

**“SEMANTIC ANALYSIS OF LANGUAGE ADVERTISEMENT IN  
DAILY TRUST AND VANGUARD NEWSPAPER”**

**BY**

**MURTALA IBRAHIM**

**ADM NO 0911109038**

**PROJECT SUBMITTED TO THE DEPARTMENT OF MORDERN  
EUROPEAN LANGUAGE AND LINGUISTICS, FACULTY OF ARTS  
AND ISLAMIC STUDIES, USUMANU DANFODIYO UNIVERSITY,  
SOKOTO, IN PARTIAL FUFILMENT OF THE REQUIREMENTS  
FOR THE AWARD OF A BACHELOR OF ARTS DEGREE IN  
LINGUISTICS**

NOVEMBER, 2015.

## **APPROVAL PAGE**

This is to certify that, this project has been supervised and approved as part of the requirement of the award of Bachelor of Art (B.A. Hons.) Degree in Linguistics of the Department of Model European Language and Linguistics, Usmanu Danfodiyo University, Sokoto.

\_\_\_\_\_  
Mallam Bello Danladi Dogondaji  
(project supervisor)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Dr. Aminu Mode  
(Head of Department)

\_\_\_\_\_  
Date

\_\_\_\_\_  
External Examiner

\_\_\_\_\_  
Date

## **DEDICATION**

I dedicate this project to my dearly beloved mother Salamatu Umar, and my Father Umar Ahmed, Ibrahim Ahmed and my entire family.

## **ACKNOWLEDGEMENT**

Firstly, I would like to express my deepest gratitude to his Almighty Allah and His prophet, Mohammad (SAW). I am grateful to my inspiring supervisor Mallam Bello Dogodanji whose unrelenting supervision has helped to bring this work to perfection, through patience guidance and useful critics of this research work. I say thank you.

I would like to offer my especial thanks to our course lecturers, Prof. D.M. Argungu, Dr. Abubakar, Dr. M.A. Alieru, Mallam Bello Dogondaji and Mallam Garba Ibrahim.

Finally, my gratitude goes to my parents Salamatu Umar, Umar Ahmed, my family Nafisa Murtala Ibrahim Murtala and yet un born. I also, thank Ibrahim Ahmed , and my wife Rahinatu. To my course mates may Almighty Allah crown our endless efforts with success. I love you all

## **TABLE OF CONTENTS**

Title Page	i
Approval page	ii
Dedication	iii
Acknowledgement	iv
Table of Contents	v
Abstract	vi
<b>CHAPTER ONE: GENERAL INTRODUCTION</b>	
1.0 Introduction	1
1.1 Statement of Problems	1
1.2 Objectives of the Study	2
1.3 Significance of the study	3
1.4 Scope and Delimitation	3
1.5 Research Question	3
<b>CHAPTER TWO: LITERATURE REVIEWS</b>	
2.0 Introduction	5
2.1 What is semantics?	5

2.2	What is theories of meaning	11
2.3	What is Advertisement	15
2.4	Nature of Language Advertisement in Nigeria	17
2.5	Function of Language Advertisement in Nigerian Media	18
2.6	Conclusion	19

### **CHAPTER THREE: METHODOLOGY**

3.0	Introduction	21
3.1	Research methodology	21
3.2	Source of data	22
3.3	Population of the study	22
3.4	Sample and Sampling Techniques	23
3.5	Instrument of data collection	23
3.6	Methods of data analysis	23
3.7	Delimitation of the methodology	23

### **CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS**

4.0	Introduction	24
4.1	Presentation and data analysis	25
4.2	Conclusion	34

### **CHAPTER FIVE: SUMMARY AND CONCLUSION**

5.1	Summary	35
-----	---------	----

5.2	Discussion of findings	35
5.3	Conclusion	36
<b>Bibliography</b>		
	Primary Source	38
	Secondary Source	38-40

## **ABSTRACT**

In to day's word of mass media advertisement are ever-present and influence people to high extent. It can be said that advertising, as a phenomenon has rapidly developed for the past few decades, thus becoming a futile ground for good communication, and the starting point for making sense of what is bees communicated, is that the participants (writer-reader, sender-receiver, producer-consumer, addresser-addressee etc) cooperate each other (Yule, 2002, 35).

Semantic analysis of language Advertisement in Daily Trust and Vanguard newspaper is an essay to investigates in to enigma aspects of Nigeria newspaper i.e Daily Trust and Vanguard.

it is quite clear that Nigeria English is enhancing effective communication to their readers. And in other ways round the English is also affected by culture in a context that people use it.

Furthermore, the research work has shown that Nigeria English helps to project its speakers as Nigerians.



## CHAPTER ONE

### INTRODUCTION

#### 1.0 INTRODUCTION

The study is an attempt to analyse semantic aspect of language of advertisement in Daily Trust and the Vanguard Newspapers. This chapter serves as the general introduction to the entire work as it discusses the background to the study, statement of the problem, objectives, significance of the study as well as the scope and delimitations among others.

#### 1.1 STATEMENT OF THE PROBLEM

In semantics, we tend to derive meanings from words and utterances and by so doing, we try to understand what a sentence is trying to say or portray. The following are problems that have been examined in this research work: to identify the type of language used, the kind of language used in advertisement in Daily trust and vanguard news papers, and to

identify whether or not the language used in advertisement are easily understood.

## 1.2 OBJECTIVES OF THE STUDY

Researchers in describing Semantics, examine what signs mean in particular languages. The aim, for instance, to identify what constitutes nouns or noun phrases and verbs or verb phrases. For some languages such as English, this is done with subject predicate analysis. For some other languages without clear-cut distinctions between nouns, verb and prepositions, it is possible what the signs mean by analyzing the structure are called propositions. In such analysis a sign is seen as an operator that combines with one or more arguments (also sign)- often nominal arguments (noun phrases)- or relates nominal arguments to other elements in the expression (such as prepositional phrases or adverbial phrases) (Encarta, 2009).

The aim of the study is to enlighten readers;

- i. To find out the specific language used in advertisement.

- ii. To find out the kind of messages passed by the advertisers.
- iii. To find out whether or not the messages are clearly understood.

### 1.3 SIGNIFICANCE OF THE STUDY

It is hoped that the study gives a clear meaning of semantics by analyzing language advertisement in daily Trust and Vanguard news papers.

As an academic work, it is expected to be of interest to both students and scholars as the finding may be relevant to their respective needs.

The study will aid subsequent researches in the related field of semantics.

### 1.4 SCOPE AND DELIMITATION

The study is limited to Daily Trust and Vanguard Newspapers. For the purpose of time and limited materials, the study will be limited to only few advertisements used in some selected editions of the Daily Trust and Vanguard Newspapers (2015).

## 1.5 RESEARCH QUESTIONS

These are the research questions to be answered in the study:

1. What is semantic ?
2. What is advertisement?
3. What type of language is used in advertisement?
4. What kind of message is passed by the advertisers?
5. Are the messages clearly understood or not?
6. The relationship between semantics and advertisement?

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.0 INTRODUCTION

This chapter reviews the literature related to the topic of the research. It focuses on the contributions made by scholars in the area of semantics and advertisement generally. The works reviewed have been fully acknowledged in the reference section.

#### 2.2 WHAT IS SEMANTICS?

Semantics is a concept that is abstract in nature. It simply means the study of meaning. Semantics deals basically with the mind to give appropriate meaning to a word or an expression.

As matter of fact, semantics is a concept that is abstract in nature. It simply means the study of meaning. Semantics deals basically with the mid to give appropriate meaning to a word or an expression.

According to McGregor (2009, p. 129) the notion of meaning in linguistics concerns that which is expressed by sentences, utterances and their components by language, the message or thought in the mind of a speaker is encoded in a way that sends a signal to the hearer in a way that the message can be got. He explains further that, the context which is being communicated in a language is meaning which makes a language effective.

McGregor's view about meaning points out that, both the speaker and the hearer contribute in giving appropriate meaning to a word or an expression in a language.

Saeed (2007) opines that "*Semantics is exclusively concerned with the meanings of linguistic entities such as words, phrases, grammatical forms and sentences, but not with the meaning of actions or phenomenon*". He points out for meanings of words and sentences can't be studied independently of how they are actually used in speech.

Davies & Elder (2004, p. 48) assert that:

*" Semantic is that part of linguistic description which deals with meaning, it is often divided into lexical semantics dealing with the meaning of word and grammatical semantics, how morpheme meanings are combined by grammar to form the meanings of utterances."*

The above assertion marks that when an utterance or a sentence is made, its meaning is derived when viewed as a whole and not at an independent meaning or words.

Babatunde (2000, p.1) suggests that *"semantics is coined from a Greek verb which means to signify, it is the study of meaning, which seeks to convey and classify experience through language"*.

Lehtonen (2000) argues that

*"Meanings are in an environment certain position at the core of human life... meanings have diversified irreversibly, perhaps we all struggle to make some kind of sense of our lives"*.

McMachon (1994, p. 170) cited in Singh (2005) states that *“meaning is somewhat dynamic and fluid property”*. This suggests that meanings also shares characteristics with language.

Blake & Moorhead (1993) state that:

*"Meaning resides shadowly in the morpheme less so in the word, less so again in the phrases or sentence or paragraph, but meaning only comes to its fullest flower in the context of an entire way of life."*

Fodor (1977, p. 1) observes that “semantics is thus an area within linguistics and the study of semantics exhibits the dual goal common to all linguistic research”. Semantics and the notion of meaning in our review, ascertains that semantics is basically the study of meaning while meaning is something that is paramount to all languages.

WORD MEANING (LEXICAL SEMANTICS)

Words have meanings but we discovered from our study that sometimes the sequential arrangement of letters that constitute a word is responsible for the meaningfulness of a word.

However, every language has its own rule(s) of how letters should be arranged when forming word since language operates in a different systematic ways. Thus words that are used in a language must also conform to the operating system in such a language.

McGregor (2009) observes that *“words often have connotation, unstable meaning associations such as emotional overtones”*.

Fromkin, Rockman & Hyams (2007) contribute that *“meaning of many words is a function of the morphemes that compass it... the meaning of words is part of the linguistic knowledge”*. They said further that speakers of a language are the negotiators of meanings of most words and all morphemes, making the word meanings to vary from time to time.

Saeed (2007) agrees that *“phrases and sentences also have meaning of course, but an important difference between word and meaning on the*

*one hand and phrase and sentence meaning on the other concerns productivity”.*

Saeed’s view reflects that meaning of sentences and phrases are tied to the meanings of words that constitute them.

Jackson & Amvela (2007) say that:

*... "the meaning of a word involves at least, its reference to an entity in the word of experience, as well as in the sense relations it contracts with other words in the vocabulary and the collocation relations that may hold between it and other co-occurring words."*

The above assertion states the fact that words do not exist in a vacuum, they are always employed to achieve certain aims. This means that the meaning of a word must be connected to the word itself. Therefore, a competent speaker of a language must know how and what word to be used in any context.

Singh (2005) opines that *“words actually tend to be polysemic, which means that they individually carry different meanings or at the very least, whole language of shade of meaning”*.

Hall (2005, p. 69) submits that *“the meaning of a word, then can be seen as the concept, encoded in mentalisee, with which word form is conventionally associated”*.

Lehtonen (2000) asserts that

*“if words and sentences acquire meanings through*

*differences that is, through note equaling something*

*else they do not have a meaning in themselves”*.

Lehtonen’s assertion holds that meanings of words are flexible, whichever way meaning is being explored in words it can always change its base that is, occupy a new domain through the words that express it.

## 2.5 THEORIES OF MEANING

Quite a number of linguists have contributed greatly in bringing our generalizations as regards the various theories of meaning in order to explore the concept of meaning.

This section attempt to present submissions that some linguists have made on the theories of meaning.

Yule (1996) cited in Adedimeji (2003, p. 57) agrees that *“the essence of the theories of meaning is to provide frame works from which meaning can be attracted and inferred”*.

Akmajian et al. (2008) propound four theories of meaning, which we examined below.

**1)The denotational theory of meaning:** This relation between a linguistic expression and what it refers to is variously caused denotating linguistic reference and semantic reference what an expression means can be linked to the actual object which it denotes. In cases where two objects share the same meaning these results to having the same denotation (Synonymy).

**2) Mentalist theories of meaning:** The meaning of each expression is the idea (or ideas) associated with that expression the minds of speakers. However, this theory cannot be adopted to predict anything specific because it is too vague.

**3) The sense theories of meaning:** Akmajian et al. (2008) citing Frege (1892) argues that ideas is not meaning since ideas are subjective whereas meaning is objective. This theory has its unique way of operation and it is probably the dominant view in linguistic semantic theory.

**4) The use theory of meaning:** This theory was formulated to improve upon the previous theories that were propounded. It is worthy of note that, there is no theory of meaning that has given a clear notion of how meaning can inferred.

Furthermore, Fodor (1977) propounds ideational theory of meaning and he says:

The truth of an ideational theory inevitably depends on what ideas

are taken to be and how the associative relation between expressions and idea is defined. For an ideational theory to be plausible it would therefore have to be integrated with a much more sophisticated idea... on which is applicable to all types of expression....

In line with the above submission, it is quite important to note that both the speaker and the hearer must understand how meaning can be inferred in communication so as not to lose the message that should be conveyed.

Other theories which was not discussed in the study include the pragmatic theory, refer entail theory of meaning, behavioral theory of meaning, image theory of meaning, semiotic theories, mention but a few.

#### -TYPES OF MEANING

There are different types of meanings with various names given to each type. Leech (1974) cited in Adedimeji (2003, p.58) identifies several

types of meanings. According to him, meanings are conceptual/denotative, emotional/connotative, collective, reflected, affective, stylistic and thematic.

Denotative meaning is the literal, basic, plain or central meaning of a word. It is relatively stable and its scope is not open-ended and indeterminate. Connotation meaning, on the other hand, is the meaning people associate with words. It is the personal or cultural meaning which is open-ended and indeterminate.

Collective (from collocation or “placing together” of words or phrases) meaning is the meaning of a linguistic form in relation to the other forms expressed with it in a given context. Reflected meaning is considered as the meaning is the sense of a word or sentence evoke in multiple conceptual situation.

Affective meaning arises when language is used to reflect the personal feelings or attributes of the speaker to the audience. This type of meaning features at the levels of politeness, indignation and rudeness.

While stylistic meaning concerns the relation of the linguistic form to social or situational circumstances. Like geographical location, subject-matter, medium, sex, age, etc. Thematic meaning refers to the manner of organizing messages in terms of ordering focus and emphasis

### 2.3 WHAT IS ADVERTISEMENT?

According to the Canadian-US advertising pioneer, John E. Kennedy (1864-1928), an advertisement is "salesmanship in print." Advertisement is a paid, non-personal public communication about causes, goods and services, ideas, organizations, people and places, through means such as direct mail, telephone print, radio, television and internet. An integral part of marketing, advertisements are public notice design to inform and motivate. Their objectives is to change the thinking pattern.(or buying behavior) of the recipient, so that he or she is persuaded to take the action desired by the advertiser. When aired in the radio or television, an advertisement is called a commercial.

The word advertisement is a Latin word which means " to turn attention of people to a specific things" it is a paid publicity. According to Oxford Dictionary the word "advertise" means to make generally or publicly known, describe publically with a view to increasing sales.

Advertisement is thus, a mass communication tool, which is essentially in paid form by a firm or an individual and ultimate purpose of which is to give information, develop attitudes and induce action, which are useful to the advertiser.

Advertisement present and upholds the ideas, commodities and services of a recognized advertiser, which provides as communication link between producer and potential buyers, It gives the information to the buyers who are interested in seeking the information about a product and manufacturer. Advertisement may be taken as the efficient means of reaching people with product information. Advertisement presents mass persuasion apart from disseminating information to the prospective buyers about the product and producer. While creating awareness and

popularity, it seeks to persuade. It is a effective and extensive and less expensive way of creating contacts.

#### -OBJECTIVES OF ADVERTISEMENT

The purpose of advertisement is to sell something- a product, a service or an idea. The real objectives of advertisement is effective communication between goods and clients and increasing awareness. Mathews (2001), Buzzell, Frank (2004) and Levitt (2007) have listed some specific objectives of advertisement.

- To make an immediate sale.

-To build primary demand.

-To introduce a price deal.

-To build brand recognition or brand insistence.

-To help sales man by building an awareness of a product among retailers.

-To create a reputation for service, reliability or research strength.

-To increase market share.

## 2.4 NATURE OF LANGUAGE ADVERTISEMENT IN NIGERIA

From the communicative point of view, one piece of advertisement can be seen as a communicative action, one-way communication. Advertisers have to keep good social relationships between producers and consumers through the only effective way which is advertising. There will be no chance of mutual communication and information exchange.

Therefore, advertising language pays more attention than any other to the interpersonal function of language, concerning closely with psychology, sociology, aesthetics, etc. At the same time, Grice's cooperative principle is fully reflected in advertising language (Guowen 1997: 2).

## 2.5 FUNCTIONS OF LANGUAGE ADVERTISEMENT IN THE NIGERIA MEDIA

Advertising often takes advantage of implicature to make claims that people interpret to be more powerful than they really are. It has been shown that understanding advertisements is not merely a matter of

decoding, and that the interpretation of advertisements is best approached from a semantic point of view. However, it has been suggested that semanticist who have analyzed advertisements do not present a convincing and thorough account of the nature and role of context. Instead they attempt to make use of notions of goal-bounded activities or sets of rules, which are demonstrably insufficient to explain how audiences understand advertisements. In short, existing approaches to the language of advertising share the defects of the theories of communication on which they are based.

Advertisement are used for personal and collective purposes in Nigerian Dailies. The four main uses of advertisement in Nigeria Newspapers are:

1. Political
2. Social criticism or commentary
3. Entertainment
4. Education

- **Advertisement as a political tool:** Advertisement could be used in politics as a means of spreading propaganda for a candidate you support or against . It could promote an idea or campaign against one. Language advertisement were also used in Nigeria and are still being used as would be show later in the study.

## 2.6 CONCLUSION

In this chapter we have been able to review the literature relevant to our variables and the next chapter will help to express clearly the purpose of the study.

Some of the types of semantic variation in (semantic analysis of language advertisement in daily trust and vanguard news papers) "Nigerian English" that have been reviewed will be deployed as tools for the analysis of our data in chapter three.

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 INTRODUCTION

Having reviewed some of the available literature related to the study in the previous chapter, this chapter is primarily concerned with the methodology used in the study which includes research design, sample and sampling techniques, instrumentation and data analysis techniques.

The study is limited to Daily Trust and Vanguard Newspapers. For the purpose of time and limited materials, the study will be limited to only few advertisements used in some selected editions of the Daily Trust and Vanguard Newspapers (2015).

#### 3.1 RESEARCH METHODOLOGY

Newspapers published in the months; March, April, May and June, 2015. Due to time constraints, News papers within the aforementioned month are selected randomly for the purpose of the analysis. Emphasis is given to the contextual meaning of words and phrases in the News paper.

The analysis is done through established parameters, that is, the various features of semantic variation in Nigerian English in the columns will be classified according to the type semantic analysis of language advertisement they belong to.

### 3.2 SOURCES OF DATA

For the purpose of this study, data were gathered through two main source: primary and secondary sources.

The primary sources of data collection is mainly the Daily trust and Vanguard newspapers. The method of analysis will be adopted; to show some essential part in the data and it allows the researcher to obtain more knowledge.

The secondary source on the other hand relates to the textbooks, internet, website, etc. which have been acknowledged in the reference section.

### 3.3 POPULATION OF HE STUDY

The population of the study covers two newspapers (i.e.) Daily Trust and Vanguard Newspapers. The study focuses on Nigerian News papers; it is based on this that generalization was made of the findings and conclusion of the study.

#### 3.4 SAMPLE AND SAMPLING TECHNIQUES

We have so many Newspapers in Nigeria that can be use for samples in the study, but two Nigerian Newspaper have been selected out of all to serve as samples to the study, which are the Daily Trust and Vanguard News papers.

#### 3.5 INSTRUMENT OF DATA COLLECTION

The data collection done by the use of documentary analysis, that is reading in the Daily Trust and Vanguard News papers for the year 2015.

#### 3.6 METHOD OF DATA ANALYSIS

The method of analysis used in the study relates to just one method which is the written act theory. The method is used to analyze the advertising language used in Daily Trust and Vanguard News papers.

### 3.7 DELIMITATIONS OF THE METHODOLOGY

The problem encountered was not much, because getting the News papers was easy but getting the required related material to the study made the work a little bit hectic.

## CHAPTER FOUR

### DATA PRESENTATION ANALYSIS

#### 4.0 INTRODUCTION

The Precision and effectiveness in advertising depend on the careful use of words. Words are used to convey meaning exactly and vividly to the audience. It is necessary here to examine the language of advertising in terms of word meaning. Basically, meanings are of two kinds-denotative and connotative meaning. Denotative meaning is the literal or common dictionary meaning while connotative is the evaluative, inferred or emotional meaning.

The denotations is roughly the same for people who use the same dictionary but words have different connotations for different people. Here, meanings are influenced by the context in which they are used, by the relationship between the sender and the receiver and by many other variables. Therefore, the denotation of a word is the explicit literal meaning while the connotation is the meaning with which it is associated.

Advertisements that express meaning use word with wide extensions. The words often connote strength, reliability, perfection, notability, and other such qualities.

#### 4.1 PRESENTATION AND DATA ANALYSIS

This present chapter, therefore, deals with the analysis of data composed from Daily Trust and Vanguard news paper, which have printed advertisement. These language advertisement are analyzed within this chapter.

##### 4.1.1 DATUM ONE

One can say that the language of advertising is connotative. Let us consider the bournvita advertisement and its nourishing connotations. It seeks to appeal to an audience which is expected to see the rich and delicious content of the beverage.

Bournvita is the delicious  
refreshing, vitality giving food drink

ideal for the whole family. Bournvita  
hot or cold, can be drunk any time of  
the day.

(Daily Trust, Tuesday 13th Jan, 2015.) P: 27

## ANALYSIS

Notice, such words as delicious, refreshing, and vitality. The advertiser wants the audience to bear in mind that bournvita is nutritious and could be taken any time of the day whether the weather is hot or cold. It is also for the young and the old, hence the invitation 'ideal for the whole family'. The adjectives depict bournvita as a total vitality drink that contains all the important nutritional values: proteins, vitamins, minerals, and carbohydrates. Because of this, it should be used by everybody.

### 4.1.2 DATUM TWO

`... Enjoy a Guinness. Good rich dark, satisfying....

(Daily Trust, Thursday Jan 16th, 2015.)P: 31

## ANALYSIS

The words 'rich' and 'dark' have an emotional connotation because they are unusual adjectives to a drink. Many words used in copies are endowed with strong emotional connotations. They not only provide us with information, they tell us a lot about the feelings of user. A word like 'home' seems to be inherently emotive and in captions carries a high emotive overtone. The emotive overtone of words is always pleasant. This is because advertising seeks to influence the audience and, as such, words of pleasant connotations must be used.

### 4.1.3 DATUM THREE

.....Home-Pride hotel: 'The best hotel  
ever, home for all'....

(Vanguard, Monday 17th February, 2015.) P: 51

## ANALYSIS

The word 'home' raises emotion in the minds of the listeners. It connotes comfortability. By using 'home', an impression of a family-setting for relaxation is created.

#### 4.1.4 DATUM FOUR

... 'Joy... your special own beauty soap'

(Vanguard, Friday, 21st February, 2015.) p:16

#### ANALYSIS

The emotive factor is derived by the use of emphatic determiner 'own' and the adjective 'special'. The Joy soap is not only 'your own' but special. Apart from the connotative and denotative meanings, there are also the other forms of meaning, such as the evocative meaning. Certain words, which have the ability to evoke images and feelings, are deliberately used to influence the hearer's attitude to what he listens to.

#### 4.1.5 DATUM FIVE

...Exquisitely roasted by Lipton to a real

Full-bodied flavour .....

Bon cafe gives you the original, real

Coffee taste with all the appetising aroma

That comes with real coffee flavour.

(Vanguard, Friday, 21st February, 2015.) p: 5

## ANALYSIS

In the above excerpt, certain words like flavour , appetising , aroma, real and original are imbued with greater meaning and evoke images and feelings.

Advertisements depend a great deal on adjectives for effect. They evoke a vivid picture of what the advertiser wants to show and can cause positive feelings in the audience.

### 4.1.6 DATUM SIX

Experience the luxury of Jojo

For that soft , silkie , thicker

Fuller hair that's unforgettable

Use Hair care Ronge

....The best or nothing.

(Vanguard, Monday 24th, February 2015) P: 17

## ANALYSIS

The underlined words show the advertiser's use of adjectives to produce a vivid picture of what he wants to portray. In the above advertisement, the words silkie, thicker, fuller and soft are used to show the qualities of the product. It can help to prevent hair damage and destruction, smooth, solidify, and soften hair and make hair full.

These are the qualities every relaxer is expected to have. It has been compared to other relaxers and has emerged the best one.

At the end of the caption, the superlative 'best' is used to show that it is incomparable to other relaxers. Adjectival compounds are also used to show images of products. In this slogan,

#### 4.1.7 DATUM SEVEN

...Extra-pearl beauty cream

Hints.....True –life romances

Super- active blue Omo Washes

even Brighter and it shows.

(Vanguard, Wednesday 5th, 2015) P:41

#### ANALYSIS

The adjective compounds emphasise the features of the product. The silver is not only a beauty cream but an 'extra- pearl beauty cream` while the Hint magazine contains 'true-life romances'. The blue Omo is `Super-active'.

New words are continually coined as the need arises in advertising. Sometimes, new words are formed by telescoping two words together to create a third with the connotations of both.

#### 4.1.8 DATUM EIGHT

`New super- shelltox, the hardest  
–hitting killer ever’ insect

(Daily Trust, Tuesday 27th March) P: 8

#### ANALYSIS

The advertiser coined ‘super- shelltox’ to form a compound word. In the same vein, he formed ‘hardest- hitting’ from the adjective ‘hardest and the participle ‘hitting’ to form the compound. The meanings of the compounds are derived from the meaning of the two words combined.

The strength of the insect killer is shown by the compound ‘hardest-hitting’. The two compounds ‘super-shelltox’ and hardest-hitting’ connote great value and extra power, respectively.

#### 4.1.9 DATUM NINE

Welcome to eight straight pages  
of sixxling entertainment and  
society gifts, produced by Sunny  
Okin.

(Daily Trust, Wednesday 14th, 2015.P:7

To achieve vivid and exact meaning, advertiser wants to relay to the public, he uses concrete words. Concrete words are Anglo-Saxon words of one or two syllables.

#### 4.1.10 DATUM TEN

Be our cover model.....

Come over with your costume:  
swim suits, bikinis, body hugs  
casuals and corporate outfits (sic)  
all bold brilliant colours, to

Hints Romance plaza for entry  
forms.

(Daily Trust, Monday 7th April, 2015.) P:21

## ANALYSIS

The underlined concrete words: suits, bikinis, body hugs, casuals, outfits (sic), colours, plaza, forms are real. The article can be touched, seen and used and so they are familiar. The senses are not allowed to reason or judge because their meanings are understood. In the above advertisement, all the concrete items are known to the audience and, when the caption is read or listened to, the message is clear.

The words suggest the meaning without the advertiser being explicit. The word 'outfits' does not exist in the English language. The correct noun is 'outfit'. It does not have the plural marker /-s/. The writer adds the /-s/ marker for the sound effect of the caption.

Other nouns except 'plaza' end in /-s/ and so to maintain the sound, he neglects the linguistic rule and makes his copy pleasing to the ear by the effect of the /-s. sound.

Words are repeated in advertisement for emphasis and to hold the attention of the audience. For instance, Skol beer says, 'Skol....ahead ahead of other'. 'Ahead' is used repetitively to impress on the viewer's mind the quality of the Skolt dash.

#### 4.2 CONCLUSION

In the above semantic analysis of language advertisement in Daily Trust and Vanguard News papers. Advertisers tell the prospective consumer about the existence of their products and services. They try to persuade the consumer to buy through the use of language.

## CHAPTER FIVE

### SUMMARY AND CONCLUSION

#### 5.1 SUMMARY

We started with the general introduction to the study in the first chapter. We stated the Statement of the problem, objectives of the study, significance of the study, scope and delimitation of the study.

Chapter two contained the review of related literature. We discussed, the introduction, meaning of semantics, theories of meaning, the meaning of advertisement, nature of language advertisement in Nigeria, functions of language advertisement in the Nigeria media discussed, and the chapter was concluded with the stating of the elements to be used in the next chapter. In the third chapter, we presented the method of data analysis. And in chapter four we analyzed the data and we gave a discussion on the data. The rest of this chapter five will be based on findings resulting from our studies shall be made.

#### 5.2 DISCUSSION OF FINDING FINDINGS

It is quite clear that columnists use features of Nigerian English to enhance effective communication to their readers.

The study revealed that language is affected by culture and context, making such as a language appropriate for use within the socio-cultural context of the people that use it.

Furthermore, the research work has shown that Nigerian English helps to project its speakers as Nigerians.

Lastly, it was discovered that acronym is the feature that was the most prominent in our study.

### 5.3. CONCLUSION

In the above semantic analysis of language advertisement in Daily Trust and Vanguard News papers. Advertisers tell the prospective consumer about the existence of their products and services. They try to persuade the consumer to buy through the use of language. The language

of advertising suits the advertisers aims which are to inform, entice, excite induce, the audience to buy.

The audience cannot believe the copywriter unless he convinces them of the truth in his copy. Believing the advertiser depends on whether he uses his language wisely. To achieve his aims, he must apply imaginative, original, and fresh language. Therefore the novelty and freshness of advertising language is justified for the purpose of attracting people's attention, winning their trust and swaying their thinking.

Emotional connotative meaning which are mostly used by advertisers are connected with pleasantries. Adjectives, coined word, and non-existing words are all linked with the images and features of the products. Misspelling is for visual effect and attraction.

The use of concrete words make for easy understanding. Repetition and metaphor are for emphasis and effectiveness. Punning is linked with remembrance, memorability, interest and impression. Multiple meanings of ambiguous statements inspire readers associations and imagination to

attract their attention and to bring their interests, and thus the persuasiveness of the advertisement themselves from enhancement.

## BIBLIOGRAPH

### PRIMARY SOURCE

Daily Trust, Tuesday 13th Jan,2015.) P: 27

Daily Trust, Thursday Jan 16th, 2015.)P: 31

Vanguard, Monday 17th Febuary, 2015.) P: 51

Vanguard, Friday,21st Febuary, 2015.) p:16

Vanguard, Friday,21st Febuary, 2015.) p: 5

Vanguard, Monday 24th, Febuary 2015) P: 17

Vanguard, Wednesday 5th March, 2015) P:41

Daily Trust, Tuesday 27th March) P: 8

Daily Trust, Monday 7th April, 2015.) P: 21

Daily Trust, Wednesday 14th March, 2015.) P:7

### SECONDARY SOURCE:

- Adedimeji, M. A. (2003). The semantics and Pragmatics of Nigerian Proverbs in Chinua Achebe's *Things Fall Apart* and Ola Rotimi's *The Gods are not to Blame*. In S. E. Ododo (Ed.). *Alore*. Ilorin: The Faculty of Arts. (pp.54-59).
- Akmajian, A., Damers, R. A., Farmer, A. K. & Harnish, R. M. (2008). *Linguistics: An Introduction to language and communication* (5th Ed.). New Delhi: Prentice Hall of India Private Limited.
- Alabi, T. A. (2005). Prosodic configuration of select Nigerian English news texts. In S.E Ododo (Ed.). *Alore*. Ilorin Faculty of Arts. (pp. 138 – 154).
- Babatunde, S. T. (2001). English in changing world. In S.T. Babatunde (Ed.), *Issues in contemporary English usage: An introductory survey* (pp. 87 - 117).
- Bamgbose, A. Banjo & A. Thomas (Eds.), *New Englishes: A West African perspective* (pp. 117 – 208). Ibadan:
- Cann, Ronnie (1964). *Formal semantics: studies in the science of meaning*: Dover publications.
- Kanu, I N (1996). *Language: The Tool of Effective Communication in Business* Journal of Languages and Literature (JOLL) A. I. C. E Owerri.
- Kroeger, P. (2005) *Analyzing Grammar* (chapter 4) Cambridge University Press.

Murphy, M. (2003) *Semantic Relations and the Lexicon* Cambridge University Press

Oluikpe Benson (1981). *The Use of English for Higher Education*, Onitsha: Africana.

Stewart M .M. and others (1968). *English for Business* : McGraw-Hill Inc.

Ungerer, F. and H-J. Schmid (2006) *An Introduction to Cognitive Linguistics* (2nd edition) Pearson