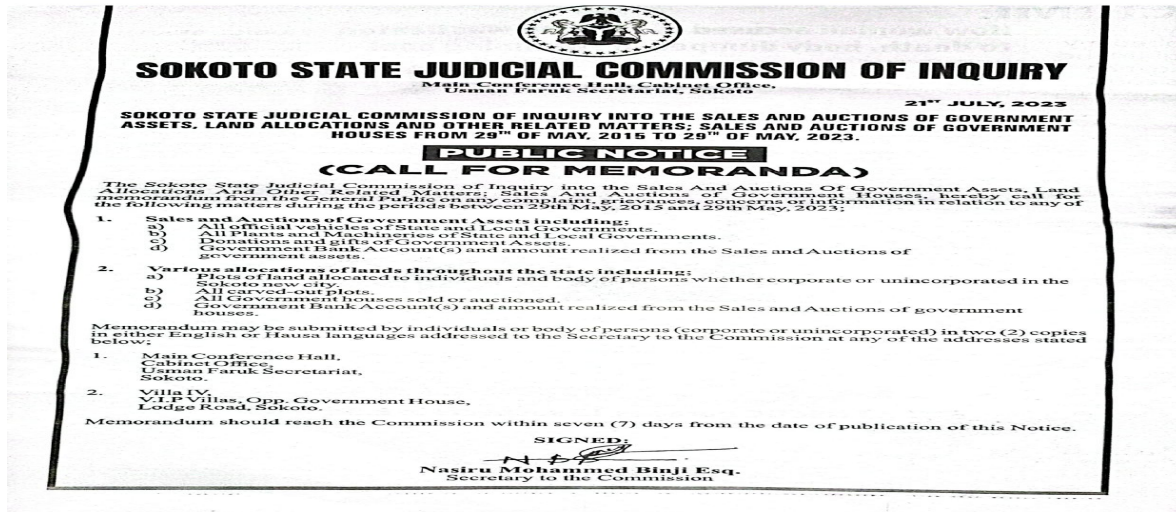


Figure 8

3.2 Display classified adverts

These adverts are composed of photos in conveying of their messages, these adverts are more expensive than the text classified adverts, and are used by bigger companies.

Figure 9



Figure 10

مدرسة فويج العالمية ابوجا
VOYAGE
 INTERNATIONAL SCHOOL ABUJA
 Day & Boarding

Admission is Ongoing

TAHFEEZ-UL QUR'AN & ARABIYYAH
 EARLY YEARS
 PRIMARY
 SECONDARY
 ISLAMIYYAH

Offerings:

- Entrepreneurship/Skill Contents
- Coding and Artificial Intelligence
- Leadership/Essential Skills
- Etiquette and Character Education
- Community Impact Outreach
- Martial Art/Swimming Academy
- Enhanced Digital Learning
- Monte: Montessori/Smart Assembly
- Integrated Curriculum- Montessori, Nigerian & British

wedevelopa WHOLEchild
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 Info@voyageschools.org, @voyageschools
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 08067888888, 08163939393, 07056466666

Figure 11

Rahamaniyya
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NEW WAY OF FARMING

FACTORY ADDRESS: Asare Town, along Kalambaina/Wammako Road, Wammako L.G.A, Sokoto State, Nigeria.
HEAD OFFICE: No 10 Gimbiya Street, Area 11 Garki, Abuja FCT, Nigeria.
TEL: +234 9161650587, +234 8127027474.
email: rahamaniyyafertilizer@gmail.com

Figure 12

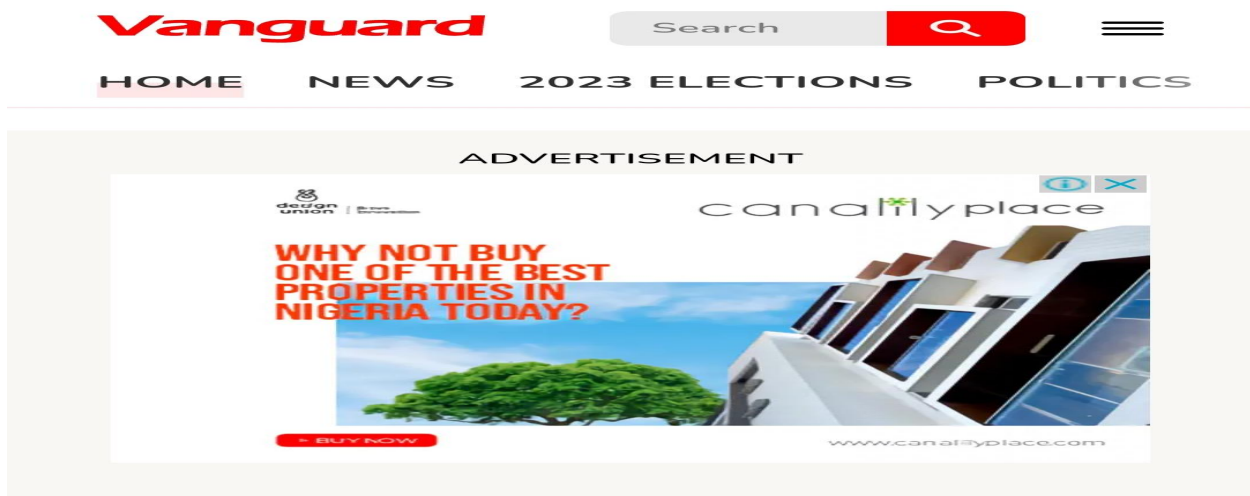
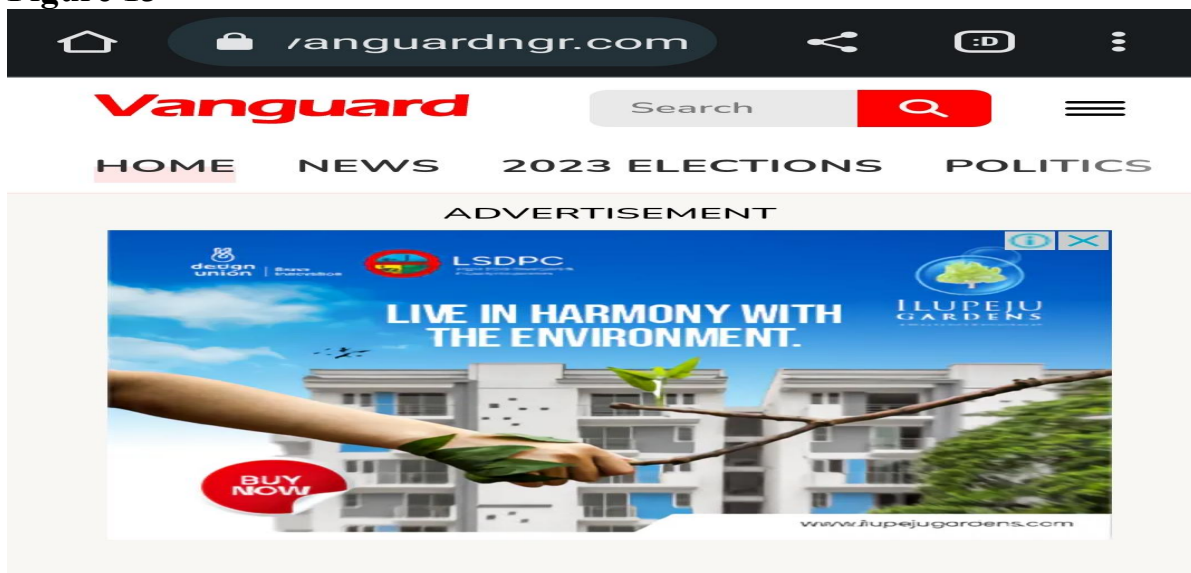


Figure 13



3.3 Text and displayed classified adverts

These adverts are made up of both text and images together; these adverts are used by bigger companies as they occupy more space and can take up to one page.

Figure 14

Vanguard, FRIDAY, JULY 21, 2023 — 1

COMPUTER TO PLATE (CTP) MACHINES FOR SALE !



THERMAL PLATE IMAGER

- Model : PT R8600
- Manufacturing Date : March 2005
- Volt : 220 - 240v.
- Amps : 35A.
- MFG : 5855

HEIGHTS PROCESSOR .

- Model : INCA 70
- S/NO : MR 7519
- Manufacturing date : 2014
- Volt : 220 - 230v.

MAKO 4 CTP IMAGER.

- Model No : 111111 - X59
- S/No : 2210
- Manufacturing Date : December 2013
- Volt : 100 - 240v
- Ampage 3A
- Frequency 50/60 H3

Please, Contact The Admin Mgr. 08033044514, Admin Officer : 08094864196 or Abayomi 07031945534 for inspection after which interested bids Should thereafter be submitted in a sealed envelope (Marked) :- CTP Machines Bids , Admin dept, Vanguard Media Ltd , Apapa , Lagos .

Page 3

do it YOURSELF

HOW TO MANAGE YOUR MOBILE DATA USAGE WISELY

DATA usage is how much data your phone operator charges you for. You can check and change your data plan. You can also check and change your data plan. You can also check and change your data plan.

Here are the tips:

- **Disable mobile data when it is not needed.** Use data sparingly when you are not needed. Use data sparingly when you are not needed.
- **Use Wi-Fi hotspots where you can to save your mobile data.** Use Wi-Fi hotspots where you can to save your mobile data.
- **Use Wi-Fi connections where you can to save your mobile data.** Use Wi-Fi connections where you can to save your mobile data.
- **Use Wi-Fi connections where you can to save your mobile data.** Use Wi-Fi connections where you can to save your mobile data.

PHOTOS: GOOGLE




Figure 18

Page 3

do it YOURSELF

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PHOTOS: GOOGLE




CHAPTER FOUR DATA ANALYSIS

4.0 Introduction

This chapter contains the analysis of the data collected for the present study, these data collected from newspapers will be analyzed using the stylistic theory, the various style employed by the newspaper in the publication of their adverts which include the use of visual effects, image and graphics, emotional connection, use of figurative expression, and societal influence and effect will be considered and the linguistics importance and functions pointed out, this analysis will be done following the objectives of the study and providing answers to the research question.

4.1 Text Adverts

These are text adverts and appear in a classified section of the news paper, these adverts are appropriate for job opportunities, marriages, lost but found, name change etc. Text adverts, often referred to as text-based advertisements or textual advertisement, are a form of advertising that relies solely on text to convey a promotional message. These advertisements commonly appear in search engine results pages or within websites in the online vanguard newspapers and are typically clickable, leading users directly to the advertiser's website.

Fig 1 (a job advert)

Style of communication

The use of descriptive tool: this advert uses a descriptive tool as a style to pass information to its audience. It contains job opportunities and the different vacancies are described, as seen in the adverts, positions such as “landscaping trainee” and “geographers trainee”. The requirements for these positions are also presented in a descriptive manner, as seen in the advert such include; “a bachelor degree with a minimum of second class...” the job requirements are also presented using a descriptive tool. The style used here speaks volume on what type of advert it is, the using of descriptions of roles and requirements depicts that it is a job advert.

Fig 2 (a job advert)

Style of communication

The use of descriptive tool: This advert is an advert showcasing job opportunity, the style of communication used here depicts the use of descriptive words, and these words describe the roles of vacancy available in the company which is involved in the advert. The job advert on fig 1, from ministry of physical housing planning Urban and Regional Development Benin city, Edo state placed its advert using a descriptive style of communication by describing several roles such as; “architect trainee”, “estate surveyor trainee”, “quantity surveyor trainee” and “builder trainee”.

The job duties were also highlighted using a descriptive tool, such include; “collaborate with senior engineer to assist in the development....”, support in the planning design and execution of infrastructural projects and ...”

The use of imperative tool: The requirements were also presented using an imperative tool, where qualifications and items needed from the applicants were stated using command (imperative) tones such as; “candidate must possess minimum academic requirement...”, “candidate must possess NYSC”.

Fig 3 (a workshop advert)

Style of communication

The use of descriptive tool: this advert uses a descriptive tool to describe a workshop to a particular audience who work in Nigerian university system. The use of descriptive tool was used to describe the aim of the workshop, as seen in the advert as “A training program for national universities and commission and the ministry of education on effective national system for innovation in Nigeria”. The use of description as a style of communication was also used to describe the date, time and place for the event.

Figure 4 (a property advert)

Style of communication

The use of warning: this advert uses the tool of warning as style of communication to send a message to the specific audience. Words such as; “please beware!!” This tool warns audience that a particular property is not for sale and the public should beware of scammers who will try to sell the property to them.

The use of declarative tool: this advert also uses a declarative tool to convey it information to the public. As seen in the advert; “this is to notify the general public that the property situated...”

Figure 5 (change of name advert)

Style of communication

The use of declaration: this advert is used to present change of name of women who got married and wants to follow the legal way of declaring that they have change their names. This adverts use a declaration method to state their intent, such declaration as in this manner, “I formerly known and addressed as miss now wishes to be called as Mrs ... all documents bearing former names remain valid, general public and authorities concern take note”

4.2 Display classified adverts

Display advertisement are perhaps the most recognizable type of advertisement. These are visual advertisements that appear on websites, typically in the form of banners, images, or videos. Display advertisement aim to create brand awareness and entice users to click on them, leading them to the advertiser's website.

Figure 9 (daily pod cast advert)

Style of communication

The use of Imagery: this advert displays and showcase the Nigerian daily podcast, the style of communication used here is the use of imagery are seen to be employed in this advert, images such as microphones are used to show that the recording aspect of the Nigeria daily podcast, also the image of someone putting on headset, this is used to describe how a podcast show looks like

Figure 10 (school admission adverts)

Style of communication

The use of Imagery: this advert displays and showcases the availability of admission for a school. This advert makes use of imagery in conveying its messages, such images as students, books, uniform and different colors are used in this advert to show that the subject of this advert is a school. The use of color is

also employed to tell the nature of school (nursery and primary), having it that children communicated better through colors.

The use of the image of the hijab worn by one of the students in the picture also shows that the school in question is an Arabic school

Figure 11 (advert of a factory)

Style of communication

The use of Metaphor: this advert showcases a factory for farming. The style of communication use in this advert involves the use of metaphor and simile. Metaphors and similes were found in this advertisement, For example, the brand used the metaphor "the new way of farming" to associate their farm produce to present day techniques.

The use of imagery: this advert uses images as a style of communication. Images such as; bags of produce, tractors, works and crops are used to show that the advert is connected with agriculture and food production, with this the audience are already

Figure 12 (a property sale advert)

Style of communication

The use of persuasive tool: this advert showcases the sale of properties, this advert makes use of persuasive tool as a style of communication, and the use of

words such as “why not buy one of the best properties in Nigeria today” was seen to be used

The use of imagery: the use of imagery was used in this advert as a style of communication to convey its message; image of a building was seen.

Figure 13 (advert of a garden)

Style of communication

The use of persuasive tool: this advert showcases the sale of a garden this advert makes use of persuasive tool as a style of communication, and the use of words such as “live in harmony with your environment” was seen

The use of imagery: this advert makes use of imagery as a style of communication to convey its message; image of a garden was seen.

Text and displayed classified adverts

These adverts are made up of both text and images together; these adverts are used by bigger companies as they occupy more space and can take up to one page. The world of advertising has evolved significantly over the past few decades, with the advent of technology playing a crucial role in this transformation. Display and text ads are prominent types of advertising methods utilized by businesses to reach their target audience

Figure 14 (advert of computers for sale)

Style of communication

Use of Rhymes: this advert uses and utilize alliteration and rhymes to create catchy slogans and memorable brand names. For instance, in the slogan "Computer to Plate Machine for Sale," The repeated "e" sound adds a rhythmic quality and reinforces the message.

The use of imagery: this advert employed the use of imagery of a printer machine to portray its message.

Figure 15 (advert of vehicles)

Style of communication

The use of Rhetorical Questions: this advert makes use of the Rhetorical questions as a tool and style for communication, these rhetorical questions are strategically used to engage readers and prompt them to consider the benefits of the advertised product or service. For instance as seen in this advert "Want to experience ultimate luxury on the roads?" and "Dream of driving in style?".

The use of imagery: this advert employed the use of imagery of a car to portray its message.

Figure 17 (advert of how to manage mobile phone data)

Style of communication

The use of encouraging and inspiring words: in this advert the tool and communicative style of inspiration is use, such as “do it yourself”, this gives the audience so much courage and confidence in themselves.

The use of imagery: this advert employed the use of imagery of a hand holding a phone, Google and a phone in isolation to portray its message.

4.4 Summary of Findings

The analysis of the data exposed the following to the researcher:

Varieties in advert types: there are different forms of advert, which includes the use of text, images and combined

The use of Persuasive language: The language used in advertisements plays a crucial role in persuading and influencing the readers, example can be found in figure 12 where the persuasive phrase “why not buy the best properties in Nigeria today” was used to advertise sales properties. In this section, we analyze the persuasive language techniques employed in the advertisements found in Vanguard newspaper.

Use of Emotional language: Advertisers often use emotional language to evoke specific feelings and connect with the audience on a deeper level. We observed a prevalence of emotional appeals particularly those promoting products related to personal well-being and family. For instance, in an advertisement figure 13 for a healthy living around a garden, the use of phrases like “live in harmony with your environment” and "Enhance your life" aims to appeal to readers' desire for better health and happiness.

The use of imagery: all display adverts makes use of images to relate their intention to their target audience

Consideration of Audience: Different target audiences require tailored messaging to maximize engagement and impact. Advertisers adopt various language strategies to connect with specific demographics effectively.

Advertisers were observed to include demographic-specific content in their advertisements. For instance, advertisements for children's products often featured playful language and colorful visuals, while advertisements targeting older adults emphasized reliability and security.

The analysis also shown the use of figurative expressions they are as follows:

The following are the figurative expression found in the data collected

Use of Rhetorical Questions: Rhetorical questions are strategically used to engage readers and prompt them to consider the benefits of the advertised product or service. For instance, an advertisement for a luxury car brand poses questions like "Want to experience ultimate luxury on the roads?" and "Dream of driving in style?". Such questions aim to stimulate curiosity and desire, encouraging readers to imagine themselves in the advertised scenario. See figure 15

Use of Rhymes: Advertisers often utilize alliteration and rhymes to create catchy slogans and memorable brand names. For instance, an advertisement for a new energy drink brand featured the slogan "Computer to Plate Machine for Sale." The repeated "e" sound adds a rhythmic quality and reinforces the message. See figure

14

The analysis also shown the influence of cultural factors in advertisement, they are as follow:

Social Factor and Influence: Localization and cultural relevance are crucial aspects of advertisements. Advertisers in Vanguard newspaper often incorporate local cultural references to resonate with the target audience. Example is in figure 10, where the use of Arabic was used in the advertising of a school to capture the attention of the Islamic (Arabic) communities

Cultural factor: In some advertisements, such as in figure 11, native languages or dialects were used to create a stronger connection with regional audiences. This was particularly evident in advertisements promoting traditional or culturally significant products and events. see

Peer group and age factor: Advertisements targeted towards younger audiences tended to use a more informal and conversational tone. On the other hand, advertisements catering to professionals and businesspeople were crafted with a formal and authoritative tone. Understanding the preferences of the target audience is vital for advertisers to communicate effectively.

In conclusion, the language of advertisements in Vanguard newspaper employs a range of persuasive language techniques, rhetorical devices, cultural references, and audience engagement strategies. By analyzing these language elements, we gain valuable insights into the effectiveness of advertising strategies and their impact on the readers' perceptions and behaviors. Understanding these language

patterns is essential for advertisers and marketers to create compelling and impactful advertisements.

CHAPTER FIVE

SUMMARY, FINDINGS AND CONCLUSION

5.1 Summary

Throughout this study, we examined the intricate relationship between language and advertisements. Language was revealed to be a powerful tool that shapes consumer perceptions, influences purchasing decisions, and establishes brand

identities. The use of persuasive language, emotional appeals, and linguistic devices were found to be common strategies employed in advertisements across various mediums. The chapter one open with a background of the study, we explored how language reflects cultural values and can lead to varying interpretations by different people. The chapter two presented a literature review on previous works of scholars drawing a base on which this work can be established, chapter three presented the data, while chapter four analyzed the data, by looking into the linguistics properties of adverts collected. Additionally, the impact of linguistic clarity, simplicity, and creativity on the overall effectiveness of an advertisement was highlighted. The study also delved into the ethical considerations surrounding language manipulation and its potential effects on consumer trust.

5.2 FINDINGS

Based on the insights gained from this study, several findings were revealed, which include:

Vanguard newspaper makes use of both texts and visual image display in conveying adverts.

Several figurative expressions were found to be present from the analysis, these figurative expressions include: simile, metaphor, rhetorical questions, rhymes and hyperbole. They were used to facilitate the effectiveness of the advert

Adverts in vanguard newspaper make use of catchy phrases and persuasive words

Advert in vanguard newspaper makes use of emotional words and uses words in consideration of the audience

Advert in vanguard newspaper makes use of different forms of imagery

Advert in vanguard newspaper considers the influence of cultural factors in advertisement, which include; Social Factor and Influence (localization and cultural relevance put into cognizance). Cultural factor (native languages or dialects put into cognizance). Peer group and age factor (age put into cognizance)

Understanding the preferences of the target audience is vital for advertisers to communicate effectively

5.3 Conclusion

In conclusion, the significance of language in advertisements cannot be overstated. It serves as a bridge connecting brands with consumers, conveying messages that evoke emotions, desires, and actions. The effectiveness of an advertisement heavily depends on the choice of words, tone, and cultural sensitivity. Successful advertisements leverage language to create memorable and relatable experiences that resonate with their target audience.

The language of advertisement, as exemplified by the Vanguard Newspaper, serves as a compelling case study that underscores the power and significance of effective communication in the world of marketing and promotion. Throughout this exploration, we have witnessed how language is meticulously crafted and strategically employed to capture the attention of a diverse readership, convey

persuasive messages, and ultimately drive consumer behavior. Vanguard Newspaper, with its extensive reach and influence in Nigeria, has demonstrated expertise in employing linguistic techniques that resonate with its audience. The language of its advertisements is a blend of creativity, cultural relevance, and persuasive rhetoric, all designed to elicit emotional responses and compel readers to take desired actions.

Furthermore, this case study has revealed the dynamic nature of the language of advertisement. In an ever-evolving media landscape, advertisers within the pages of Vanguard Newspaper continually adapt to changing trends and consumer preferences. The newspaper serves as a mirror reflecting not only the aspirations and desires of its readers but also the evolving language strategies employed by advertisers to remain effective and relevant.

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