

**THE USE OF THE ENGLISH LANGUAGE IN THE ADVERTISEMENT
OF PHARMACEUTICAL PRODUCTS IN NIGERIA**

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CERTIFICATION

This project work, *The Use of the English Language in the Advertisement of Pharmaceutical Products in Nigeria*, written by Oladipo, Abiola Mary with registration number PG/MA/66423, is approved as meeting part of the requirements for the award of the degree of Masters of Arts in English as a Second Language.

I, Oladipo, Abiola Mary, hereby declare that to the best of my knowledge, this project work is my original work and that it has not been submitted in part or full for any diploma or degree in this or any other university.

DEDICATION

This work is dedicated to the glory of God and also to my parents.

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It is said that genius is one percent inspiration and ninety-nine percent perspiration. To write this dissertation, many people perspired along with me and I wish to express and acknowledge my indebtedness to such people zoned to me by God. First and foremost, I would begin by appreciating God for giving me the grace and insight to begin and complete this work.

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ABSTRACT

Advertising is the engine that allows the rest of the business world to flourish. It has the subtle ability to reach out and touch everyone living and working in the modern world; it does this through television, posters, radio and billboards. However, in an environment where the language of communication poses linguistic problems to the user or speaker of such language, little time has been taken into consideration of the adverse impact of advertising on the second language learners since advertising has become a prominent in the society. This study, highlights the language used in pharmaceutical adverts to achieve distinctive effects and also identifies their linguistic errors as well as gives insight into the language used by advertisers of pharmaceutical products. Advert samples were collected from Lagos State, Nigeria. A total of sixty adverts were gathered but forty remained after sorting and finally thirty-seven adverts were analysed. This study established that advertisers design adverts and manipulate the English language to attract the attention of the audience or listener and to suit their intention of persuading people to buy their products. From the result obtained, it was discovered that the language used in adverts is full of vulgar, slang and emotive in nature thereby enticing and changing the readers' and listeners' perspective, and sometimes brings about the use of ungrammatical words which lead to the falling standard of the English language in Nigeria.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The supremacy of language in human affairs is an incontrovertible fact. Language distinguishes man from animals, and it signifies human system of communication used in speech and writing involving vocabulary and sentence structure. As man lives in the society, language is essentially a social phenomenon by which interaction and cooperation among the members of the society become possible. Writing on the relationship between language and society, Victoria Fromkin, Robert Rodman and Nina Hyams state that, “Whatever else people do when they come together – whether they play, fight, make love or make automobiles- they talk. We live in a world of language Hardly, a moment of our working lives is free from word... It is language that is the source of human life and power” (3). The Knowledge of a language enables one to combine sounds to form words, words to form phrases, and phrases to form sentences. In other words, knowing a language means being able to produce new sentences never spoken before and to understand sentences never heard before. The above statement provides the fact that language lies at the core of social co-existence and entails the usage of a special group. Hence, there are “technical language, scientific language, journalese and slang” (Readers’ Association 89).

The different areas of endeavour in which language is used suggest that there is a wide variety of language occasioned by the context of use; therefore, every profession, occupation or trade has its own variety of language for effective communication. This variation in language according to use in specific situation is called ‘register’. Emeka Otagburuagu, Chinedu Ogenyi and Pius Ezema define register as “variety according to use Registers show diversity and variation in English language” (20). They further state that “in everyday activities when people

use language, they are constantly involved in the process of choice of linguistic items to realise their communicative intentions” (21). Amechi Akwanya states that:

Language is in fact the means whereby human being produces himself as a spiritual, cultured being that enters a community...individual does not create the rules for the combination of words, but by learning the operation of these rules, he is able to participate in the creation of sentences, ideally for the purpose of its intentions and for effective communication (7-9).

However, language is a very powerful tool in advertisement, advertising language is unique in terms of usage, the mass media is the agency disseminating advertisement messages. Language has a powerful influence over people and their behaviour. This is true, especially, in the fields of marketing and advertising. Therefore, the use of right and effective language in speaking and written brings success. Thus, Micheal Halliday posits from a systemic perspective on language that “all choices or options are embedded in the language system which is a network of options from all functions of language.... The three functions are

- (1) the ideational,
- (2) the interpersonal, and
- (3) the textual” (qtd. in Ronald 83).

This work draws from this theory by demonstrating how the advertisers bend the rules of language, explore the loophole in the language system, widen or stretch the language by their choices to achieve their aims and objectives, after all language users have often ignored some choices forced on them by substituting their choices and developing their styles. Therefore, the choice of language use to convey specific messages with the intention of influencing people is

vitally important. Visual content and design in advertising have a very great impact on the consumers, but language helps people to identify a product and remember it because:

The English language is known for its extensive vocabulary. Where many other languages have only one or two words which carry a particular meaning, English language may have five or six, the meanings of these five or six words may differ very slightly and in a very subtle way. Therefore, it is important to understand the connotation of a word which is the feeling or ideas that are suggested by a word, rather than the actual meaning of the word. (Kannan, R and Sarika, Tyagi 37)

1.2 Statement of the Problem

A study by Tinuoye Mary shows that the average Nigerian learner of the English language, whether at the primary, secondary or tertiary level, cannot write or read fluently in both the English language and the Nigerian languages. However, in an environment where the language of communication poses linguistic problems to the user or speaker of such language, little time has been taken into consideration of the adverse impact of advertising on the second language learners. Virtually, every individual is exposed to advertisement, whether one is willing to listen to it or not, and it has become a social force in the society.

It is against this background that this study is out to identify the possible ways in which the language used in the advertisement of pharmaceutical products affects the standard of the English language in Nigeria, as advertising as a form of communication relies on the use of language. The use of the English language by advertisers has been criticized by a number of people due to their improper use of the language, which has contributed to the falling standard of the English language. This study will identify and analyse the vague language used in advertising

pharmaceutical products in Nigeria with a view of bringing into focus the peculiarity of its language and how unsuitable it can be to the second learners of the English language.

1.3 Purpose of the Study

The versatility of language and its unlimited functions deserve attention and that is why this study is meant to highlight the language used in pharmaceutical adverts to achieve distinctive effects and to identify linguistic errors in the advertisement. It will also reveal how it has led to the falling Standard of English in Nigeria.

1.4 Significance of the Study

This research is meant to give an insight into the language used in the advertisement of products in the pharmaceutical industries. It will also draw the attention of second language learners to semantics, syntax, concord, and morphological aspects of the English language so as to note that the language of advertising used in both industries are quite odd and serves as a cover in misleading readers and listeners, subjecting them to false understanding. This research therefore draws attention to the peculiarity of the language of advertisement and provides new and useful information to advertisers, readers and listeners of the English language.

1.5 Scope of the Study

This work focuses on the linguistic analysis of the language used in advertisement of pharmaceutical products. The researcher is particularly interested in studying the extent to which the language of the media has affected the Standard British English. The research cannot study

the totality of the industries, therefore, it limits and focuses itself on billboards, television and poster advertisements.

1.6 Research Questions

This study is based on the belief that advertisements make use of ungrammatical or ambiguous languages to achieve their goals. In order to carry out the objectives of this research effectively, the following research questions are therefore proposed to guide this study:

- I. to what extent does the language use in advertising pharmaceutical products affect the Standard of English in Nigeria?
- II. how prevalent does the language use in advertising pharmaceutical products express the ideal norms in the cause of their advertisement?
- III. to which extent does the problem of ambiguity exist in the advertisement language of pharmaceutical products in Nigeria?
- IV. what are the pedagogic implications of the use of sub-standard English language in pharmaceutical products advertising in Nigeria?

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

In this chapter, the researcher presents the literature review of scholarship relevant and related to the study, which includes definition of concepts. This covers origin and development of advertising, history of advertising in Nigeria, advertising and the use of language, language and communication and the necessity of research into language use in advertising of pharmaceutical products in Nigeria.

The definition of concepts is developed in a way, whereby one concept is informing the other. The literature selections that were chosen for the study were those that could contribute to the concept of this work, they were structured within the domain they covered and provided definitions or further elaborations of categories already within the framework. The framework was then developed and further expanded from these selections. Because of the wide-ranging nature of the conceptual framework there is detail on some of the individual sub- categories and sub-sub-categories.

2.1 Origin and Development of Advertising

An advertisement is a public announcement with the purpose not so much to inform but to persuade the public to buy a product, a service or an idea. Advertising as a concept comes from the Latin word, 'advetere', which means, "to turn the mind toward". In essence, advertising aims at changing a perception. It is a communication process whose end result is measured in terms of the increase in sales and a total change in attitude. The origin of advertising as a public announcement can be traceable to the town-crier and the village drummer. They used their lungs

to shout out their own or other people's messages. However, those messages could relate to government proclamation or even to sales of goods on market days.

In twentieth century, set a new trend in the manner in which advertisement and advertisers became more creative. Society discovered that it was not just a matter of inserting messages in papers or billboards, but doing those things that stimulate consumers and arouse their curiosity. Similarly, the history of advertising in Nigeria has its beginning rooted in the colonial history. Advertising development could be traced to 1928 with the birth of West African Publicity Limited, an off-shoot of UAC. The company was set up to take care of the marketing activities of the colonial masters in both Nigeria and West Africa. This company was later transformed to a full-fledged advertising firm known as Lintas with two other subsidiaries, namely, Afromedia; the outdoor medium and Pearl or Dean, the cinema arm in 1929.

In the 1950s, new advertising agencies emerged. The medium of advertising was in its infancy in those days. The Federal Government owned National Broadcasting Corporation (NBC), where the only television stations that operated in the four regions of East, West, North and later Midwest. With the increase in practitioners and agencies, a regulatory body had to be set up to standardize their practices. Later in the 1970's, two ambitious agencies, Rosabel Advertising and Insight Communication, sprang up.

However, privatization of mass communication medium in the 1990s also witnessed the setting up of private owned media houses which are platforms for advertisement placements. APCON, the regulating body in the practice of advertising in the country, started operation in 1990 with the employment of the pioneer registrar, Dr Charles Okigbo. APCON is living up to expectations by the measures put in place to sanitize the industry, its professionalizing the practice to ensure

that quacks are reduced, if not flushed out completely. Again measures are adopted to ensure practitioners operate within set advertising standards and sectional association.

Advertising is “an inevitable part of our modern capitalist consumer society whose outstanding feature is its competitive fight, and ...advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us...” (Cook Guy 182). According to Warren Agee, Ault P.H and Emery .E. “advertising finds its roots back to the Latin verb “giving attention”, it means “getting attention” or better, “the attempt to secure public attention for commercial reasons” (247). Harris, G., and S. Attour state that, advertising refer to a public notice designed to spread information with a view to promoting the sales of marketable goods and services.

Similarly, the American Marketing Association (AMA) also defines advertising as “the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media” (qtd. in Ossai Ikechukwu 12). In advertisement, language performs informative function as it informs the audience about new products and services. However, in the view of Advertising Practitioners’ Council of Nigeria (APCON), “it is a form of communication through media about products, services, or idea, paid for by an identified sponsor” (19). Advertisement is everywhere around us: in newspapers, in magazines, on billboards along the streets, on television, in radio, in every means of public transport and any place the sponsors pay to distribute their messages. Advertising introduces to man with the goods, services or ideas to the man in need of the goods, services or ideas. Ginn, S.B observes that:

Advertisement has just one purpose – to sell something. It may be selling a product (cereal advertisement), a service (house-painting advertisement), an idea (public

service advertisement against drug abuse), or a person (political advertisement ...in one high school, an Australian teenager even rents his head for advertising space, shaving an advertisement into his hair each week. (222)

In other words, advertising is an act which mostly puts to test the communicative power of language. It is the art of non-personal communication and usually involves the use of utterances, written or oral gestures or graphics, depending on the type of advertisement, to control the mind of the audience — reader or the listener. This form of communication is usually designed to make public announcements, proclaiming the qualities or advantages of a product in order to increase sales and patronage. It is persuasive in nature and usually appears in the form of notices in print or electronic media. Also, advertisement messages are necessarily brief, full of graphics, slogans splashed with distinctive colour pictures, peddling products and getting out messages. It is designed in a special way so as to catch people's attention and to create a memorable impression towards the products and services advertised. Invariably, an advertisement can be placed to obtain public support or approval (of a product) if the advertiser is positively ready to give the product or service being advertised to the readers or listeners. However, advertisements are placed with different intentions, either to expose the reputed qualities of a subject or the object, thus advertisement are usually put across with a few words, humorous or arresting image in brilliant colours. Hence, Advertising according to Diane Barthel is about creating a relationship between *subject* and *object*, which means between the product and the meaning or the value it brings to its buyer - the meaning the product carries, which the buyer wishes to appropriate. Also she accuses advertising of defining "not just new needs but new values", in the sense that "it makes people believe they can find happiness, even transcendence, through the purchase of products" (20-21). She remarks that advertising encourages a certain passivity by offering "a release from boredom not through drugs but through products that promise" (5).

Also, Geoffrey Leech observes that language of advertising has the tendency to chop up sentences into short or bits by using full stops where ordinary prose would use commas or no punctuation at all. In language of advertising, metaphor is an extremely frequent device. In line with this, he claims that in advertising language, the most frequent word for “acquisition of product” is “get” and not “buy”. The reason, according to him, is undoubtedly that “buy” has some unpleasant connotation which “get” lacks.

Language of advertising is an organization of text that suggests some cohesion or meaningful interpretation to the target consumers, demands description of its functional and formal aspects with reference to the semantic and pragmatic interpretations. The language of advertisement has been viewed in various ways by different scholars with some variations as well as with some commonness in them. It does not only appeal to our senses but also prey on our insecurities and anxieties by carefully crafting products and services to convince us. The language of advertisement has been broadly classified, based on the official aspect of product and service that are advertised.

The language of advertising, like every other field or discipline, has a language of its own, as stated earlier, it is a language that functions and familiarizes itself with the context in which it is used. It does not follow the grammatical or logical rules of the everyday language and poses itself as a problem for language learners. As explained earlier, disciplines such as law, journalism, arts and humanities, among others, have kinds or varieties of language peculiar to them such that the linguistic features employed direct 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 behaviours. In the field of advertising, the choice of language affects the way messages are composed and conveyed, and the way it is viewed by the listeners or readers.

According to Newman Terrance, “the language of advertising is quite noticeable in the language of the readers or listeners of advertisement” (204). Frank Jefkins also argues with Newman that “language is used in such a way as to make people to regard buying and consuming as the major activities of their lives, and it also creates false images showing an average citizen, for instance, as young, attractive, wealthy, and leisured” (55). All these, according to him, are achieved through the use of language. Therefore, the effects of the advertising influence us, whether we like it or not. Accordingly, audience or consumers are uncomfortable with advertisements that are inundated with insecure messages about products, services or ideas, in order to get their attention and provide them with information.

The language of advertisement of pharmaceutical products and services have their own particular language, which may sound strange and confusing to people outside the profession. Encarta defines pharmaceutical industry as “that section of industry which manufactures medicinal chemicals and prepares them for use in the prevention or treatment of disease. These highly automated processes include the production of drugs in single-dose forms, such as tablets, capsules, or sachets for oral administration, solutions for injection, pessaries and suppositories for insertion into the vagina or rectum respectively” (1). They are subject to a variety of laws and regulations regarding the patenting, testing and ensuring the safety and efficacy and marketing of drugs. The sale of pharmaceutical products and medical equipment are generally not limited to the domestic market. Pharmaceutical marketing, sometimes called medico-marketing or pharma marketing in some countries, is the business of advertising or promoting the sale of pharmaceuticals or drugs.

Pharmaceutical advertisement of drugs is a means of advocating drug use and their selling, but not a substitute for drug formula to guide physicians in safe prescriptions.

Pharmacological information of a drug during advertisement, targeted at the healthcare providers, has been known to be more detailed than those targeted at the consumers; yet, drug advertisements on television and billboards have been found to be usually inadequate and substandard on the pharmacological information provided. Misleading information from drug advertisement, promotions with exaggerated benefits and poorly supported claims, slogans that attract different meanings to listeners and readers are the cause of the falling standard of the English language.

Advertisers, therefore, often abuse the potentials of connotation (suggested meaning) rather than strict denotation (stated meaning) and suggest that products have various merits, without saying so clearly. The increasing number of pharmaceuticals advertisements, as well as overplaying of the same advertisement and longer commercial breaks, are primary factors influencing the wrong use of language among the English language learners. In many homes in Nigeria today, adolescents spend significant hours of the day interacting with the home movies and television programmes, and memorizing a particular advert rather than they do to their books on vocabulary development, which can aid their language learning habits. The media capitalized on the brevity with which a product could be conveyed to an audience, even if the people are passing at speed in any means of transportation. Posters, billboards, electric displays, shop signs and other techniques have become part of the everyday scene to capture the society. Therefore, it is necessary to carry out this study so as to know the hazard the language use in advertising pharmaceutical products has cause English language learners in Nigeria.

2.2 Advertising and the Use of Language

Advertising is a public role of language as it stands the chance of introducing language to the society. Advertisements are used in addressing the public, a large audience, among others, and it

has a functional addressee relationship. According to Jefkins, language is used in such a way as to make people regard buying and consuming as major activities of their lives and also created false image showing an average citizen (55). However, advertising as a form of communication relies on the use of language. Both the print and electronic media are replete with various forms of advertisement in which advertisers often achieve their aims by involving negative motivations such as guilt, anxiety, fear or inferiority complex to cajole people to buy things they intend not buying.

The overall aim of advertising is to draw attention of the public to a product or service in order to sell it. Therefore, advertisements rely almost totally on the use of language. We notice that the language is generally laudatory, positive, unreserved and emphasizing the uniqueness of a product (qtd. in Ogbegbu Patricia 45)

The use of the English language by advertisers has been criticized by a number of people, who want to maintain the purity of the language. According to Kannan and Tyagi Sarika, “The English language is known for its extensive vocabulary. Where many other languages have only one or two words, which carry a particular meaning, English may have five or six words. Moreover, the meanings of these five or six words may differ very slightly and in a very subtle way. It is important to understand the connotation of a word ... different people sometimes interpret language in different ways” (37). Also Fodeh Baldeh argues,

... but one thing must be said about the Nigeria situation. Much of the English heard in the country is sub-standard, characterised by poor spellings, misused idioms, limited vocabulary and love for flowery language.... To a large extent the radio and television in Nigeria use Pidgin English or anything that violate all the

known rules of the English language. The effect on the audience in most cases is great (50).

The use of language in advertising, quite often, deviates from the Standard English. Fromkin and Rodman agree with this assertion when they argue that when we say that a sentence is grammatical, we mean that it is formed in keeping with the rules of grammar, and ungrammatical when it deviates in some ways from the rules (12). The interest of the advertisers is not to maintain the nuances of the English language but to sell a product which has led them to brevity of language and sentences that are ungrammatical.

2.3 Language and Communication in Advertisement

Language is defined as a rule-governed system of symbols that allows the users to generate meaning and, in the process, to define reality (Tremholm Sarah 82). Language is one of the most important and characteristic forms of human behaviour. Indeed, sociolinguists believe that speaking is always a social act. This is because most of the variations in speech habits can be seen as related to some social phenomena, as Dada Ayodele affirms that:

Language has therefore always had a place either in the academic or business world. Of a fact, language has even intruded upon scientific and technological problems so much so that the engineers and scientists of today cannot afford to ignore its benefits including in the field of advertising... . Language is the major means by which human being communicate. In communication, language is used to reveal the self, to express feelings and values, and to convey meaningful message ... this implies that language is made up of sound, grammar, semantics and social context (1-3).

Arokoyo in Wangui (2013) admits that language, when used effectively can hold peoples interest. It can also persuade people to act. Where media studies are concerned, the term “language” is often used to refer to more than just verbal language.... Language therefore involves all ways in which human beings communicate including flags, smoke signals, religious ceremonies and images (Kodak et. al 11). Barthel also agrees with Kodak et al that language choice matters a lot in advertising by creating a relationship between the product and the meaning or the value it brings to its buyer (3). From the foregoing, therefore, it is obvious that without language, there will be no communication. According to the *Encyclopedia Americana*, “communication in most general sense is a chain of events in which the significant link is the message” (423) . This chain connects a source that originate the message and a destination that interpretes the message. However, Widdowson opines that human language “serves as a means of cognition and communication: it enables us to think for ourselves and to cooperate with other people in our community” (3). Communication can be seen as an act by which one person gives to or receives from another person information about the person’s needs, perceptions or knowledge, which may come either with conventional or unconventional signals.

According to *Colliers Encyclopedia*, what we have as modern communication can be dated back to two thousand years before Christ when the Sammarians used a form of writing that combine picture and sound into ideographs or representation of ideas. These are different forms of advancement in communication reached its peak with the devlopment of the radio, television, computer, internet, and so on. All these have reduced the world to a global village (423). The emergence of globalization in the period between the latter half of the 19th Century and the initial years of the 20th Century (1850-1914) with its widespread entrenchment in most of the countries of the world with various degrees and dimensions also learn credibility to this study. Of course

the mass media is not a by-product of globalization but the fact is that it contributes another idea and pattern in the media world in terms of conceptualization process.

Globalization also impacts greatly on the socio-economy, political, educational and cultural life of many countries of the world. Consequently, Bello Semiu affirms that:

“... unfortunately, the case of African countries and other third world nations of the world are quite nagging. The cultural fabrics of these countries have suffered a seemingly irreparable damage in the face of globalization. The mass media and the so-called news media - radio, television, computer, newspaper, magazines, books, billboards, cinema, recordings, films, internets, etc, have all by content and production eroded the cultural values of Africans. The operations of Nigerian mass media are patterned on the western model which invariably erodes our cultures ...” (3).

However, Muyale rightly observes the overwhelming effects of globalization thus, “the effect of globalization had on culture is immense and diverse. It has affected people’s cultural behaviours in different ways. People have had to change their living ways” (1). Barber and Parker also emphasize that a number of people who view globalization from the Universalist perspective criticise the growing erosion of traditional values aided by rapid development of information technology and transnational corporations (qtd. in Mamman et al 12). Advertising plays a special role in the economic fabric of Western society. It is the most visible link between the marketing chain and the production process. At the same time, advertising deals with attitudes, motivations, dreams, desires and values ascribed through signifying practices, a process whereby words and images are reinfused with meaning. Pollay and Gallagher (qtd. in Avraham, et al 24) argue that advertising is a formative influence on our society and within our culture, because it can influence awareness, perceptions, attitudes, feelings, preferences and behaviours. Similarly, Woods agrees with this assertion. According to him, "the most indirect and subtle effect of all

especially on the individual may simply be the existence of a particular medium. Regardless of the content the fact that you spend time with a given medium is the most powerful personal effect of all”(qtd. in Ossai 44).

McLuhan together with some critics, scholars and media professionals agree that the mass media have influence on the audience. According to him, “Mass media work on us completely, they are so pervasive in their personal, political and social consequences that they leave no part of us untouched, unaffected and unaltered” (69). Importantly, researchers have empirically proved that students regularly combine their homework with listening to the radio or watching television (Beentjes, et al qtd. in Marina, et al 74), which can however influence their spoken or written aspect of grammar. However, Leech in his book write that the language of advertising belongs to so called ‘loaded language’ (25). It is defined as the writing or speech, which implies an accusation of demagoguery or of pandering to the audience. Leech says that loaded language has the aim to change the will, opinions, or attitudes of its audience. In other words, it was strongly believed that in Nigeria, where the English language is used as a second language, there is tendency for the mother tongue of the various speakers of the language to interfere with the second language, which already posits it own problems for language learners. Baldeh agrees with this when he argues that, “it is an incontestable fact that whereas in Nigeria a multitude of local languages come in contact with a language of wider communication. The resultant interference between the form and the patterns of the indigenous one is quite naturally found to impair the efficacy both in written and spoken form” (138).

In other words, when one watches, reads, or listens to advertisements on different media platforms; verbal, visual, and audio entities come into the viewers’ eyes and ears as images. In measuring the effect of language on advertising, one must therefore take into consideration all

aspects of language, including visual images. Successful advertisements must therefore make a useful and lasting impression through language. In this work, the researcher will analyze the language of advertising from the linguistic perceptive.

Linguistic analysis is not only concerned with the description and analysis of spoken interaction but also written and printed words, which is consumed on daily basis, as well as the points of view and how other elements of the English language are strung together by advertisers to achieve their objectives. The analysis fall under the categories below:

- Phonological
- Syntactic
- Morphological
- Semantic

2.3.1 Phonology

Phonology as defined by Yule is the description of the systems and pattern of speech sounds in a language (54). Phonology investigates the way in which speech sounds are used to form words and larger units of utterances in a systematic way in languages. Fromkin, et al state that phonology refers to the linguistic knowledge that speakers have about the sound patterns of their language and to the description of that knowledge that linguistics try to produce. David Crystal also defines phonology “as a branch of linguistics which studies the sounds systems of language” (365). He further states that:

When we talk about the sound system of English, we are referring to the number of phoneme which are in language and how they are organized”. Schane says

phonology is concerned with the second structure of language; generative phonology is a theory of this structure. (365-366)

Phonology is the study of the sound systems that make up language. Every language uses different sounds to make up their entire sound system. Some languages share many similar sounds, while some do not. Phonology is not just concerned with categories or objects such as consonants, vowels, phonemes, allophones and so on; but crucially about the relationship and patterns of those sounds such as frequent appearance of alliteration, end rhyme, rhyme at the beginning and the end, homograph and so on. The knowledge of phonology has been of immense help to the study of linguistic levels in English. It is therefore important for an advertiser to have adequate knowledge of phonology, which serves as the building blocks for language communication. For instance, An adverts that reads “ Mother, are you *too tired to care?* Ribena *fight*s fatigue !” the italicized letters are alliterated.

2.3.2 Syntax:

The term syntax, according to George Yule, originated from the Greek word ‘syntaxis’ which means ‘arrangement’. Syntax deals with the principles and processes that guide the combination of words to construct acceptable sentences in a particular language. David Jowitt holds the view that syntax is concerned with the structure of words and its meaning. In his words, he indicates that syntax “deals with the structure and meaning. A sentence which is properly structured conveys meaning” (107). Joy Eyisi states that having “a knowledge of the grammar of a language simply means mastering the accurate way of arranging words and how the words are built up with an intention to creating meaning in that particular language” (9).

Syntax has to do with the rules governing the construction of sentences in any language. The English language has its own rules that inform the construction of English sentences, and application of syntactic rules helps grammarians to produce grammatically well-formed sentences that are vested with meanings. However, these rules have been violated in most cases, deliberately, by advertising practitioners. Therefore, in this study, the analyses of pattern combination and sequencing of sentences elements will be considered. For instance, “Ribena fights fatigue!” is ambiguous and will give readers or listeners different meanings.

- a. Is ribena and fatigue into a fighting competition or
- b. Ribena poses as an enemy to fatigue.

2.3.3 Morphology

Morphology is the study of words and their structure. Morphology focuses on the various morphemes that make up a word. A morpheme is the smallest unit of a word that has meaning, so basically, it refers to prefixes, suffixes, and root words which all have their own independent definitions. Morphology studies the internal structure of words. It is the way the speech sounds are strung together to form words. Morphological processes are those processes employed in linguistics to form new words in a language. These include: affixation, compounding, reduplication, acronym, blends, conversion, back-formation, clipping, and so on. For instance, an advert that reads “GET COMMANDO Energy Drink with Attitude” will cut across the readers mind because of the of the meaning of “commando” that has to do with force or troop, which has no meaning with an energy drink. In addittion, it will also pose a question that cannot be answered, because the reader will want to know the kind of attitude an energy drink will display.

2.3.4 Semantic

According to Lyons, semantic is generally defined as the study of meaning, the grammatical structure of a language and its semantics counterpart are in agreement with another. This assertion confirms that the grammatical and semantics structures are closely related (135). He further points out that the set of semantically well-formed sentences in any language constitutes the set of grammatical sentences in that language (386). Semantics has to do with the meaning of words, expressions and sentences, and discourse.

However, for sentences to achieve meanings they must be grammatically formed. Each linguistic expression has its literal meaning. Literal meaning denotes what it means according to common or dictionary usage or more exactly, what the reader is most likely to assign to a word or phrase, if he or she knows nothing about the context in which it is to be used. In relation to semantic aspect of language, the researcher will define antonyms, antithesis, polysemy, and homonymy. For example, the use of exaggeration or overstatement can be seen in this advert of Emzor pharmaceutical. "... Experience Unlimited Wellness".

2.4 Empirical Studies

Previous researches into the language of advertising still indicate some gaps that are needed to be filled. Such studies mainly focused their attention on the persuasive nature of the language used in adverts to persuade people to buy the product being advertised. For instance, Lapšanskā 2006, Communication is the process between at least two sides – the addresser (transmitter – speaker or writer) and the addressee (receiver – listener or reader). Between these two participants, the coded meaning (information) is transmitted through the communication channel. Each communication is proceeding in given context or situation. Lapšanskā discuss extensively on the analysis of language of advertising from the linguistic point of view and specifies linguistic means used in advertising texts. The work also observes the knowledge about the use of

linguistic devices in print advertising and the result shows that the writers of advertising texts often use words like:

- New + words like ‘anew’ and ‘renew’ appear 16 times
- Just appear 12 times
- Perfect + perfection, perfectly appear 8 times
- real + really appear 8 times
- better appear 7 times
- complete + completely appear 5 times.

Lapšanská notes further that the rate at which the individual linguistic means used in advertising slogans depends on the product specialization and concludes that the informal style of advertising language predominates over the formal style (77-78).

A study jointly conducted and published by Chi Ren and Hao Yu took a good look at language deviation in English advertising. This study shows a comprehensive analysis of various deviations used in advertisements, reviews the nature of advertising and the theory of deviation. Then based on some scholars’ classifications, the authors classified different deviations in advertising (deviation of phonology, graphology, lexicon, and grammar) and illustrates each deviation with some typical examples. Such as a typical example from a series of advertisements for CNN in *Time*, Telekom and CAN.

(1) With Telekom Malaysia, it is always Good 4 Business. (Telekom, *Time*, Aug 9th, 2011

(2) ACN-2-ACN free calling. (ACN, *Fortune*, July 26th, 2012

(3) Eat *smart*. Be fit. Live well. (Cooking Light, *Fortune*, July 26th, 2012

(4) With solutions that are *plat formed* and system friendly, but more importantly, business-strategy friendly, too. (IBM, *Fortune*, July 26th, 2012

However, the findings revealed that among all the linguistic attention-attracting strategies employed in advertisements, language deviation need special attention, because it is regarded as the use of language that violates normal rules.

In 2006, a survey study by Ossai's "Mass Media Advertising in Nigeria: Problems and Prospects", the result of the study showed that the majority of the respondents are exposed to advertisements on the different mass media used for this study. As many as 257 (85.7%) of the respondents watch TV commercials while only 43 (14.3%) of them do not. Similarly, 288 (96%) of the respondents listen to radio commercials while 12 (4%) do not. In the same way, 152(50.7%) of the respondents read newspaper commercials or adverts while 148 (49.3%) of the respondents do not. For magazine, 189 (63%) of the respondents read magazine commercial or adverts while 111 (37%) of the respondents do not. In trying to determine if advertising medium has more influence on the audience, 99.8% respondents agreed it has an influence on audience. Ossai concluded that advertising is a form of development communication. Broadcast commercial messages have more credibility than print media messages. Perhaps, this is due to the combined powers of transmitting both sound and picture for television, and sound only for radio which are both simultaneous. However, he said the influence of advertising on the audience depends on the medium carrying it (48-56). He further recommends that for advertising to bring about national development, its messages should inculcate sound moral values into our society, while trying to sell goods, services and products. Obscenity and indecency should be deleted from the screen of advertising in Nigeria (57).

In 2013, Wangui carried out a study on the Perceived Relationship between Language Choice and Advertisement Effectiveness among Advertising Agencies in Kenya. She outlined factors influencing language choice in advertising and acknowledged the fact that there is a great correlation between choice of language and the impact an advertisement has on the audience.

However, the majority of the respondents with the highest mean of 5.0 has the perception that before embarking on an advertisement, advertisers must choose language properly (26). Messages in any discipline do not necessarily mean the same to all recipients; therefore, language needs to be well-understood before coming up with an advertisement due to the multicultural nature, background, perception and population of people (29).

Thus, while listeners and readers of advertisements believe language used are correct and effectively used, researchers advise that language used are wrong; therefore, listeners and readers of adverts should be careful in adopting or using language of advertisement. All other works reviewed are interested in the importance of advertising in enhancing the performance of a product in the market, and not in the area of the use of the English language in the advertisement of pharmaceutical and film production in Nigeria in which this research tends to fill the gap.

2.5 Summary

Having reviewed the studies on the use of language in advertising, it has actually been established that opinions are rather divided on their issues. For a number of researchers, advertising plays an important role in the marketing of a product as it carries awareness about a particular product. They contend that the ultimate aim of advertising is to sell a product and one should not bother about the grammatical aspect of the language used. For another school of thought, in as much as an advertiser wants to sell a product or service, he or she should use the Standard English in order to minimize the falling standard of English. However, works reviewed show dominance for the use of advertising to sell a product rather than the analysis of language use by the advertiser. It is in this situation that this study is worthy of exercise.

CHAPTER THREE: THEORETICAL FRAMEWORK AND METHODOLOGY

3.0 Introduction

In this chapter, the researcher presented the theoretical framework and its relevance to the study. Also, the researcher discussed the methodological approach which explains the procedures and methods used in eliciting information for the study. Under this are:

- Research Design
- Area of Study
- Population of the Study
- Sample and Sampling Size
- Method of Data Collection
- Method of Data Analysis

3.1 Theoretical Framework

The importance of theory is to help the investigator to base the work on a guiding principle of the research. This work hinges on Systemic Functional Theory, because it views language as a resource people use to accomplish their purposes by expressing meaning in context.

Harris and Heldon (qtd. in Wangui 36) admit that advertising is a “marketing communication method designed to spread information with a view to promoting the sales of marketable goods and services”. As such, advertising is a component of the promotion category and the dynamics of advertising as a persuasive communication will be best explained and understood when located in relevant and specific theoretical basis.

Systemic Functional Linguistics was developed by Michael A. K. Halliday in the mid nineteenth century. It was further developed by key figures in this field including Ruquiya Hasan, James R. Martin, Christian M. I. M. Matthiessen, and David Butt. Systemic functional theory has

been developed to be a general linguistic resource applicable to a wide range of question about language (qtd in Pattama Patpong 196). This range of concerns includes language development, educational linguistics, computational linguistics, clinical linguistics, modelling of language, multilingual studies, stylistics, and the study of verbal art; and multimodal studies. Systemic Functional theory views language as a complex adaptive semiotic system for making meaning. This adaptive system is “elastic”, constantly reshaping and extending itself (Halliday 230).

Halliday describes the fundamental concepts of this theory, saying that language exists and must be studied in various contexts, being professional settings or classrooms and so on. Particular aspects of a given context define the meanings likely to be expressed and the language likely to be used to express those meaning, these aspects of context comprise elements such as topics being discussed, the language users and the medium of communication. All of them are used to describe the linguistic variation in a given text, (7 – 12).

According to Pattama Patpong, In systemic functional theory, language is organized as a multidimensional semiotic space according to:

- (i) the hierarchy of stratification (semantics, lexicogrammar and phonology or graphology);
- (ii) the metafunctional spectrum of meaning (ideational: experiential, logical, interpersonal and textual); and
- (iii) the cline of instantiation (the cline between potential and instance).

Within each stratum, language is organized locally according to rank (clause, group/phrase, word and morpheme), axis (paradigmatic organization represented by system networks and syntagmatic organization represented by function structures) and delicacy (less delicate to more delicate), (196-197).

This study is concerned with the rank system at the hierarchy of stratification which includes; semantics, lexicogrammar and phonology or graphology across the metafunctional spectrums.

Moreover, Systemic functional theory concerns itself with how language works, how it is organized and what social functions it serves. In other words, it is a socio-linguistically and contextually-oriented framework, where language is viewed as being embedded in culture, and where meanings can be properly understood only with reference to the cultural environment in which they are realized. Language is not a simple matter of vocabulary and grammar, and can never be separated from the culture it operates in as well as its context. However, an approach which focuses on language embedded in context can prove itself to be a real help in the act of text analysis. This study analyses advertisements of pharmaceutical products through three main metafunctional analyses of meaning. From the perspective of metafunction, language is interpreted as a meaning potential diversified functionally referring to three separate strands of meaning that in parallel contribute to the overall meaning in the text.

3.2 Research Methodology

The focus of this study is to analyse the use of the English language in the advertisement of pharmaceutical products in Nigeria. However, this research is a survey research. Survey researches “are those studies that aim at collecting data on, and describing in a systematic manner, the characteristics, features or facts about a given population” (Nworgu 77).

3.2.1 Research Design

According to Nworgu, “a research design is a plan or blue-print which specifies how data relating to a given problem should be collected and analysed. It provides the procedural outline for the conduct of any investigation” (67). This study adopts the descriptive research design.

Descriptive research design involves observing and describing the behaviour of a subject without influencing the content. Thus descriptive research design is an appropriate research plan that will effectively analyse the data collected.

However, the aim of this research is to find out how the use of the English language in pharmaceutical adverts affects learners of the English language. Descriptive research will help describe and analyse data that are suitable and applicable for this research work.

3.2.2 Area of Study

Ikeja Local Government Area of Lagos State has been chosen for this study due to the fact that it is one of the major metropolis of Lagos State, moderately populated, have both upper class and lower class living or working in this area and well flooded with billboards and poster adverts. In the same trend, adverts in *Guardians Newspaper*, *Vanguard Newspaper*, and television adverts were examined.

3.2.3 Population of the Study

In this study, the population of the study comprises sample adverts of pharmaceutical industries gathered from newspapers, billboards, posters and television. Since it was impossible to study all adverts in Nigeria, adverts in billboards from Ikeja axis of Lagos State formed the population. Ikeja has been chosen for this study because it is a highly commercial and industrialized city, also most people there are literate and are presumed to be exposed to advertisements.

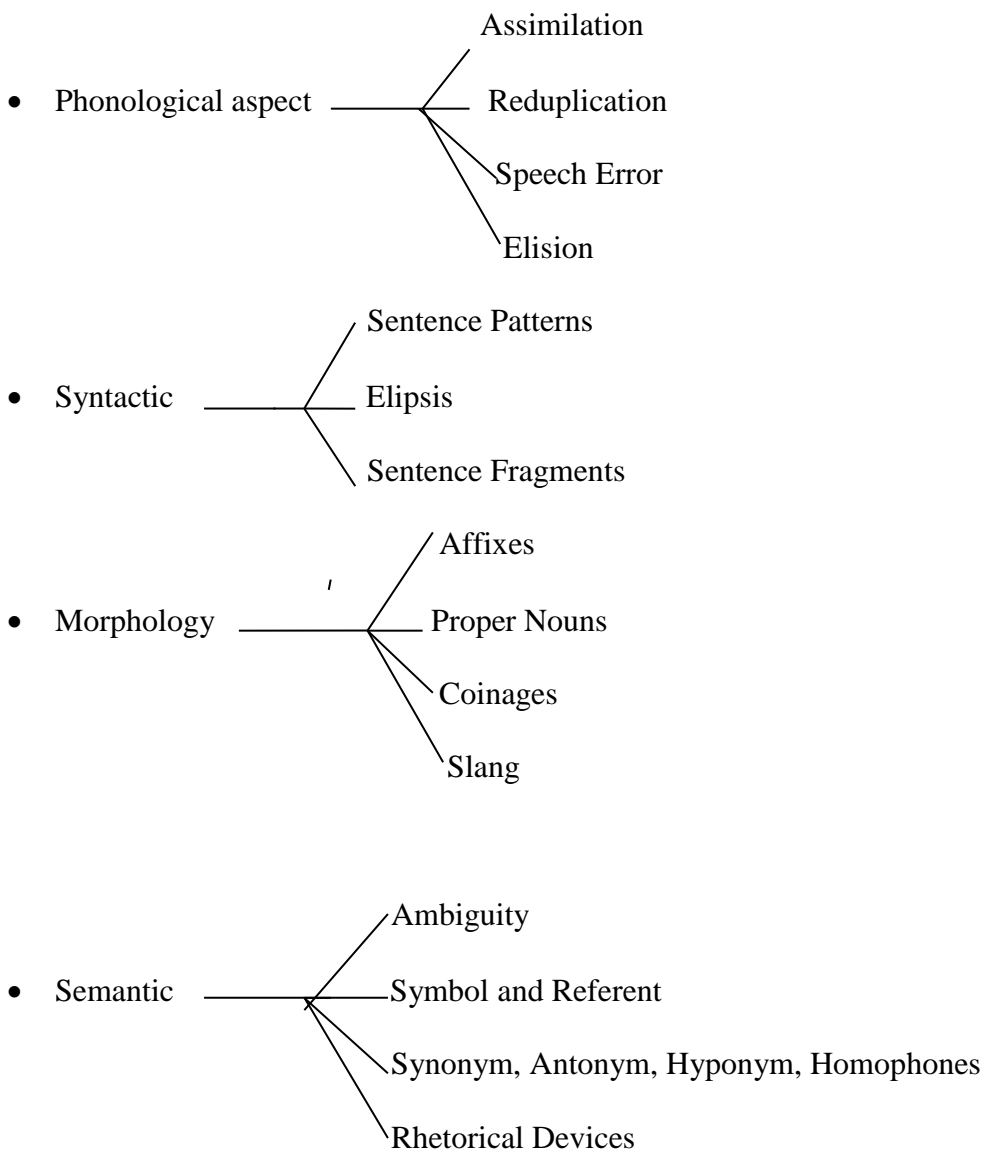
3.2.4 Sample and Sampling Size

Sampling means the selection of a representative fraction of the population whose attributes are generalizable to the population of the study. Kothari refers to sample size as “the number of items to be selected from the universe to constitute a sample... the size of sample should neither be excessively large nor too small. It should be optimum” (56). A total number of

hundred samples of advert was collected from newspapers, billboards, posters and television. The researcher sorted and coded them according to each linguistic level below.

3.2.4.1 A Schematic Showing Content Categories

In order to arrange the content of the advert messages as they are in the newspapers, billboards, posters, radio and television, the following contents are interpreted below:



3.2.5 Method of Data Collection

The data for this study was collected from newspapers, billboards and television adverts. Methods used comprise noticing and coding, collecting and sorting.

Ikeja, the capital territory of Lagos State in South-West, was visited. This is because Ikeja has numerous billboards that are sufficient to sustain this work. The data collected involve the method of identification of sentences through observation, which helped the researcher to have a correct record of data collected and to focus attention on appropriate adverts for analysis. The method also guided the researcher to describe the data that was collected. Similarly, the coding method enable the researcher to notice new things about the data collected.

In the same trend, the researcher also used the method of collecting and sorting, which involves direct lifting of words and sentences from relevant adverts. Adverts samples collected were sorted out, analysed and broken down into different linguistic levels such as phonological, syntactic, lexical and semantic structural levels to achieve the goal of this study.

3.2.6 Method of Data Analysis

The method of data analysis adopted for this study is John, V. Seidel's Qualitative Data Analysis (QDA). This is considered to be appropriate for this study in view of the fact that the researcher is dealing with the manifest contents of language use by advertisers to advertise pharmaceutical products. Qualitative Data Analysis involves the processes and procedures where the researcher moves from understanding to explaining, and then interpreting the people and situations under investigation. This approach was used because of its two-fold purpose. First, the method allows for analysing of data that includes field notes, audio and video recordings, images or documents. Also, it gives room to working with text when analysing data which can be transcribed in entirety selected excerpts.

In this regard, the researcher analysed, sorted and classified the data, and make proper identification of the linguistic structural patterns that are peculiar to the study as well as describe the peculiar linguistic features of the language.

CHAPTER FOUR: THE USE OF THE ENGLISH LANGUAGE IN THE ADVERTISEMENT OF PHARMACEUTICAL PRODUCTS IN NIGERIA

4.0 Introduction

“Data analysis is an explanation of factual information generated in the course of a study” Nworgu (172). Ikeagwu also argues that data can be analysed to “further the overall goal of understanding social phenomena achieved through the processes of description, explanation, and prediction” (220). During the course of the field survey, the researcher collected sixty samples of adverts.

4.1 Data Presentation

The samples gathered were classified into four categories namely:

- Drinks and food
- Contraception
- Health related products
- Emollients and antifungals soaps

The following shows the data collected based on the classifications above

4.1.1 Drinks and Food

Drinks and food include tonics and minerals preparations, vitamins, anti-obesity drugs, food products drugs.

- Horlicks pro HEIGHT: “Mama, I want to grow really really tall!”
- Flatter your figure with Dietrim
- The ultimate energy drink refreshment
- Are you beach body ready

- The smoothest spread to put on bread
- For pep and vigor- vitamin donuts
- Lucozade the sparkling glucose drink replaces lost energy
- Pressures fade as calm arrives. Tonight, its just me and my Horlicks
- Horlicks pro mind: specialized nutrition for brain function

4.1.2 Contraception

Contraception includes oral drugs, pills and contraceptives

- Flex with Gold- Gold circles
- Safety just got more satisfying – GOLD CIRCLE

4.1.3 Health Related Products

This includes analgesic drugs, anabolic drugs and haematopoietic drugs.

- Tanzol. Single dose treatment for common worms
- IT MAKES A DELICIOUS DRINK WITH WATER & SUGAR ONLY
- Save what really matters, Anlene
- Beano Helps prevent gas
- STOP CANCER FROM FEEDING- AVASTIN
- Take comfort in our strength
- LUNESTA SLEEP HAVE YOU TRIED IT?
- Kiss those lines goodbye! TM
- Emzor Pharmaceuticals... Experience Unlimited Wellness
- HAVIDOL® WHEN MORE IS NOT ENOUGH
- A good morning after a sleep-through night Quaalude-300

- *Malaria kills* Use Fansider... For a healthy life.
- 2-2-1 NIVAQUINE FORTE CAPSULES: Malaria stands no chance.
- YOU JUST MISSED THE OPPORTUNITY TO PROTECT HIM FROM A LIFETIME OF RISK
- FLU FIGHTER
- Khaki no be leather if e no be Panadol e no fit be de same tin as Panadol.
- BIOGLUMIN ACTIVO POR VIA ORAL EPICAZ CON UNA DOSIS MINIMA AL DIA
- Malamox Malaria Tablet Effective cure for malaria “Single Dose, Nothing” Easy to afford.
- Kill your cravings with new slimsticks
- Against the severity of abdominal - Alohol®
- you can bring patients “out of the corner” with RITALIN
- ...when denial is the best alternative sweet, refreshing ... VALIUM
- NYTOL QUICK CAPS
- THE ONLY SENSITIVE SKIN YOU HAVE TO WORRY ABOUT IS THE PATIENT’S ...
- FIGHT ONYCHOMYCOSIS AT THE SIGHT OF INFECTION
- Bubbles you back to life fast. Andrew liver salts.
- Malaria “Stands” no chance with MAXINFEN

4.1.4 Emollients and Antifungals Soaps

- Loved at First Bath Devon Luxury Soap
- Being in Love with your Skin VAL BEAUTY SOAP

- THREE BENEFITS IN JUST ONE BRUSH
- Be Clean, Be protected, Be happy, Delta Medicated and Antiseptic Soap. Tough on germs, mild on your skin.

4.2 Analysis and Interpretation of Data

Having presented the data, the researcher proceeded with the analysis of the data in the following sequence:

Phonological features of pharmaceutical advertising

Syntactic features of pharmaceuticals advertising

Morphological features of pharmaceuticals advertising

Semantic features of pharmaceuticals advertising

The analysis of the use of the English language in the advertisement of pharmaceutical products under study was made by examining the above four linguistic level of English language. In analysing each of the features, the researcher drew examples from the excerpts for illustration.

4.2.1. Phonological Features of Pharmaceutical Advertising

Phonology is concerned with how speech sounds are organized in a particular language. Jefkins states that all words and sentences in any effective advertisement, whether broadcast or printed, must be noted and digested to a degree and remembered sufficiently to influence readers or viewers (28). However, such words or sentences should be appealing and captivating to the readers or hearers and should not deviate from their original function, which is to give accurate information about their products or services. This implies that the phonological pattern of an

advert could make or mar the language and the information of adverts. In the present study, the devices we are concerned with under phonological analysis are alliteration, repetition and rhythm.

Alliteration

In alliteration, certain sounds that occur in conspicuous positions in a word or sentence are repeated. These sounds are usually consonant sounds. An example can be seen from the following advert:

Excerpt 1: Be clean, Be protected, Be happy, Delta Medicated and Antiseptic soap. Tough on germs, mild on your skin.

The repetition of the /b/, a bilabial plosive sound gives force to the need to be clean, protected and happy.

Excerpt 2: Mother, are you *too tired to care?* Ribena *fights fatigue!*

Here, it is observed that the consonant sound /t/ and /f/ occur at the initial positions respectively in the key words: “too”, “tired”, “to”, and “fights”, “fatigue”. This is aimed at drawing the attention of the reader and it enhances the auditory agreeableness due to the inherent melody of the speech sound.

Repetition

The second feature is repetition and it involves the re-occurrence of particular words or brand names of a product or service so that it is impressed upon the hearer’s mind. An example of this can be seen in GSK advert for vitamin drinks:

Excerpt 3. Horlicks pro HEIGHT: “Mama, I want to grow really really tall!”

In this excerpt, there is a play upon the word “really” as two interlocutors are involved. “Horlicks” is associated with the height tendencies and a child begs his/her mother for this drinks so as to grow tall.

Rhythm

The aim of advertising is to be catchy and easy to remember. Advertisers often use language with rhythmical arrangement so as to achieve their aim.

Excerpt 4: “**F**latter your **f**igure with **D**ietrim.” This slogan is composed of three dactyls.

/ x x / xx/ x x

'Flæ/tə(r) jə(r) 'fl/gə(r) wɪd 'daɪ/ə/trim

This sentence is embodied with undue exaggeration. A man does not need to make himself flattered but rather attractive.

4.2.2 The Syntactic Features of Pharmaceutical Advertisement

The purpose of advertising is to familiarize consumers with or remind them of the benefits of particular products in the hope of increasing sales, and the techniques used by advertisers are mostly not too obvious to their audience. Syntactic analysis of advertising is geared towards specifying the principles that underlie the formation of sentences within the usual SVO structure.

Phrase

Excerpt 5. : PASSION, THE ULTIMATE ENERGY REFRESHMENT (Orange Drugs Ltd)

From this excerpt, it can be observed that this advert is a phrase. It begins with definite article “the” and the last word therein “refreshment” is derived from “refresh”.

Excerpt 6: A good morning after a sleep-through night- Quaalude-300

This is written in a phrase form. It is assuring and confirming. However, the combination of ‘sleep’ and ‘through’ as a compound word is very wrong and should be discouraged from English language learners from using it as a word all together.

Excerpt 7: Tanzol. Single dose treatment for common worms

This advert implies that worms are dangerous and they need to be taken care of. This implies that Tanzol is very efficacious against worms and other related ailments.

Sentence Patterns

Statements, especially simple statements, are the most frequently used in advertising. Well-composed statements will give the readers a very deep impression.

Excerpt 8: IT MAKES A DELICIOUS DRINK WITH WATER & SUGAR ONLY-
HORSFORD’S ACID PHOSPHATE.

In this excerpt, the advert is written in a simple sentence. “It” refers to the product and it is the subject of the sentence.

Excerpt 9: Beano helps prevent gas.

This is a simple sentence. It implies that Beano which is the product name helps to prevent gas.

Imperative Sentences

As mentioned before, advertisers persuade their audience to be able to project their products or services; their aim of advertising is to arouse the consumers' desire and make them consume the advertised product. So, imperative sentences which are grammatically featured as pertaining to, or constituting the mood that expresses a command or request are being used by advertisers. Here are some examples:

Excerpt 10: Save what really matters, Anlene

This sentence tries to arouse the attention of customers that Anlene answers all their calls for everything they need to be safe.

Excerpt 11: STOP CANCER FROM FEEDING- AVASIN

This advert implies that, customer need to stop cancer by using Avasin to prevent it from feeding on their body system.

Excerpt 12: Take comfort in our strength – TYLENOL ARTHRITIS®

This advert means that customer should take relief in the strength of Tylenol Arthritis.

Interrogative Sentences

Interrogative sentence is another sentence pattern heavily used in advertisements. They are statements made in the form of questions with a view to making the advert catchier and more thought- provoking. The questions are asked rhetorically in such a way that answers to them are either implied or too obvious to be supplied.

Excerpt 13: LUNESTA SLEEP, HAVE YOU TRIED IT?

In this excerpt, advertiser means that anybody that will perform optimally must undergo enough rest. In other words, Lunesta is a drug that makes human being to sleep and forget their sorrow.

Excerpt 14: ARE YOUR BEACH BODY READY?

This type of question intends to get the attention of the readers and customers. The advertiser implies get your body ready for beach fun because the cream is a slimming cream.

Exclamatory Sentence

An exclamatory sentences is accentuated and they are very emotive. Using exclamatory sentences will make the information that the advertisement wants to deliver become more important but less informative.

Excerpt 15: Kiss those lines goodbye! TM - Juvederm

The advertiser simply means, with Juvederm, stretch marks will fade away.

Ellipsis

Ellipsis belongs to cohesive devices and it is defined as “the omission of part of a structure” (Lapšanskā 42)

Excerpt 16: Emzor Pharmaceuticals... Experience Unlimited Wellness

In this excerpt, the advert performs the speech act of informing and assuring Nigerians that through Emzor pharmaceuticals they can experience good health.

Excerpt 17: ...when denial is the best alternative sweet, refreshing ... VALIUM

In this excerpt, ellipsis is used to show that Valium is sweet and refreshing. It is observed that Valium is good for our body in order to perform optimally.

Subordinate Clause (adverbial clause of times)

Excerpt 18: HAVIDOL® WHEN MORE IS NOT ENOUGH

In this excerpt, Havidol intends to satisfy insatiable nature of man. One needs to take more in order to be satisfied.

Compound Complex Sentence

Excerpt 19: Malaria kills, use Fansider... For a healthy life.

What this sentence wants to do is to inform Nigerians that malaria is dangerous and Fansider is the antidote to malaria activities.

Declarative Sentence

Excerpt 20: 2-2-1 NIVAQUINE FORTE CAPSULES: Malaria stands no chance.

This advert intends to state that, with Nivaquine forte capsules, malaria can be driven away.

Wrong use of Pronominal “you” and “him”

Excerpt 21: YOU JUST MISSED THE OPPORTUNITY TO PROTECT HIM FROM A
LIFETIME OF RISK – TWINRIX

In this excerpt, the advertiser intends to tell audience and consumer that by taking the product Twinrix, you just can be save and as well save someone from a lifetime risk.

4.2.3 The Morphological Features of Pharmaceutical Advertisement

Morphology is concerned with the study of the internal structure of words. It deals with such issues as word formation and derivation, as well as the relationship between words. Advertisers often manipulate these morphological elements through neologisms and variations and acronyms among others.

Neologism and Variant

In some advertisements, the advertising copywriter misspells some words or deliberately choose an old- fashioned word for more attractions but forgets that their readers can as well adopt the use of those words in formal writings.

Excerpt 22: For PEP and VIGOR- VITAMIN DONUTS.

Coinage. “Vigor” for Vigour and “Donuts” for Doughnuts

“Pep and vigour” simply implies that strength, liveliness and energy are embedded in the vitamin donuts. This type of expression amounts to tautology and it should be discouraged in advertisement also the spelling of “Vigor” instead of Vigour which is the correct British spelling. “Donuts” is an old-fashioned word for doughnut. Nigerians are fond of this lexical choices. For instance, “naija” is for Nigeria, and many others. This is an informal way of writing and it should be discouraged because computer-based words have contributed immensely to the failure of students in Nigeria.

Acronyms and Abbreviation

The word acronym was originally derived from a combination of the first letters of the words: Aroused Citizens Representing Oppressed New York Minorities. It has now become a part of the English lexicon and refers to a word derived from the combination of the first letters of several words together and pronounced as one. It is a kind of shortening technique which advertisers use to create attention for their products, especially in view of the fact that there are other new products competing for attention (Emma at el 8). An example is found in an advert for multivitamin syrup for children.

Excerpt 23: MIM

MIM in this advert means Multivitamins Iron Minerals¹²

Excerpt 24: B- CO as in B-COMPLEX

This means Becombion, a syrup multivitamin drug for children.

Excerpt 25: FLU FIGHTER – ASDA

The full meaning of that word is Flu is “influenza” which means the product is capable of keeping the body from influenza.

Pidginised/ Foreign Word

Excerpt 26: khaki no be leather

In this excerpt, the advertiser directly compare the products with khaki and leather to tell the audience that the product is strong and effective.

Excerpt 27: BIOGLUMIN ACTIVO POR VIA ORAL EPICAZ CON UNA DOSIS MINIMA AL DIA

The intended meaning of this advert is that Bioglumin as a product is active through oral intake even by taken the smallest amount.

4.2.4 The Semantic Features of Pharmaceutical Advertisement

Semantics is concerned with the study of the “meanings” of expressions. In advertising, this has to do with the consumer’s perception of the goods or service being advertised. Hence, the advertiser does all that is possible to ensure that the message in every advert is catchy in a way that engages the imagination of the target audience. In other words, the message must be both communicative, informative and educative.

Taking the adverts used in the present study into consideration, we observe that the advertisers make use of pun (play upon words) metaphors, personification among others

Metaphor

A metaphor makes a comparison between two unlike elements, but unlike a simile, this comparison is implied rather than stated.

Excerpt 28: LOCOZADE the sparkling GLUCOSE drink replaces lost energy

Here, the advertiser presented Lucozade as the sole producer of glucose and that it replaces lost energy.

Personification

Personification is a figure of speech that gives human form or feelings to animals, or life and personal attributes to inanimate objects, or to ideas and abstractions.

Excerpt 29: Pressures fade as calm arrives. Tonight, it's just me and my Horlicks

This excerpt is to inform audience or consumers that with Horlicks, consumers can have a calm night after much stress during the day.

Pun

Pun is a form of witticism which involves a play upon words to achieve different meanings.

Excerpt 30: Being in Love with your Skin, VAL BEAUTY SOAP

Here, the advertiser simply tells the audience to take good care of their body by using Val Beauty Soap.

Excerpt 31: FLEX WITH GOLD- GOLD CIRCLES

In this advert, Flex with Gold according to the advertiser simply means enjoy with Gold, which is the short form of the product name.

Excerpt 32: Brand of Magnesium Sulphate... bubbles you back to life fast.

(Andrew Liver Salts)

In this excerpt, the advert means that, with Andrew liver salt, a consumer will get well in no time.

HYPERBOLE

Excerpt 33: THREE BENEFITS IN JUST ONE BRUSH – PEPSODENT

In this excerpt, the advertiser means that in the product, you can get three active supplement

Excerpt 34: Horlicks PRO MIND: SPECIALIZED NUTRITION FOR BRAIN FUNCTION.

Register of body anatomy.

In this excerpt, the advertiser means that Horlicks when taken can be responsible for sound mind and proper brain functions.

Foregrounding

Excerpt 35: Malamox Malaria Tablet Effective cure for malaria “Single Dose, Nothing”

Easy to afford.

“Single Dose, Nothing” Easy to afford.

In this excerpt, the advertiser presents Malamox as an effective cure for malaria, and affordable to buy for effective use.

Excerpt 36: NYTOL QUICK CAPS

In this excerpt, the advertiser means that Nytol is a quick cap to get and probably easy to use for effective result.

Ambiguity

Excerpt 37: You can bring patients “out of the corner” with RITALIN

“Out of corner”

In excerpt 39, it is observed that Ritalin has the potential to bring out patients from their sick beds.

4.3 Discussion of Findings

The discussion of these findings is sequenced according to the order of data analysis and interpretation beginning with phonology and ending with semantics. In the area of phonology, pharmaceutical language is found to be made of different speech sounds, repetition of words and the use of rhythm to pass across their messages. For instance:

Excerpt 1. Be clean, Be protected, Be happy, Delta Medicated and Antiseptic soap. Tough on germs, mild on your skin.

Excerpt 2: Mother, are you *too tired to care*? Ribena *fights fatigue*!

The first excerpt shows repetition of /b/, a biblical plosive sounds which give force to be clean, protected and happy. Also the initial plosive /t/ on “tough” lends weight to the effectiveness of Delta soap on germs while the soft articulation of nasal /m/ sound in “mild” reinforces the gentleness of Delta soap on your skin, as posed to its toughness on germs. The latter advert is aimed at drawing the attention of the reader and it enhances the auditory agreeableness due to the inherent melody of the speech sound. This advert is such that the reader can easily remember or chant the slogan. However, is Ribena and fatigue into a fighting competition or Ribena poses as an enemy to fatigue? These are the questions the advertiser of this product poses to the audience.

Excerpt 3. Horlicks pro HEIGHT: “Mama, I want to grow really really tall!”

In this excerpt, there is a play upon the word “really” as two interlocutors are involved. “Horlicks” is associated with the height tendencies and a child begs his/her mother for this drinks so as to grow tall.

Excerpt 4: “Flatter your figure with Dietrim.” This slogan is composed of three dactyls.

/ x x / xx/ x x

'Flæ/tə(r) jə(r) 'fl/gə(r) wɪd 'daɪ/ə/trim

However, this sentence is embodied with undue exaggeration. A man does not need to make himself flattered but rather attractive. Attractiveness is what a man needs with his body. The word “figure” refers to the body and it does not collocate well with flatter. Figure here refers to physical appearance. Findings in the realm of syntax shows that the structure of written/spoken pharmaceutical adverts contain sentences with complex internal structures. This are achieved via piling up of phrases, different sentences pattern and ellipsis among others that prompt ambiguous meaning and questions that cannot be answer. However, the complexities of the structure amount to undeniable syntactic errors as they were unable to cope with some grammatical rules of English.

Excerpt 5: PASSION, THE ULTIMATE ENERGY REFRESHMENT (Orange Drugs Ltd)

This advert is a phrase. It begins with definite article “the” and the last word therein “refreshment” is derived from “refresh”. This implies that one needs to be re-energised after laborious daily activities. This sentence is too ambiguous because passion could mean overpowering emotional love or hatred for something or thing. Is it the passion for this drink that brings energy refreshment? Or is passion the name of the product?

Excerpt 6: A good morning after a sleep-through night- Quaalude-300

Sleep is associated with performance, therefore a good morning after sleep depends on a lot of factors such as emotional and psychological state, nightmare and many others. However, the combination of ‘sleep’ and ‘through’ as a compound word is very wrong and should be discouraged from English language learners from using it as a word all together.

Excerpt 7: Tanzol. Single dose treatment for common worms

Worms are dangerous and they need to be taken care of. This implies that Tanzol is very efficacious against worms and other related ailments. It must be said that a single dose can cause hazard to worms but the advertiser fails to tell audience if the single dose treatment needed for the treatment is a whole caplet or just a dose in a caplet.

Excerpt 8: IT MAKES A DELICIOUS DRINK WITH WATER & SUGAR ONLY**(HORSFORD'S ACID PHOSPHATE).**

In this excerpt, "It" refers to the product and it is the subject of the sentence, 'makes' is the predicator while a delicious drink with water and sugar only is the complement. But the use of symbol "&" which is a mathematical symbol meaning 'and' is to avoid repetition of words in this sentence. However, the use of this sign is not good in a formal writing. Listeners or audience of this advert may use such in their formal writing. This implies that they should be discouraged from inculcating this ugly act. Many words like this have contributed to mass failure of English language learners in external examinations in Nigeria because computer-mediated language is taking over the world system.

Excerpt 9: Beano helps prevent gas.

This has the structure of SPCC. Beano is the subject, helps is the predicator, prevent is the complement extensive while gas is the complement intensive. This sentence suffers omission of preposition "to". It is a form of direct translation from pidginised English which is not acceptable in any formal writing and also poses a question of which type of gas, which cannot be answered.

Excerpt 10: Save what really matters, Anlene

This sentence tries to arouse the attention of customers that Anlene answers all their calls for everything they need to be safe. In other words, Anlene is a saver. However, the sentences is encouraging and at the same time forceful because the advertiser of the product refuses to tell the audience what needs to be saved Anlene is not a human being that can save life. Accurate information is not given about the products.

Excerpt 11: STOP CANCER FROM FEEDING- AVASIN

It is crystal clear that cancer is a parasite. It feeds on its host. It is observed that this disease is described as the most dangerous disease in the world today. This sentence gives commands to inform and convince patients that Avastin is the antidote to cancer, but the advertisers of this products relate this advert as if cancer can be seen. Therefore, it poses a question on the mind of readers of such advert. This question needs to be answered and as such Avastin advert has not provided answer for this.

Excerpt 12: Take comfort in our strength – TYLENOL ARTHRITIS®

The use of strength here is not crystal clear because our strength could be power, ability, potency, defence and other. The customers are not aware and have not tested and tasted Tylenol Arthritis. The use of strength is ambiguous because strength could be where somebody is talented or his ability to defend against external invasion.

Excerpt 13: LUNESTA SLEEP, HAVE YOU TRIED IT?

In this excerpt, this question intends to get the attention of the readers and customers. This excerpt is ambiguous, these are the two possible meanings: Lunesta sleep is a type of sleep that needs to be tried or Lunesta has a bed where diseases related to one's health are diagnosed and in

the process the patient feels asleep. The second meaning is that Lunesta sleep is a drug that makes human being to sleep and forget their sorrow.

Excerpt 14: ARE YOUR BEACH BODY READY?

This advert intends to get the attention of the readers and customers. Body appearance has a lot to do with the state of health of a person. It even shows social status of a person. However, a beach cannot be likened to human physiology because they are not in the same category, and this type of question cannot be answered. Rather the advert should read “Get your body ready for beach fun”, since the cream is a slimming cream.

Excerpt 15: Kiss those lines goodbye!™ - Juvederm

The major problem with this excerpt is “lines”. “Lines” could be a thin rope or wire where clothes are spread, a long narrow mark in the body, a row of people, a direction of movement, an electric cable for transmitting electric power, a row of words on a page or other surface, a track on which a railroad runs, the notes that make up a melody, a boundary between two properties, jurisdictions or political units and any limit or division. All these meanings can be accounted for the meanings of lines; thus, we do not know the one Juvederm (product) would kiss.

Excerpt 16: Emzor Pharmaceuticals... Experience Unlimited Wellness

In this excerpt, ellipsis is used by the advertiser to avoid drawing attention to the messages that do not serve the advertiser’s interest simply because the advert performs the speech act of informing and assuring Nigerians that through Emzor pharmaceuticals they can experience good health. However, someone does not only need to take Emzor products alone before he/she gets better; regular exercise is more efficacious than any other products in the whole world.

Excerpt 17: ...when denial is the best alternative sweet, refreshing ... VALIUM

In this excerpt, ellipsis is used to show that Valium is sweet and refreshing. This excerpt begins with “when”, this is deliberate and as such it indicates the time of an action. However, why must a producer use two ellipsis in a sentence as if words are no more existing; this shows intellectual emptiness. The advert can be interpreted to mean various things based on the ellipsis

Excerpt 18: HAVIDOL® WHEN MORE IS NOT ENOUGH

Havidol intends to satisfy insatiable nature of man. One needs to take more in order to be satisfied. Advertisers present Havidol as a thirst killer. However, when more is not enough, somebody needs to take more than enough so that the person can be liable to die young. This type of advertisement is unethical and should be punished where government agencies are seriously working. For somebody to quench his thirst, all he needs to take is a cup of water but drinking more than enough of HAVIDOL could lead to death.

Excerpt 19: Malaria kills, use Fansider... For a healthy life.

What this sentence wants to do is to inform Nigerians that malaria is dangerous and Fansider is the antidote to malaria activities but the excerpt above did not really give accurate information about the caption. Thus, “malaria kills, use Fansider” can be understood by listeners to mean; use Fansider after malaria has done its harm.

Excerpt 20: 2-2-1 NIVAQUINE FORTE CAPSULES: Malaria stands no chance.

Malaria is one of the most dangerous diseases in Africa and it kills faster than AIDS. Thousands of people die daily because of malaria. Because government has been unable to control the spread of malaria, pharmaceutical companies develop drugs that will stop this

endemic diseases. This sentence is to inform but it is confusing as well because it is incomplete; malaria stands no chance of what (survival) or (to survive) or attack your health.

**Excerpt 21: YOU JUST MISSED THE OPPORTUNITY TO PROTECT HIM FROM
A LIFETIME OF RISK – TWINRIX**

In this excerpt, the pronominal elements have no antecedents. They are abstract and thus need to be concretised. The implication of this is that the referents of these pronouns are vague. Therefore, this sentence is semantically incorrect because the identities of “you” and “him” are not known. In fact, what is a life time of risk is not known. A morphological examination of pharmaceutical language reveals that the adverts have complex structure in that variations of words are used. Abbreviations, coinages, neologism are also used by advertisers for their own convenience to achieve economy of presentation.

Excerpt 22: For PEP and VIGOR- VITAMIN DONUTS.

Variant: “Vigor” for Vigour and “Donuts” for Doughnuts

“Pep and vigour” simply implies that strength, liveliness and energy are embedded in the vitamin donuts. This type of expression amounts to tautology and it should be discouraged in advertisement also the spelling of “Vigor” instead of Vigour which is the correct British spelling. “Donuts” is a variant word for doughnut. Nigerians are fond of this lexical choices. For instance, “naija” is for Nigeria, and many others. Learners are to know the variant of each word so as to avoid inconsistency in their formal writings, because computer-based words have contributed immensely to the failure of students in Nigeria.

Excerpt 23: MIM

Excerpt 24: B- CO as in B-COMPLEX

Excerpt 25: FLU FIGHTER – ASDA

Here, audience tends to ask question about the acronyms. What is MIM? MIM means Multivitamins Iron Minerals¹² while B-CO simply means Becombion, a multivitamin syrup for children. This type of sentence is not formal because it is shortened. Abbreviation is not acceptable in formal writing. The full meaning of that word is “influenza”, and ought to be written in full.

Excerpt 26: Khaki No Be Leather

In this excerpt, the advert violated the maxim of relevance because the advertiser was actually advertising Panadol as a drug but the major text of the advert was talking about khaki not being leather while the woman in the advert is holding a pack of Panadol in her hand. However, the meaning of the advert is got through assumption and the advert is a non-standard English advert.

Excerpt 27: BIOGLUMIN ACTIVO POR VIA ORAL EPICAZ CON UNA**DOSIS MINIMA AL DIA**

The use of capitalisation in this advert serves as an emphasis on the advert of the product; however the advertiser adopts French language in advertising the product. The advert will be less relevant to those who do not understand French, which makes the advert un important and it fails to give consumers of such product adequate information about the product.

In semantic which is concerned with the study of meaning of expression, findings shows that advertisers make use of large technical vocabularies and to some extent, contextual relationship determine the meaning of words and expression which makes it difficult for audience to understand the meaning embedded in an advert.

Excerpt 28: LOCOZADE the sparkling GLUCOSE drink replaces lost energy

In this excerpt, LUCOZADE and GLUCOSE are foregrounded. This foregrounding shows the link between Lucozade and Glucose. The foregrounded elements are misleading because Lucozade is not glucose. Here, the producer presented Lucozade in such a way that it is the sole producer of glucose. Lucozade however has been mixed with other ingredients which are dangerous to ones' health if taken more than enough.

Excerpt 29: Pressures fade as calm arrives. Tonight, it's just me and my Horlicks

This excerpt shows that "pressures and calm" are personified. "Pressures" is compared to an object such as a clothes that fade over a long period of time. It must be noted that "pressures" disappear immediately calm arrives. Thus, arrival of calm signals the end of pressures through Horlicks. Pressures fade as calm arrives shows parallelism. This implies that pressures only exist when calm has not arrived. Owing to high level of illiteracy in Nigeria, this type of expression should be avoided. A customer does not need to rack his/her brain before he/she understands what is written in an advertisement. All he needs is a trial that will convince him beyond a reasonable doubt.

Excerpt 30: Being in Love with your Skin, VAL BEAUTY SOAP

Here, the advertiser plays upon the word "Being in Love" by contrasting the original meaning of the word with its use along with a product. In this excerpt, emphasis is laid on the physical appearance; it is akin to saying that if one was looking forward to being in love, the place to look is towards the direction of the advertised soap.

Excerpt 31: FLEX WITH GOLD- GOLD CIRCLES

In this excerpt, Flex can give two meanings either to show how powerful you are or a piece of wire that is covered with a plastic while Gold can be a precious metal, colour or money.

Therefore, the sentence is ambiguous. Being ambiguous means that it has hidden meaning as against “flex with gold”. However, the word “flex” is now been pidginised by learners of English language in Nigeria since the rightful meaning is bastardised with other words.

Excerpt 32: Brand of Magnesium Sulphate... bubbles you back to life fast.

(Andrew Liver Salts)

The advertiser uses a peculiar poetic expression “bubble you back to life” which cannot be link to the effect of the medicine on the user, as the actual nature of the medicine produce bubbles when mixed with water.

Excerpt 33: THREE BENEFITS IN JUST ONE BRUSH – PEPSODENT

In this excerpt, the advertiser says that the product has three-dimensional functions as if you have three additional benefit in the product. Thus, this will make customers to rush for such product with the hope that they can get additional three promotional gifts in the indispensable product.

**Excerpt 34: Horlicks PRO MIND: SPECIALIZED NUTRITION FOR BRAIN
FUNCTION.**

This is a register of body anatomy, the advertiser says that Horlicks has been responsible for sound mind and proper brain functions. This means that Horlicks specialises in mind and brain developments. However, “Horlicks PRO MIND” is ambiguous because the meaning of PRO is not crystal clear. It could be Horlicks the Public Relation Officer of mind or Horlicks supports the argument of minds’ survival and progress or Horlicks is a professional practice of minds or Horlicks aims at promoting good mind.

**Excerpt 35: Malamox Malaria Tablet Effective cure for malaria “Single Dose, Nothing”
Easy to afford.**

In this excerpt, the advertiser presents Malamox as an effective cure for malaria, and as affordable. All the customers need is a single dose which is capable of ending malaria's unhealthy activities in the body. What nothing is in this advert is not clear. Is it the single dose that is nothing or easy to avoid of the drug or the Malamox malaria tablet itself that is nothing?

Excerpt 36: NYTOL QUICK CAPS

In this excerpt, the name of the company is emphasised along with the product. Many pharmaceutical products have made names and as such all they need to do is to write their names at the beginning of a product so as to sell the products. Stylistic implication of this is that Nytol as a company name tries to sell the name of the company in the competitive markets

Excerpt 37: You can bring patients “out of the corner” with RITALIN

“Out of corner”

In excerpt 37, it can be observed that Ritalin has the potential to bring out patients from their sick beds. This sentence is ambiguous. Out of corner could mean “out of coma” and it could mean “out of the sick bed” and it could be a particular sitting position. It could be either of these meanings.

To sum it up, language use in advertising pharmaceutical products is a highly codified. From the study, it was discovered that the language choice affects consumer or audience interpretation of the advertising message. However, it has been established from this study that language is a major factor in proper understanding of the intended purpose or value proposition of a product or service.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter presents the summary of research findings, conclusions made from the study and also presents recommendations for further research.

5.1 Summary of Findings

In this study, the researcher presented information on the use of English Language in the advertisement of pharmaceutical production in Nigeria. The basic findings of this study started with the discussion of the background of the study, where language is seen as a social phenomenon by which interaction and cooperation among the members of society become possible and are tied up with four research questions which are relevant to the study. The researcher reviewed related literature on previous studies that had been conducted in relevance to the study and also explained some concepts related to the study.

In the theoretical part, advertising is approached as a type of communication between producer and consumer of the product with the view that language serves as a resource people use to accomplish their purposes by expressing meaning in context. Analysis was described based on basic principles of advertising printed texts. The theoretical part provided an analysis of the use of English Language in advertising of pharmaceutical products and services and served as a basis for the research. To be able to make analysis of the language use such as coinages, slogans and vulgar in such extent, the researcher had to include all the aspects of language – from phonological to semantic aspect. Ajanaku posits that adverts mainly play on emotions, deploying images that arrest the would-be buyer's attention. In appealing to the senses, they make definitive attempts to sweep doubts off the way and create the soft landing for the buyer's money (qtd. in Emma et al 26).

To achieve their aim, advertisers manipulate language in a way that it actually appeals to the senses and arouses the emotions of the target audience. Thus, from the data used for this study, the language of advertising in Nigerian has more to do with the unaesthetics of language than with commerce. As to phonological features, alliteration is been used by advertisers to get the attention of their audience and by so doing they can cram and chat the slogans used by the advertiser. Repetition is also used to advertise and this is a representation of tautology which is not accepted in formal writing. Rhythm is another tool used by advertisers to make adverts catchy, forgetting the rules of grammar in language.

As to syntactical features, simple statements are often used. Sentences in advertisements are short. On average, a sentence consists of twelve words. Most of the sentences used by advertisers are phrases which make them incomplete and less meaningful; also the use of short sentences which are elliptical sentences. Elliptical sentences are used to spare advertising cost which served as incomplete messages to audience giving less or no meaning to audience. Imperative sentences and interrogative sentences are common in advertisements; they give command and are threatening. Also exclamatory sentences, which are very emotive, are frequently used; they make the advert more distressed. All these contribute to the downfall of English language among learners of the language. However, most of their advert did not follow the rules of grammar.

As to morphological features, advert writers or advertisers are more particular about their brand names than the product they are advertising. Three quarters of the advert analysed have the name of their brand capitalised, bold and emphasised, given us the idea that they prefer their brand name to the language used in advertising. Monosyllabic and simple words such as *get*, *good* and *new* are often used. These short words emphasise the products advertised.

Abbreviation, Compounds and coinages are invented constantly, which brings confusion to learners who on their own are still undergoing the learning process of English language.

As to semantic features, metaphor and personification are used in their advertisements to compare two unlike things as if they are the same. Puns make advertisements more contrasting when the original meaning is being used with words that are not meant to go with them. Through the use of hyperbole and ambiguity, advertisements become clumsy and uneasy to understand by readers and audience. However, some features commonly appear in one advertisement together; advertisers assemble streams of words together for their own known interest forgetting the rules of grammar and the impact an advert will have on their audience/ listeners.

In essence, this work examines how linguistic tools at different levels (phonological, morphological, syntactic and semantics) have been used to succinctly project collective goals and intentions of the advertisers and how confusing and ungrammatical they could be.

5.2 Conclusion

This study has established that at any point in time a stylistic analysis of any piece of work is carried out, there are always noticeable characteristics even within the same field of study; this is basically because language is a creative phenomenon. And every one, depending on his personality and field employs language differently; this is one of the major reasons why variations are recorded. This study reveals that advertisers often times use simple words, proper nouns and capitalisation to showcase the name behind the product and emotive expression to compel consumers to select a particular product instead of others. Since the purpose of language use in advertising is to bring the message content to the customers, it has been discovered that language is strategically and significantly used in a way that it appeals to the advertisers.

This research reveals that advertisers make use of some non-linguistic or ungrammatical words to interpret their ideas through language. It is proven that the language used in advertising of pharmaceutical products cannot be qualified as a unique variety of the English language.

5.3 Suggestions For Further Studies

The following recommendations are made for the purpose of further study:

1. Researchers are encouraged to replicate similar studies in other metropolitan areas in Nigeria so as to compare their findings with the result of this study.
2. Researchers are encouraged to look at the language factors compared with the use of the three major languages of the country in advertisement and the implication of such advertising on language learners.

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HAVIDOL[®]

(avafynetyne HCl)
20mg tablets and suppositories

WHEN MORE IS NOT ENOUGH

HAVIDOL IS THE FIRST AND ONLY TREATMENT FOR DYSPHORIC SOCIAL ATTENTION CONSUMPTION DEFICIT ANXIETY DISORDER (DSACDAD)

Use the ZING SELF ASSESSMENT TOOL



Take the Quiz

New!
HAVIDOL
gift ideas
in the shop



BIOGLUMIN
CLOROPROPAMIDA *Bichem*

POTENTE HIPOGLUCEMIANTE,
ACTIVO POR VIA ORAL
EFICAZ CON UNA DOSIS
MINIMA AL DIA

Incluido
S. O. E.

BICHEM

The advertisement is set against a bright yellow background. In the center, a woman with long blonde hair is wearing a yellow bikini. To her left, the text "ARE YOU" is written in large, bold, black letters. To her right, "BEACH BODY READY?" is written in the same style. Below "BEACH BODY READY?", the words "THE WEIGHT LOSS COLLECTION" are written in a smaller, black, sans-serif font. In the top left corner, there is a small logo that says "DVE". In the top right corner, the "Protein World" logo is written in a cursive font. At the bottom right, there is a small image of a protein powder container and a glass of protein shake. At the very bottom, there is a small line of text that reads "FOLLOW US @PROTEINWORLD".

A good morning after a sleep-through night

That's how a patient feels after a restful night's sleep provided by Quaalude-300 (methaqualone).

He wakes up alert and ready to face the demands of the day (Quaalude patients usually awaken easily and without evidence of "hangover")... because he slept well all night (Quaalude usually helps produce 6 to 8 hours of restful sleep)... and he didn't have to be awake for a long period of time before he went to sleep (Quaalude can induce sleep in 10 to 30 minutes). Now the physician has one less tired, sleepy and apprehensive patient to contend with.

Non-barbiturate Quaalude-300 is chemically unrelated to other sedative-hypnotics. Its therapeutic value has been established in controlled clinical studies and by wide usage of methaqualone throughout the world.

Side effects reported have been mild, transient, and have often proved to be statistically insignificant when compared to placebo effects. (See brief summary on last page of advertisement.)

For these reasons, maybe the prescribing physician sleeps a little better, too.

a non-barbiturate
Quaalude-300
(methaqualone) 300 mg. tablets

WILLIAM H. RORER, INC.
Fort Washington, Pa. 19034



For additional prescribing information, please turn page.



A good morning after a sleep-through night



Brief Summary of Prescribing Information

Indications:

Sleep, Daytime sedation.

Usual Adult Dose:

For sleep, 150-300 mg. at bedtime. For patients previously on other hypnotics, 300 mg. for five to seven nights. For sedation, 75 mg. t.i.d. or q.i.d. Not recommended in children. Dosage should be individualized for aged, debilitated or highly agitated patients.

Overdosage:

Acute overdosage may result in delirium and coma, with restlessness and hypertonia, progressing to convulsions. Evacuate gastric contents, maintain adequate ventilation and support blood pressure, if necessary. Dialysis may be helpful. Anticholinergics are contraindicated. Succinylcholine accompanied by assisted respiration has been proposed for prolonged convulsions. Overdoses of methaqualone appear to be less often associated with cardiac or respiratory depression than are overdoses

of oral barbiturates, but shock and respiratory arrest may occasionally occur.

Contraindications:

Contraindicated in women who are or may become pregnant, or patients with known hypersensitivity.

Warnings:

Take hypnotic dose only at bedtime. Not recommended in children. Warn patient on Quaalude against driving a car or operating dangerous machinery. Care needed when administered with other sedative, analgesic or psychotropic drugs or alcohol because of possible additive effects. Pending longer clinical experience, Quaalude should not be used continuously for periods exceeding three months. Psychological dependence occasionally occurs. Physical dependence rarely reported. However, caution needed with addiction-prone patients.

Precautions:

Use with caution and prescribe small quantities in patients with

Sleeping and awakening with Quaalude-300 (methaqualone) can be a pleasant experience—patients enjoy a sleep-through night, usually without "drugged" after-effects in the morning.

Quaalude is chemically unrelated to barbiturates and glutethimide.

Side effects reported have been mild, transient, and often statistically insignificant when compared to placebo effects. (See Adverse Reactions section below.)

Patients appreciate this gentle way to sleep:
sleep usually within 10-30 minutes
sleep duration—6-8 hours
the awakening—pleasantly alert—usually no "hang-over" feeling

Quaalude-300
(methaqualone) 300 mg. tablets
a non-barbiturate

anxiety states where impending depression or suicidal tendencies exist. Give in reduced doses, if at all, in patients with impaired hepatic function.

Adverse Reactions:

Neuropsychiatric: headache, hang-over, fatigue, dizziness, torpor, transient paresthesia of the extremities. An occasional patient has experienced restlessness or anxiety. Hematologic: aplastic anemia possibly related to methaqualone has been very rarely reported. Gastrointestinal: dry mouth, anorexia, nausea, emesis, epigastric discomfort, diarrhea. Dermatologic: diaphoresis, bronchidrosis, exanthema. Urticaria has been particularly well documented.

Supplied:

Quaalude-150 (150 mg. white, scored tablets), Quaalude-300 (300 mg. white, scored tablets).

Consult complete literature before prescribing.

WILLIAM H. RORER, INC.
Fort Washington, Pa. 19034



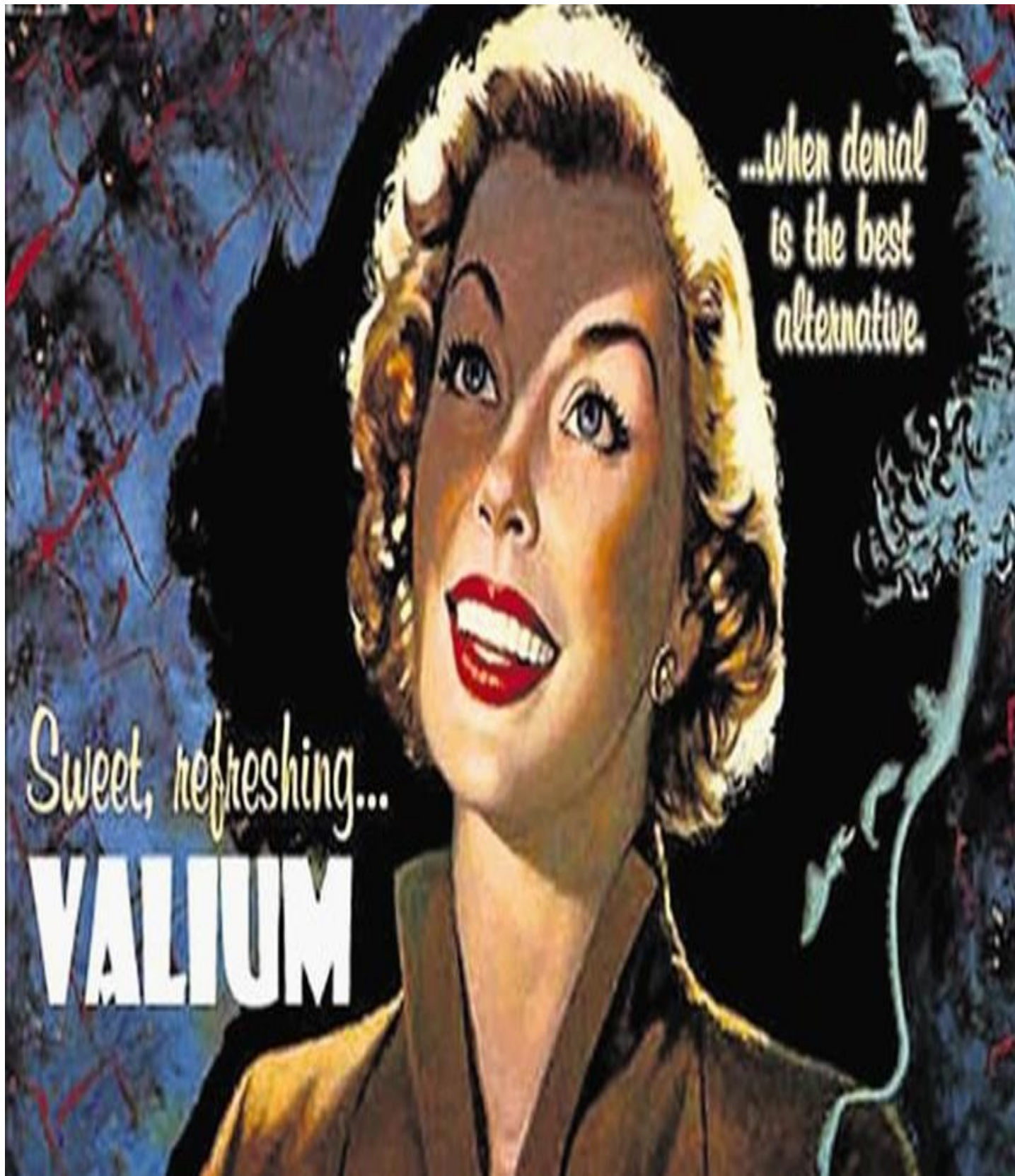
In the prevention of infectious liver disease

YOU JUST MISSED THE OPPORTUNITY
TO **PROTECT HIM**
FROM A LIFETIME OF **RISK**



The only combined hepatitis A
and hepatitis B vaccine for
complete coverage against
infectious liver disease

Twinrix
Hepatitis A (Inactivated) &
Hepatitis B (Recombinant) Vaccine
OPPORTUNITY OF A LIFETIME



Sweet, refreshing...

VALIUM

...when denial
is the best
alternative.



STOP CANCER FROM FEEDING

Avastin helps block tumors from
getting the nutrients they need to grow.

AVASTIN
bevacizumab

Flu jab
£7

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FLU FIGHTER



Save what really matters.





you can bring patients
"out of the corner"

with **Ritalin**

provides needed stimulation . . .
without euphoria or depressive rebound

Studies have proved effective in increasing patients' activity levels, even in severely depressed chronic schizophrenics of long standing. The most responsive patients to Ritalin appear to be the "low depression" type of schizophrenic. But follow-up treatment without depression is age of length of hospitalization. Do not let Ritalin U.S. keep patients locked into isolation, therapy, hospitalization, and social participation.

Learn to use Ritalin. Call your doctor.

CIBA
Sandoz Inc.



LUNESTA SLEEP.
HAVE YOU TRIED IT?

You've struggled with your sleep problem for a while. Isn't it time you tried LUNESTA? Discover what millions have. For most people, LUNESTA can bring a full, satisfying 7-8 hours of sleep they're longing for. Restful, refreshing sleep. And LUNESTA is non-narcotic. Find out how to improve your sleep habits at lunesta.com. Or call 1-800-LUNESTA. LUNESTA is by prescription only.

Lunesta
ESOPICLOPAC
LUNESTA TABLETS

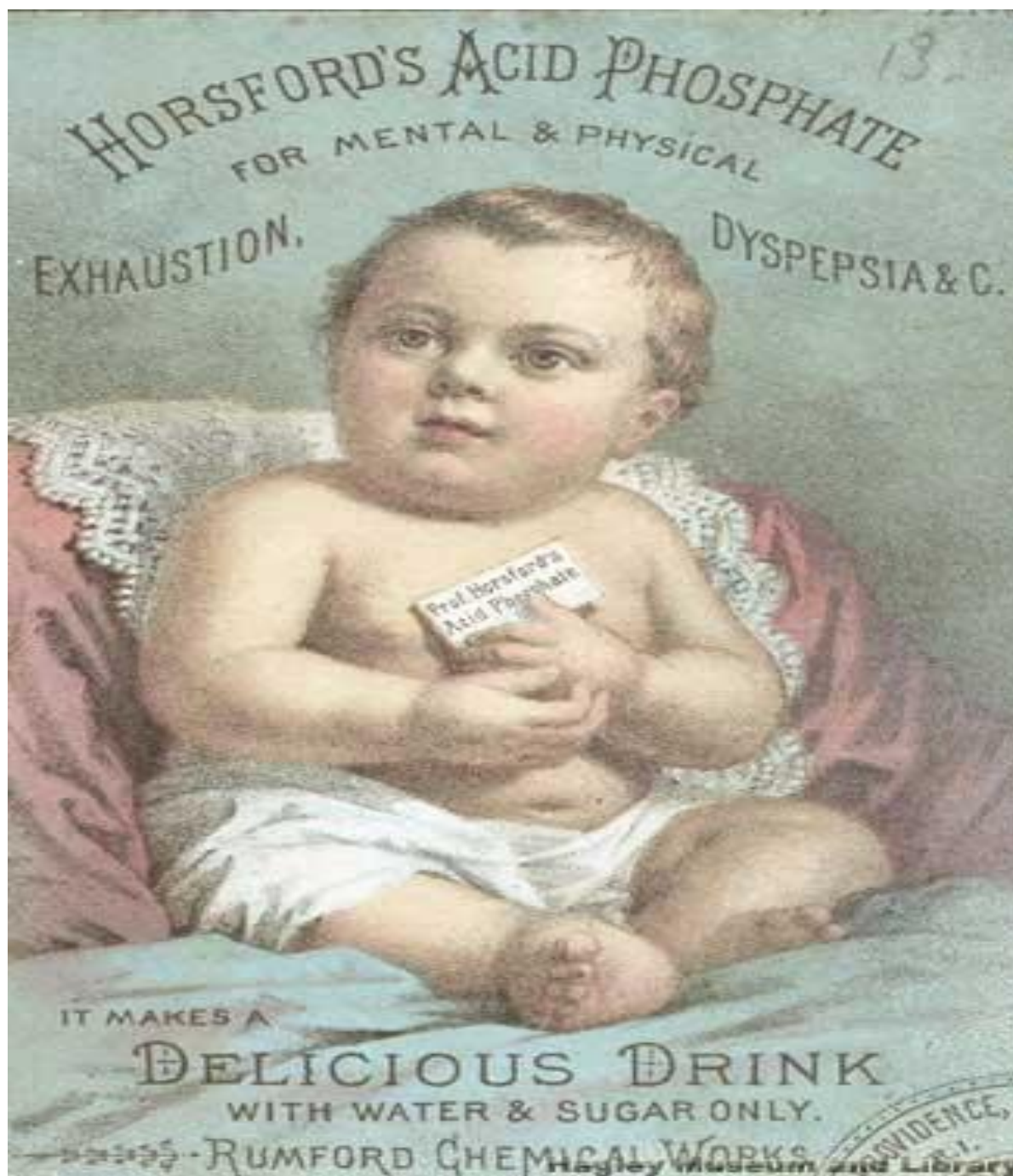
IMPORTANT SAFETY INFORMATION: Lunesta helps you fall asleep quickly, so take it right before bed. Be sure you have at least eight hours to devote to sleep before becoming active. Until you know how you'll react to Lunesta, you should not drive or operate machinery. Do not take Lunesta with alcohol. Call your doctor right away if after taking Lunesta you walk, drive, eat or engage in other activities while asleep. In rare cases where allergic reactions can occur. Most sleep medicines carry some risk of dependency. Side effects may include unpleasant taste, headache, drowsiness and dizziness. See important patient information on the next page.

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HORSFORD'S ACID PHOSPHATE

FOR MENTAL & PHYSICAL
EXHAUSTION, DYSPEPSIA & C.

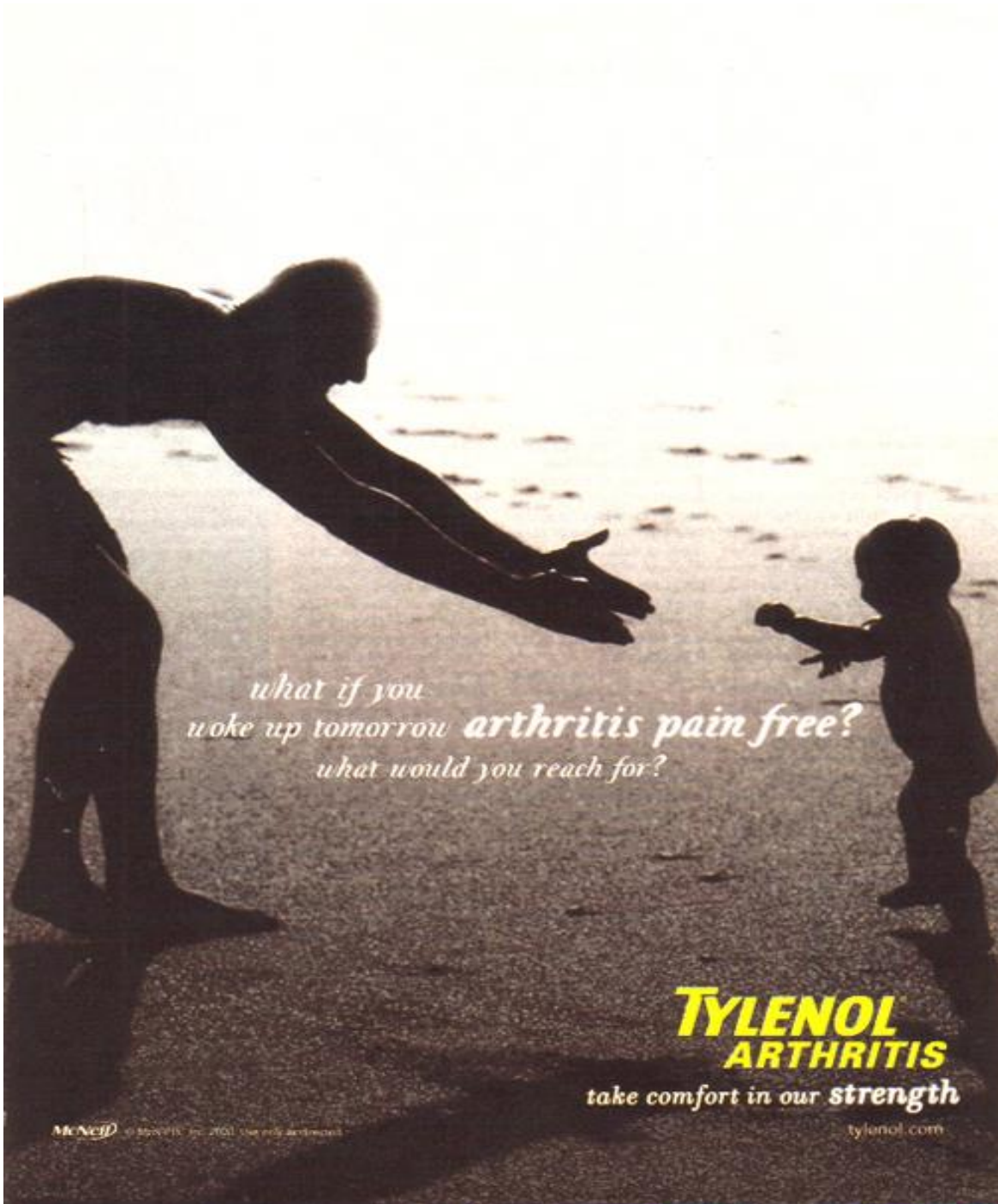


Prof Horsford's
Acid Phosphate

IT MAKES A
DELICIOUS DRINK
WITH WATER & SUGAR ONLY.

RUMFORD CHEMICAL WORKS
PROVIDENCE, R.I.

Hayley Museum and Library



*what if you
woke up tomorrow **arthritis pain free?**
what would you reach for?*

**TYLENOL
ARTHRITIS**

take comfort in our strength

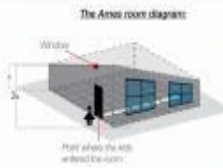
McNeil  © 2008, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024. All rights reserved.

tylenol.com



Brief

To launch the new Horlicks variant, Horlicks Pro-Height with a bang.



Solution

Using a 1984 tradition of a cartoon and a mathematician named Adhikar Arora, we constructed 'The Horlicks Pro-Height Room' based on the 'Jinnah Room'. The kids drank Horlicks Pro-Height and entered the room. As they walked across to exit from the other side, parent and friends saw them grow tall through the window.

Entry ticket:

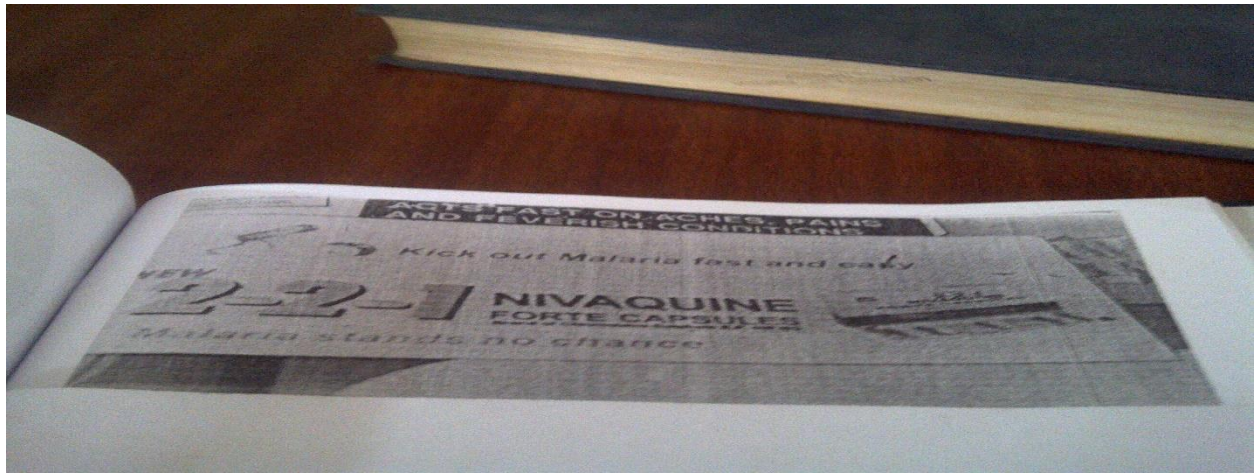


Result

A vertically eye-catching launch for Horlicks' latest variant. 8 thousand kids and parents took part in the activity that ran on a festive weekend in Chennai's biggest mall. 3000 Rs. 30 discount coupons were distributed to parents. Owing to this, as well as some more product launches in India, Q3* recorded an unprecedented **34.6% growth** with Net Sales of Rs. 18,210 million in the last quarter.







Safety just got more satisfying



New
GOLD CIRCLE Flex
RIBBED & FLAVOURED
FOR HEIGHTENED PLEASURE



The Condom is not 100% safe. Total abstinence or faithfulness is the best option.

