A LEXICO-SEMANTIC STUDY OF THE LANGUAGE OF ADVERTISEMENT IN PIDGIN ENGLISH: A CASE STUDY OF RADIO NIGERIA PRIDE FM GUSAU, ZAMFARA STATE

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DEDICATION

This work is dedicated to God almighty who in his infinite mercy made it possible. It is also dedicated to my sister Hajiya Asma’u Isah.
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ALHAMDULILHAA, all gratitude are due to Allah the creator, cherisher, sustainer, protector and provider of one and all salutation be unto his noble prophets especially Muhammad (SAW) his companions and those who follows his way till the day of resurrection.

I want to use this marvelous opportunity to express my sincere appreciation to my humble supervisor Mal. Sajo and my department new appointed head Dr. Aminu M. mode and other lecturers of English unit who guided me throughout my educational career, may God reward and fulfill you ambition abundantly.

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ABSTRACT

This work concern on how the meaning of the words/lexis can be utilized in the language of advertisement in Pidgin English. Furthermore, the result shows that Nigerian pidgin have a significant for advertisement purpose since it combine of both and indignant languages.
CHAPTER ONE

1.0 Introduction

1.1 Background to the study

1.2 Statement of the Problem

1.3 Objectives of the Study

1.4 Research Questions

1.5 Scope and Limitation

1.6 Definition of the terms

1.0 INTRODUCTION

This work examines the lexico semantic features in Advertisement using selected radio jingles and their significance. It also finds out that, some of the features, like coinages and semantic shift occur more than other, Such as semantic transfer, analogy etc.

1.1 BACKGROUND TO THE STUDY

The concern of this research is the language of advertisement in pidgin English. The work selects Pride Fm
Radio Gusau jingles with emphasis on the features of Nigerian pidgin (NP) which characterizes pidgin in advertisements. It is undoubtable that Nigerian pidgin English (NPE) shares a lot of features with Nigerian English (Nig E). The reason for this is not far-fetched; Nigeria pidgin (NPE) is closer to the three major indigenous languages spoken in Nigeria; especially as it is easily spoken by both the educated and uneducated. Nigeria English which is being patterned to express the unaccustomed concepts in the Nigerian environment, therefore, borrows from the pidgin (NP) and Nigerian English share elements of the lexico-semantic variation in Nigeria pidgin (NPE).

1.2 BRIEF HISTORY OF PRIDE FM
RADIOGUSAUZAMFARA STATE

Radio Nigeria, pride FM Gusau, Zamfara was established in the year 2007, and its one of the 32 fm stations established by the federal radio corporation of Nigeria (FRCN) spread all over the country.
The aim of establishing the station is to give access information to millions of people in Zamfara state.

Consequently, after its installation transmission commenced on 8th-04-2007 on 103.5 Fm band.

Today Radio Nigeria, (Pride Fm) Gusau is one of the best in the north west province of the country, providing musical entertainment commercial adverts, Information, and Educate people that around this community.

To crown it all, pride Fm Gusau daily transmission not only covers the entire 14 local government areas of zamfara state, But some part of jigawa, kano, Katsina, sokoto, b/Kebbi, niger, Kaduna, and beyond.

1.3 STATEMENT OF THE PROBLEM

English as a second language (ESL) in Nigeria is used in such a way that, the meanings of some lexical items often get changed, there by bringing about several misconceptions, especially with regards to acceptability of the usage to other English users outside the Nigerian
environment. That is a problem that is caused as a result of adoption of English to the Nigerian socio-cultural environment. For instance, the word “song” has been adopted so much to the Nigerian environment that its meaning has changed and extended to cover a wide spectrum of areas such as sympathy over certain losses of certain valuables, bereavement, etc. this type of change and extension of meaning of certain lexical items is capable of causing misconception and misinterpretation by other user of English outside the Nigerian environment. therefore, genets the problem of acceptability and intelligibility of such change and extension or reduction of meaning of source lexical items as used by Nigerians.

This distinctive usage of certain lexical items by Nigerians has many dimensions to it. It may be caused by mother tongue transfer, coinage of new items, extension and restriction of meaning, complete change in meaning of items according to the world view of Nigerians, borrowing of
items from indigenous language and most importantly, the absence of standard Nigerian English dictionary.

**1.4 OBJECTIVES OF THE STUDY**

The main focus of this research is the lexico-semantics study of the language of advertisement in Nigerian pidgin English. This is necessitated by the possible misconception of the various lexico-semantic variation of Nigerian English like analogy, semantic shift etc.

The study is therefore anchored on the following objectives:-

i. To determine the features of Nigerian pidgin English in the advertisements by Pride Fm Gusau.

ii. To determine the possible effects of lexical variation in Nigerian pidgin.

iii. To determine how lexico-semantic variation in pidgin affects international intelligibility and acceptability of the language of advertisement in Nigerian pidgin.
1.5 RESEARCH QUESTIONS

Based on the aforementioned objectives of the study, the study come out without the following research questions:

i. What are the possible lexicosemantic study of the language of advertisement in pidgin English?

ii. Can these variation brought negative or positive to the language of advert in pidgin?

iii. Can these semantic change regarded as deviants or variant?

1.6 SCOPE AND DELIMITATION

This work focus on how to study the language of advertisement in pidgin English. It also selects some jingles from pride FM Gusau and analyze.

1.7 DEFINITION OF TERMS

This study contains some words or lexis and acronyms that are restricted to use only in this research work.
Jingles- a short simple tune, which is easy to remember and is used to advertise a product on the radio.

NPE- Nigerian Pidgin English

Nig. E- Nigerian English

Far-fetched- very unlikely to be true and difficult to believe

bereavement- the death of closer relative or friend

Lexis- words
CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter examines the “lexico-semantic study of the language of Advertisement in pidgin English”. The concern of this work is to examine the lexico-semantic features of Nigerian pidgin (NP) in Advertisement, not because the systematic description of this language is still being back grounded. Hence the study uses Radio Nigeria Pride Fm Gusau jingles with emphasis on the features.

The reason for this is far-fetched. NPE is closer to the three major indigenous languages spoken in Nigeria; especially as it’s easily spoken by both the Educated and uneducated. Which is being patterned to express the unaccustomed concept in the Nigerian environment, therefore borrows from the NPE. That is to say both NP and share elements of the Lexico-semantic variation in NPE.
2.1 NIGERIAN PIDGINS AS A LANGUAGE

Nigeria pidgin means Nigeria pidgin English (mafeni 197, Elugbe and Omamo 199, Elugbe 1995) According to Elubge (1995:284) a pidgin described as minimal makeshift or marginal language which suggests that it is not “full” language, does not have a long history and is not central to the communicative codes available to its users. Nigerian pidgins arise from contact between multilingual coastal community of Nigeria and visiting European explorers/traders (Elubge with Hausa, Yoruba and Igbo as the main subtract language. The language also borrowed from other foreign language such as French and the Caribbean language and the Jamaican creole. Ihemere (2006) report that Nigerian pidgin is the native language of approximately 3 to 5 million people and is a second language for the least another 75 million. Nigeria pidgin is also spoken in west African countries such as Ghana and Cameron.
Since Nigerian pidgin is seen as a contact language claims that the vocabulary of Nigeria. Nigerian pidgin is English while its grammar is Nigerian. Nigerian pidgin is no longer a pidgin is a language that is derived when “men” of different speech are thrown in to country and most reach an understanding (Reinecka 1964).

A pidgin is a “marginal language which arise to fulfill certain restricted communication need among people who have no common languages” (Todd 1974) in the same vein ofulu (2004) opines that pidgin is characterized by fact that

i. It is a context language and

ii. It is used in highly multi-lingual context/setting.

2.1.1 ORIGIN OF NIGERIA PIDGIN

This can be traced to the contact between to the contact between the Portuguese and Nigerian people along the coastal region in (1553). Elugbe and omamor (1991). Banji (1996) and Bomgbose (1996) have pointed out that the first
contact was made by the Portuguese in 1469 and was followed by the arrival of the Dutch in 1553, as pointed out by Eghbkare(2001). In ofuleu’s (2004) view, the birth can be traced to the contact of British and their trading partners.

Disparities have evolved among historian and linguist on the fact and figures about Nigerian pidgin (NP) and how it actually came to be. While some believe that it first came through trade contact between Europeans and Nigerian traders, others believed that, it is from the influence of missionaries from sierraleon (fraclass 1996) if we consider all these from the view point of data the Portuguese contact obviously predates the British contact.

However, the emphasis given to the british contact may not have been unconnected with Egbokhare’s (2001) viewed that all previous contact soon feded away while the (British) English dominated trade from 1650. Since we do not intend to add to the problems already created by these different convictions, beliefs and report, we therefore
concluded that Nigerian pidgin arose out of a contact between visiting Europeans group and the Nigerian indigenous languages.

2.2.2 NIGERIAN PIDGIN AND NIGERIAN ENGLISH

Some scholars like (Jolayemi 2004, Teillanyo 2004) claim that Nigerian pidgin (NP) is a variety of English. According to them while the domestication of English in Nigeria gave birth to a variety of English which is today know as Nigeria English (NE), However recent study of (Akande 2008) which support the views of the earlier scholars like Elubge and Omamar (1991) and Elubge (1995) have shown that Nigerian pidgin is no variety of English.

morphological, semantic and pragmatics peculiarisation of the language. Nigerian pidgin has been used in social and informal discourses including music, Advertising, radio programmes (Esizemetor (2004). A critical observation of the status and function of pidgin shows that it has the tendency to perform the domestic/cultural function. Standard English and Nigerian English may not only aim at introducing a product or services to a people; rather, they intend to inform and sensitize them to patronize the product/service. The whole essence of Advertising is to reach the audience in the language they understand best by making them to aware of the existing product. Therefore, in a bid to ensuring formidable delivery of the intended message, Advertising have resolve to indigenize, domesticate, acculturate and pidginize their messages, with the hope of reaching both educated and non educated.

There are different varieties of Nigerian pidgin includes Bendel, calabar, Kano, Lagos, Miaguguri, and portharcourt varieties Elugbe (1995) he also examine the
major challenge that faced by pidgin is the orthography to adopt. He also examines the structure of pidgin adverts without carrying out any major linguistic analysis on them. He only tries to justify that; pidgin is used for advertisement purpose via the electronic media.

We can concluded by that, Nigerian pidgin englishj (NPE) shares a lot of features with Nigerian English (NigE). The reason for that is not farfetched spoken in Nigeria; especially as it is easily spoken by both educated and uneducated. NigE which is being paternal roment, therefore, borrows from the Nigerian pidgin, both NP and nigE share elements of the lexico-semantic variation in Nigerian pidgin.

2.3.1 WHAT IS LEXICO-SEMANTICS?

The theoretical assumption that underpins, this word is the concept of lexical semantics word meaning. Baldwin (2007:1) lexical as “the study of what individual lexical item why they mean what they do, how we represent all and where the combined interpretation for an utterance comes
from”. The word is one of the few concepts in for which an adequate definition is yet to be. According to the difficulties in classifying the nature of the word are largely due to the fact that the term “word” is used in a variety of senses, which usually, are not clearly distinguished.

Lexico-semantic as an adjective term refers to the relationship between the lexicon (word) of a language (that is its root-word and word stems) and the various semantic categories created by the human semantic divide the world of up differently in terms of what sort of concept are made into words and how the meaning of those words reflect the reality around us (Ruth Kempso 1975).

Bloomfield (1933) and Meillet (1912), were some of indeterminacies about the notion of the word. A word could be “a minimal free or “a unit of meaning” which may comprise the elements that are smaller or larger than the word(e.g. phrases or idioms), whose meaning may not be appeared from the constituent words.
Given the above discrepancies, linguists use the term “Lexeme” or “Lexical item” to an item or more than one word, to the “word” in this sense of abstract vocabulary item using the term “Lexeme”. For example, the forms show, shows, showed, shown, showing are different realizations of the Lexeme SHOW. They all share a core element of meaning although they are spelled and pronounced differently (Finch 2000).

Like a sentence, words have internal structure while sentences are but up from concatenation of individual words, words are constructed from morphemes, the “minimal meaning bearing unit” (O Grady et al, 1989:92) which interact into lexical and constructional relations with one another depending on context sensitivity or sense specify. The starting point of the theory of lexical semantic is decomposing lexical meaning in terms of semantic primitives, entailment relations and truth conditional, etc by providing specific complete meaning for individual words. How this, words are understood first before their
meaning could be an analyzed. In this study, we adopt the assumption that Lexemes are words (inspite of the claim that they do not correspond exactly to words) with recognizable Lexical meaning.

2.3.2 Lexico- semantic variation in pidgin English

When we study how Lexical items are used to express meanings that are situation bound (see Bamegho and Olateju, 2007), we study the language theory which is termed Lexis and semantic are intricately linked such in most cases, attempts to separate them could be a bit difficult if not an exercise in futility. This is not to say that they have exactly the same meaning, but they work together in the linguistic description in a work of art (Olaosum 2005:94). According to Halliday (1987:79), the semantic system is an interface between the rest of the linguistic system and some higher order symbolic system. It is projected unto or realized by the lexico grammatical system. Halliday’s view, here, points to the belief that is central to the rest of the linguistic description. The
centrality of lexis to a work of art may be connected with the view that meanings are reinforced by lexical choice; hence there is often a relationship among the words used in a text to develop an idea (Odebunmi 2001:15).

Odebunmi (2006:94) as different from that of second language situation (L2) as different from that of first language situation, since there are many socio-cultural variables which influence the use of such a language by L2 users. The absence of certain ideas and experiences in the culture of the L2 users bring about the enforcement on such ideas in a language, there by resulting in another language which differs from that of L1. The situation of Nigeria is that in which L2 users of English appropriate the language there by giving birth to Nigerian English and Nigerian pidgin. Adegbija (1989:165-177) discussed the lexico semantic variation of Nigerian English which shall be discussed later. But at this juncture, it’s imperative to remark that, there is a close affinity between NigE and NP, hence we see elements of the lexico-semantic variation in
NP Adegbija (1989) outline six factors which are responsible for the lexico semantic variation in Nigerian English: the factors include the following:

1. Socio-cultural differences between English and Nigerian people
3. The exigencies of varying discourage constraint and modes in English.
4. The pervasive omnipresent and indomitable influence of the media.
5. The standardization of idiosyncrasies and errors.
6. The predominant formal medium of acquisition of

Building on Adegbija (1989), Odebunmi (2006:96) discussed four types of lexico semantic variation include:

1. Semantic shift
2. Transfer
3. Analogy
4. Coinage/neologism

**2.3.3 SEMANTIC SHIFT:** is a semantics features in Nigerian pidgin. It used in order to broaden, narrow or completely shift the meaning of a given word in Nigerian and pidgin. Such word which is originally found in English or some of the indigenous languages have their meaning shifted, extended, narrowed or broadened by the time they appear in Nigerian pidgin (NP) words in this context mostly operate as verbs to denote certain actions, adverbs to modify certain actions or nouns to denote a person or thing. Let us consider this sample of advert to realize the semantic shift in Nigerian pidgin e.g

O Naijiriapipuwetin de apunfotaun

Wikedpipu don fultaun o

Dem no deyvaluhuman binlaif at olol

Na demdeyselfekfek drug

Wey de kiiawapipufotaun o
O Niajiriapipumekyu join di fos

Mekyu join NAFDACshesfek drugs commot

Millions of pipu don daitrowe

Yu wey de selfek drug a sorifoyu

If NAFDACkashyuyu go smelpepe (sources NTA)

In (millions of pipu don daitrowe) the original meaning of the word ‘trowe’ (borrowed from English) could be said to be “throw away” but one sees that “throw away” cannot be perfectly fit in to the given example. The meaning has therefore, been shifted to mean “wastefully” or just ‘away” in other way due to the purchase and consumption of fake drugs people’s lives have been wasted. It therefore makes a clarion call to the audience to purchase a NAFDAC approved product so that they too will not be victims of wasted life just like that. In “nademdeyseifekfek drug” we also observed duplication of the English word “fake” such word is accompanied with an undertone of sensitization, invitation, appeal and temptation which are the features of
language of advertisement. Other repetition phrases that is present in Nigerian pidgin such as “bam-bam” which means “complete” in the Yoruba “Yama Yama” meaning “disgusting” Hausa and “dorti-dorti” meaning ‘garbage’ in Igbo.

**2.3.4 TRANSFER**: is also lexicosemantic feature of Nigeria pidgin that constitute a significant feature it involves transferring Standard English meaning or an indigenous language meaning in to Nigerian pidgin expression. When indigenous meanings are transferred to pidgin they are meant to express, the socio cultural values of the society for example in the above text “u go smelpepe” implies “you will smell pepper”. The expression makes no significant meaning to English but no Nigerian especially Yoruba. It used to mean that they concerned person will get him/herself in to trouble since the scent of pepper in itself is peppery an can be painful. In relation to advertisement, it is used to scare people away from engaging in bad/dubious act.
2.3.5 ANALOGY: - in the same vein by analogy Odebunmi (2006) means word which are formal in the basis of partial resemblance with word that already exist in the mother tongue or English and confirms that affixation is largely instrumental to the birth of words in this category he gives example of and Azikwe and Obafemi Awolowo.

This means words that are formed from letters or some part of existing words, phrases or terminologies which may be pronounced or not. Example includes MAMSER, SSANU, ASUPPe.t.c.

2.3.6 COINAGE/NEOLOGISM: -

Odebunmi (2006) discussed this as inverting or creating new words as a result of experience, feeling, culture and customs.

2.4.1 ADVERTISEMENT IN NIGERIA

Advertising is a strategy used in calling the attention of the general public to a particular product or services with the aim of inducing them to patronize the commodity
Advertising also has to do with the techniques and practices used in bringing products, services and even opinions to public notice such that the public can react in a certain way to the advertised commodity of the various scholarly considerations of the negative impact of advertisements, since it is believed to be mainly geared towards monopoly and enrichment of the capitalist (Ariaga 1984:54, Janus 1982:4-6), it is, however, obvious that, it has become a significant factor in negotiating between consumer and the product/services. in the ancient and medieval world. The period prominently uses the person to person mode of advertising which obviously lacks wide coverage. the whole essence of the existence the particular product, inform and educate the people on how to use the product, improve the quality of the product through competition and consumer research. According to (Ude1996:6) therefore, advertising does not only help to sell ideas, goods and services through persuasion, it also tries to persuade with the emphasis on the qualities of the product which is hopefully desirable.
2.4.1 TYPES OF ADVERTISEMENTS

As a result of the group of people targeted by the product, consumer/retailer advert are used. Odebunmi (2007:103). Identifies five types of advert which include the following:

1. Retailer Advert
2. Consumer Advert
3. Industrial Advert
4. Financial Advert
5. Classified Advert

While consumer adverts invite members of public to purchase goods and services, retailer Advert serve that consumer should buy the product (see Adegbiya (1982), Oyele (1997), Odebunmi (2007).

While the other types educated; for instance, public service in English; our chosen adverts that are, consumer/retailer is meant for the general public whether slowly or highly placed. Hence, the advertisers wish to
cover wider audience. However in situation where brothers on the educated and none educated (for example, NAFDAC adverts which bother the health of the Nigerian people) a language which gives room for more audience is used for instance, NP or some other Nigerian indigenous languages. NP is used in advertisement today to sell out human and material resources to the public. There is a variety of NP which Elugbe and Omamor see as incorrect English: that is, that of zebrudayya the hero of “masquerade” (Bamigbose 1995:13 calls this broken English). Zebrudayya’s language has been so successful that is creates fun and is often employed by giant and multinational companies. Infact the federal government uses his especially when touchy matters of public concern are considered. The Obasanjo regime once used him when the regime was the masses were against the policy to be supported.

Oyekola (2005) among others, have taken a bold step in to the field of advertising. For instance, crystal and Davy (1969:218-226) carry out a study on the language of television and point adverts. However, their work is just suggested to for a critical survey of the language of Advertising Ude (1996) carries out a speech act analysis of some public service advertisement in Nigeria. Hence, it’s restricted to public service advertisements and only carries out a speech act analysis. Oyekola (2005) the stylistics devises in selected Nigerian point adverts and particularly from the newspaper. Osinsanwa (2009) delves into stylistic analysis of selected Advertising slongans in the print media. The present study delves in to the use of NP in media adverts in other to point out the Variation in the language. In our view, the NP adverts seem to be more unique in testing the readers and catching the attention of the larger audience. The choices are believed not to be spontaneously but carefully selected and polished with grammatical simplicity and Lexical density (Eggins (2004:192-193). This study contributes to the recent
invasion in to the language of advertising by coming up with the style mostly found among advertisers who use NP as the medium of communication. All the works mentioned above are just attempts made at unveiling the intricacies of advertisement in general.
CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter focuses on the explanation of the ways and manner through which the research is to be conducted. It specifically explains the research design, sources of data, research population, sampling techniques, research instrument and method of collecting and analyzing the data to be obtained.

3.2 RESEARCH DESIGN

This work is actually designed of the study, to realize whether or not the study of lexico-semantics features of Nigerian Pidgin English is practice by Nigerian radio station especially in advertisement.

3.3 SOURCES OF DATA

For the purpose of this work, data were gathered through two main sources as follow
a. primary sources

b. secondary sources

a. **PRIMARY SOURCES:** the primary sources of data collection in this work is mainly the advertisement in pidgin English used in the pride Fm radio Gusau. Method of content analysis was adopted to show some essential part in the data and it allows the researcher to obtained more knowledge.

b. The secondary sources on the other hand relates to the textbooks, journals etc.

### 3.4 POPULATION OF THE STUDY

This work is focus on radio Nigeria Pride Fm Gusau’s advertisement in pidgin English. It is based on this that generalization was made of the finding and the conclusion of the study.

### 3.5 SAMPLE AND SAMPLING TECHNIQUE

Since we have so many radio stations in Nigeria that broadcast or aired their programs in pidgin that can be
used for samples in this research work, but one has been selected out if all to serve as the sample to this work which is Radio Nigeria pride FmGusauZamfara state. They broadcast ten (10) copies of advertisement each day which give us total seventy (70) within a week out of it ten (10) copies were selected by researcher and analyze.

3.6 RESEARCH INSTRUMENT

The instruments in the collection of data in this research work are tape recorder and copies of advertisements

3.7 METHOD OF DATA ANALYSIS

The method of analysis employed in this work is content analysis.

This entails analysis of the lexical items that make up the text of the advertisement.
CHAPTER FOUR

Data Collection and presentation Analysis

4.1 INTRODUCTION

A total of seventy advertisements were collected through tape-recording from Radio Nigeria pride FM media station. The analysis was done, based on the lexico-semantic variation of Nigerian Pidgin such as coinages/neologisms, semantic shift/extension, transfer, analogy and abbronym. Out of the seventy tape-recorded adverts, ten of them (numbered Texts 1-10) that are representative of the others were subjected to critical analysis.

4.2 DATA ANALYSIS AND SUMMARY

Coinages, Neologisms and Borrowings

Coinages, neologisms and borrowing are lexico-semantic features found in our data. Coinages, emerge in different languages as a result of the need to describe new experiences, feelings, culture, thought patterns and custom
(see Odebunmi, 2006:97). Adegbija (1989) recognizes three types of neologisms to include (i) the existing lexical stock in English (ii) the existing stock in the Nigerian mother tongue (iii) a hybrid of the lexical stock of English and indigenous language. In relation to our data, majority of the coinages are taken from English, some from the indigenous languages in Nigeria. Let us consider these examples;

**Text 1**

Na demgivyumedisin

**Text 2**

Dokita,Noosi,Injekson no beta pas tablet o
Brosina onli di medisindem bad biznes don spoil bi dat

**Text 4**

Ogbonge,Bikko,Masta

**Text 7**

Ogirirrirri

**Text 8**

Na kpambaa
Text 9

Panadol extra aide kampe

Text 10

Housinsef go boku

In Text 4,-we have 'Bent cof sirop.na ogbongecofmilisi'. In a bid to sensitize the audience towards a particular product, one also sees such coinages/borrowings which are deployed to qualify and highly rate the advertised product. In the text, the indigenous word 'ogbonge' which is more of a coined word from two or more languages. It shares affinity mainly with Igbo and partly with Yoruba. It is used in place of the word 'strong'. Since the word 'ogbonge' is indigenous, one sees the advertiser in this situation trying to speak directly to both the literate and illiterate, since the product is being advertised to gain acceptability. We also have 'bikko' (borrowed from Igbo language) This implies 'please'. Since the message is meant for an audience to be sensitized into buying a product, the advertiser doesn't mind going to the extent of begging or pleading with the
people. One finds a lot of propaganda in such choices, hence 'nayubikko', that is, 'please, it's you' simply means that it cannot be any other drug, but 'bent cofsirop' which is the product being advertised. In the sentence 'Bot shacof get masta', the word 'masta' here is borrowed from English (that is, master) to show that someone or a thing is the boss, while the others are its subordinate. This is exactly what this message is trying to pass across. It sees the-advertised product as the master or boss for the ailment" which the drug is meant to cure. If anyone has an ailment and gets to know that the ailment has already made cure, the one will surely wish to rush for it. Likewise,-in 'E go kilia di wahala of cof won taim the word 'wahala' here is borrowed from Hausa. It is also found in Yoruba. It means 'problem'/'trouble'. In this context, the problem could be seen as the pain "or stress that is undergone by the person who coughs. It has been strategically placed in the advert to sensitize the listeners that there is something they can do to remove the pain or stress they pass through when attacked by cough. When
the one in problem gets to hear this, one finds oneself quickly searching for that which can remove the problem or 'wahala' in his life. The aim of indiginizing the message in order" to sensitize the people is therefore already achieved.

In Text 1, we have 'If demgivyumedisin'. The NP 'medisin' here is borrowed from the, English word 'medicine', which means drug(s). The choice of the word in NP is to bring familiarity, that is, to use a word which people are a bit familiar with in the Nigerian context: In Text 10 - 'housinsef go boku', 'boku' is burrowed from French. Some French words are also included in Nigerian pidgin. For example, the word "boku" in pidgin means "a lot" and comes from the French word "bcaucoup" (see Wikipedia, 2005). In the context above, it means that houses will be available in abundance. It is still a strategy which is meant to create a picture of good governance in the heart of the masses. In Text 2 we have 'Dokita! Noosi! .Injekson no beta pas tablet o', 'Brosi, naonli di medsin Dem- bad biznes don spoil be dat'. In these examples, we have coinages/borrowings from
both English and some indigenous languages. Although, the word 'dokita' in Yoruba is originally borrowed from the English word 'doctor', but we see a hybrid of the two languages in this situation, since the pronunciation of the spelling is 'more indigenous to Nigeria than foreign. Likewise, we have the use of the words 'noosi', 'brosie' for 'nurse', 'my brother' and 'biznes' for 'business'. In Text 5, we have jepeleol as yufo mi njakata, Text 6- New macleans tooth paste - naogakaharakaka, Text 7 - Glo- with pride »...
ogrirrirri, Text 8 - Dunlop Elite tubeless ... nakpamba, (rugged), Text 9 - Panadol extra ... ai de kampe. Ideophones are words that-sound in a unique way.

This is an angle in which advertisements have unique traits. The NP words which are not commonly used in everyday discourse(s), are used by advertisers in the bid 'to be listener friendly. Such words could just be coined for the purpose of a particular advertisement hence they can be passed on for coinages/neologisms. These include: Jepele, brekete, njakata, kakaralaj, ogrirrirrii, kampe and so
on. A major function these ideophones is that since they have no universal appeal, they try to fulfill the central role of a given advert, which has to do with creating awareness for the particular product/service. These words also belong to the group of catchy words, which can be easily remembered by consumers. For instance, anytime, the word kakarakacomes to mind, one easily remembers macleans. Likewise when one remembers ogrirrirri,- Glo readily comes to mind and so forth. The expression 'mama go hala, papa go taya' and 'pa huuun' in text'4 are also ideophonic. It is observed that most of these words may not be fully rooted in any language in particular, but one or two of their syllables may be. For instance, the word 'brekete' is a bit synonymous with the Yoruba word 'repete', depending on the context of usage. This shows how some of the lexical items in NP are coined from its surrounding languages.

4.3 SEMANTIC SHIFT

Semantic Shift is a lexico-semantic feature in NP which is equally found in our data. It is used in order to broaden,
narrow or completely shift the meaning of a given word in NP. Such words which are originally found in English or some of the indigenous languages have their meanings shifted, extended, narrowed or broadened by the time they appear in NP. Words in this context mostly operate as verbs to denote certain actions, adverbs to modify certain actions or nouns to denote a person or thing. Let us consider the following examples:

**Text 1**

Milion of pipu don de trowe
Na dem go selfekfek drugs

**Text 3**

Na so yubebi go ple-ple, smail-smail

**Text 4**

Mama pikin no go halaagen o
Bent cofsirop go comot di troblikwik-kwik.

. We have “Mama pikin, not to halaagen o” in Text 4. The word 'hala' is taken from Hausa, and it is used when an individual intends to give a shout out, to shout, to scream,
to cry or ordinarily as found in most usages to greet or exchange pleasantries. But as used in the example above, the meaning has been extended to still mean shout, but used in a negative form like 'cry' It simply calls the attention of the audience to whom the message is directed not to cry or shout again, but to rest assured that "the solution to their problem is just here. Also, in 'Millions of pipu don daitrowe' in (Text 1), the original meaning of the word 'trowe' (borrowed from English) could be said to be 'throw away', but one sees that 'throw away' cannot fit perfectly into the given example. The meaning has, therefore, been shifted to mean 'wastefully' or just 'away'. In other words due to the purchase and consumption of fake drugs, people's lives have been wasted. It, therefore, makes a clarion call to the audience to purchase a NAFDAC approved product so that they too will not be victims of wasted lives just like that. In 'Bent cofsirop go .comot di troblkwikkwik' (text 4), the word 'comot' means to go away from a place, but the meaning has been extended here to
'remove'. The message Claims that the product is capable of removing all unwanted ailments.

In - 'Na demdeyselfekfek drugs' (Text 1), 'Na so yubebi go de pleple, smailsmail, and kwikkwik. (Text 3), 'Bent cofsirop go coinot _di troblkwik; kwik' (Text 4), we observed the duplication of specific words. The duplication of the following English words"'fake, 'smile', 'play' and 'quick' as 'fekfek', 'smailsmail', 'pic pie', and 'kwikkwik', respectively, are equally motivated for meaning. The meaning derived, when written as one may be different from the one derived when duplicated. The duplicated words seem to be weightier than the others. For instance, whereas the word 'kwik' means 'quick the NP 'kwikkwik' suggests 'very quickly'. The repetition or duplication of such words otherwise, called repetitious phrases is therefore meant for emphasis. They are accompanied with an undertone of sensitization, invitation, appeal and temptation which are the features of the language of advertisement. It is worthy of
note to remark that some of the derived lexical items in Nigerian Pidgin are already spreading 'outside' the country.

4.4 ANALYSIS OF SEMANTIC TRANSFER AS LEXICO SEMANTIC FEATURE

Transfer is also a lexico-semantic feature in NP. though it does not constitute a significant feature in our data, it involves transferring the standard English meaning or an indigenous language meaning into an NP expression. When indigenous meanings are transferred to NP, they are meant to express the socio-cultural values of the society. For example;

**Text 1**

Yu go smelpepe.

In Text 1, we have 'U go smelpepe'. The expression 'U go smelpepe' implies 'you will smell pepper'! The expression makes no significant meaning to the English but to Nigerians especially the Yoruba. It is used to mean that the concerned person will get himself into trouble since the
scent of pepper in itself is peppery and can be painful. In relation to advertisement, it is used to scare people away from engaging in bad/dubious acts.

4.5 ANALYSIS OF ABBRONYMS AND ANALOGY

Abbronyms and analogy are the least observed lexico-semantic feature in our data. Recall that abbronym is used to mean words that are formed from letters or some parts of existing words, phrases or terminologies which may be pronounced or not. While we did not see an example of analogy at all, we see the occurrence of abbronym in just a place, that is, NAFDAC, which means National Agency for Food and Drug Control. Since NAFDAC in recent times in Nigeria has lived up to the required expectation, the name 'NAFDAC' is now known by virtually every Nigerian. With its multiplicity of sensitizations to the public, the name has attracted a measure of fear, especially for the perpetrators of evil in our society.
4.6 SUMMARY OF THE STUDY

Through our analysis of the lexicon semantic features of Nigerian Pidgin with the example of radio advertisement jingles, we discover that lexicon semantic features help to drive home the desired messages. Although some of the lexicon-semantic features for instance, coinages, neologism, borrowings and semantic shift feature more than others, that is, transfer, abbronym and analogy; it is however evident that lexico-semantic features are used in NP. Some of such features are not only used in NP, they are equally specifically used for advertising purpose as discussed in analysis, since it is the desire of the manufacturer to use all the available strategies not to only sell out its product, but to equally entice the consumers to consume the products. We discover that NP words like njakata, kakaraka, ogirirrirri and kampe are obvious unique traits of advertisement, more importantly since we hardly use them in everyday discussion. They are ideophonic words which are, possibly, created for advertising purpose.
and soon find their ways into the NP lexicon. These words also belong to the group of catchy words which can be easily remembered by the consumers. NP, therefore, Functions to perform some roles as done in NigE and probably more than NigE, since it helps in expressing unaccustomed expressionsin a bid to showing a people's socio-cultural values, beliefs and traditions.

4.7 SUMMARY OF THE RESEARCH FINDING

The result shows that Nigerian pidgin isssignificantfor advertising purpose, since it combines the systems of both English and the indigenous languages, thereby catering for the demands of both the literate and the illiterate. In addition, it is very unique in expressing the indigenous thoughts which English may not conveniently do. In essence, NP tries to retain the originality of indigenous thoughts. Therefore, in relation to the codification of Nigerian English, it is clear that some of these words and lexico-semantic features cannot be entirely done without. In other words, since NP expresses the indigenous contents
of Nigerians more than English, a foreign language, NigE needs to borrow largely from Nigerian Pidgin in order to become a fully pidginize and indigenize language for the Nigerian environment.
REFERENCES


