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THE LANGUAGE OF ADVERTISING: ANALYSIS OF LANGUAGE USE IN MTN GHANA PRINT ADVERTISEMENT

GIDEON KOFI AKORLI

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THE LANGUAGE OF ADVERTISING: ANALYSIS OF LANGUAGE USE IN MTN GHANA PRINT ADVERTISEMENT

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A THESIS IN THE DEPARTMENT OF ENGLISH EDUCATION, FACULTY OF FOREIGN LANGUAGES EDUCATION AND COMMUNICATION, SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES, UNIVERSITY OF EDUCATION, WINNEBA IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR AWARD OF THE MASTER OF PHILOSOPHY (ENGLISH LANGUAGE) DEGREE.

OCTOBER, 2016

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DECLARATION

STUDENT'S DECLARATION

I, **Gideon Kofi Akorli**, declare that this Thesis with the exception of quotations and references contained in published work which have all been identified and duly acknowledged, is entirely my own original work and it has not been submitted, either in part or whole for any other degree elsewhere.

SIGNATURE …….

DATE……..….

SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this work was supervised in accordance with the guidelines for supervision of Thesis as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: PROF. YAW SEKYI-BAIDOO

SIGNATURE …….

DATE……..….

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I sincerely thank the Lord Almighty for his sustaining grace and the strength he lavishly bestowed upon me throughout my entire two years of study. I am especially grateful for the good health I enjoyed during the entire period.

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DEDICATION

I dedicate this work to my wife Mrs. Cynthia Clara Akpene Tsumwaa Adzo Akorli-Asante.

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ABBREVIATIONS

MTN	–	Mobile Telecommunication Network
4G	–	Fourth Generation
Rhy	–	Rhyme
All	–	Alliteration
ASS	–	Assonance
Unp	–	Unpredictable Spelling
Nns	–	Nouns
Adj	–	Adjectives
Vbs	–	Verbs
Adv	–	Adverbs
Prn	–	Pronouns
Conv	–	Conversion
Acr	–	Acronymy
Co	–	Coinage
Dec	–	Declarative
Int	–	Interrogative
Imp	–	Imperative
Exc	–	Exclamation
Ell	–	Ellipsis
Inc	–	Incomplete Sentences
Hyp	–	Hyperbole
Pers	–	Personification
Rpt	–	Repetition

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ABSTRACT

The purpose of this study is to investigate the language of advertising and analyse its use in MTN Ghana print advertisements. The study looked at the language devices the MTN Ghana copywriter uses in writing the advertisements and how these devices are manipulated to lure potential customers to sign onto the network. It also investigated the most used language devices in MTN Ghana print advertisements. Qualitative case study design was employed for the study. Data for the study was all the MTN Ghana print advertisements running in the system from June, 2015 up to June, 2016. Fifty (50) advertisements were purposively selected and analysed. The analysis was based on Nord's (1997) theory of Functionalist Interpretation of Text Typology. The study found out that the language devices in the MTN Ghana print advertisements were: phonological levels- rhyme, alliteration, assonance, and unpredictable spellings; lexical levels- nouns, adjectives, verbs, and pronouns; morphological levels- conversion, acronymy, and coinage; syntactic levels- imperative sentences, declarative sentences, interrogative sentences, exclamatory sentences, ellipsis, and incomplete sentences; semantic levels- personification, hyperbole, and repetition; and lastly, code-switching. It was also found out that the most frequently used language devices are imperative sentences and adjectives which are used to influence the target audience to sign onto the MTN Ghana network.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter deals with background to the study, statement of the problem, purpose of the study, objectives of the study, research questions, significance of the study, limitations, delimitations and organization of the study.

1.1 Background to the Study

Communication is an important trait of human life and communication between individuals is done through the use of language. This is because language is one of the most important and characteristic forms of human behaviour. Language is said to be the medium on which communication drives hence, communication as a social process is rooted in human culture, and as society changes, the transition of culture also changes (Akinbode, 2012). Human beings live in a multifaceted world and without communication; man's existence would be impossible (Schramm, 2000). Communication is thus seen as transferring of an idea or a message to another party, so that it can be understood and acted upon (Sekyi-Baidoo, 2003). One realizes that language is one of the most salient elements in human life; it is used to attain a variety of social and cultural goals in life. Oyewo (2000) says that "the most important functions of language in communication are to reveal the self, to express feelings and values, and to convey meaningful message".

Tremholm (1995) sees language as "a rule-governed system of symbols that allows the users to generate meaning and in the process, to define reality". In other words, language is made up of sound (phonetics), language rules (grammar), semantics and social situation. Thus far in literature, language has been described as a human

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phenomenon used for the purpose of communication. That is, language – whether natural or non-natural – is the major vehicle by which human beings communicate.

Advertising on the other hand forms a very important part of a communication process. It has become part and parcel of present day life. From everywhere around us, advertisements of various types attack our privacy. In spite of it, there is an attractive power, which is able to influence the target consumer. An imperceptible voice of advertisement advocates, encourages, asks, announces and deeply implants into people's psyche (Lapsanska, 2006).

Currently, advertising has become an important part of our social, political and economic system. Every day, we are exposed to a lot advertisement. Advertising has become the spokesman for business and even politics. As a form of mass communication which is closely connected with the world of commerce and marketing, advertisement is a powerful instrument for the transmitting of information from the seller to the buyer. It does not only persuade any human society but also reflects certain aspects of that society's principles and structure. There are countless special and specific reasons for using advertising in its numerous forms. Advertisement is used in announcing a new product or service, expanding the market to new buyers, announcing an adjustment or a price change, enlightening customers and challenging competition. In the process of creating advertisements for all these reasons, language, i.e., choice of expression is of major importance (Ojenike, 2012).

Advertising is seen by Alonge (2001) ; Bovee and Arens (1994) as "the non personal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsor through various media". Bovee and Arens further explain that advertising is directed to groups of

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people rather than individuals and is therefore non-personal. Most advertisements are meant to be persuasive and win audience to goods, services or ideas from a company. They continue to state that advertising is a stimulus which has the effect of breaking through the target's psychological screen to create the kind of attention that leads to perception. This includes the conviction that the brand has the necessary attributes or properties which could satisfy the needs of the target consumer.

Therefore, advertisement is a communicative process that educates and influences the target audience to go for a product or service being advertised. People advertise to announce the arrival in the market of a new product or service, announce a product modification, announce a new pack, announce a price change, make a special offer, expand the market to buyers, invite enquiries, test the medium of communication, educate the consumers, sustain and maintain the market, recruit personnel among others. Thus, advertisements use communicative methods to enliven commercial activities specially the mass consumption of goods and services.

Klepper (1985) says that the practice of advertising is as old as man himself. The urge to advertise, according to Klepper seems to be part of human nature since ancient times. He says reading critically through the creation story in the Bible, one can rightly assume that the first advertisement on earth happened when the serpent in Genesis 3 advertised the qualities of the forbidden fruit to Eve and thereby aroused her desire for it. In line with the serpent's expectation, Eve, in a very captivating manner re-advertised the fruit to her husband, Adam, who also fell flat for it without any modicum of resistance. Thus, Adam and Eve became the first victims of the overwhelming power of advertisement.

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Leech (1972) is of the view that the language of advertising belongs to the so called "loaded language". Leech (1972) continues to say that loaded language has the aim to alter the will, opinion, or attitude of its target audience. He claims that advertising is different from other types of loaded language- political, journalism and religious rhetoric. It has a defined material goal - changing the mental disposition to get to the desired kind of behaviour - buying a particular kind of product. He continues to say that to convince people to buy the product is the main purpose of advertising. Advertisers do all these using language. Advertising messages reach their audience mainly through the media of mass communication- television, radio, newspapers, handbills, billboards et cetera.

These days people are exposed to several advertisements, either on radio, television or even when they walk around in town. These advertisements are crafted by the advertisers in a way to have many effects on the target audience. These advertisements have become so common these days to the extent that hardly does one watch a television programme or listen to radio for 30 minutes without a break for commercials. Today, politicians, schools, churches, telecommunication companies, manufacturing and marketing companies and other social bodies consider advertising as the best way of selling their products or ideas to the public. The question is, whether advertising is as effective as many people seem to believe. How does the advertiser use language to persuade his target audience to buy into his products and services?

Akinbode (2012) studies advertising language in Nigeria and he is of the view that apart from the language which advertisers use to persuade consumers, they also employ extra-linguistic factors such as context of situation and illustrations which

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play a significant role in determining the overall texture of an advertisement and its effectiveness.

Arthur, Fumi & Martin (2012) studied communicative aspect of Ghanaian advertisement and revealed that Ghanaian advertisers employ various styles including dialogues, repetition, catch-phrases and jingles in persuading their audience to use their products and services.

Annan (2009) says that advertising influences consumers and leads to achieving high sale volume. He says that radio is the most preferred medium of non-prescriptive drug information. This makes audience to undertake self-medication though they did not know the side effects of these drugs on their health.

In Ghana, there are quite a number of mobile networks which make it difficult for customers to settle on one. This is because these networks using language come with juicy advertisements with the purpose of persuading the target audience to buy into their products, services and ideas.

In view of that, this study looks at the language of advertising with particular reference to the analysis of language use in MTN Ghana print advertisements.

1.2 Statement of the Problem

Though many scholars have written extensively on advertisement, the researcher is yet to come across a substantial material on language use in telecommunication advertisement with particular reference to MTN Ghana print advertisement. This gap is what the researcher wants to fill by analyzing the language use in MTN Ghana print advertisements to find out language devices in them, how these devices are used by

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the MTN copywriter to lure potential customers to sign unto the MTN Ghana network and draw relevant conclusions.

Arthur et al. (2012) studied communicative aspect of Ghanaian advertisements and revealed that the Ghanaian advertisers employ various styles including dialogues, repetition, catch-phrases, superlative adjectives, pattern repetition, straight forward presentation and jingles in persuading their audience to use their products and services. Vaicenoniene (2006) in his study of language of advertising in English and Lithuanian advertising text says that copywriters use modifying adjectives and adverbs, rhetorical devices-metaphor, personification, ellipsis and simile, declarative sentences, colloquial vocabularies which contribute to the persuasive effect of the message. Njemanze, Nwulu, Ononiwu & Obiegbu (2015) analysed the advertising language of the mobile telephony in Nigerian newspapers state that advertisers match images effectively with their texts, use simple structures, and make use of both loose and periodic sentence structures, and the advertisers also use simple diction that appeals to the emotion of the target audience.

In Ghana, there have been various reports of some telecom companies gaining significant numbers of subscribers while others suffer loss of subscribers**.** Considering the competitive environment in the telecommunication industry in Ghana and the high potential of telecommunication advertising to meet their marketing objectives, the study sets to examine the language use in MTN Ghana print advertisements that catch the target audience attention to enable them sign onto its network.

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1.3 Purpose of the Study

The purpose of this study is to:

1. find out the language devices use in MTN Ghana print advertisement.
2. find out the most used language devices in MTN Ghana print advertisements.
3. investigate how the advertiser manipulates these language devices to influence the target consumer.

1.4 Research Questions

This research basically answers the following questions:

1. What are the language devices in MTN Ghana print advertisement?
2. What are the most used language devices in MTN Ghana print advertisements?
3. How does the advertiser manipulate these language devices to influence the target consumer?

1.5 Limitations

This study could not be successfully carried out without its challenges. Prominent among these was the difficulty in accessing primary data directly from MTN Ghana regional office at Ho. Attempts by this researcher to source direct information on the topic in the form of MTN Ghana print advertisement proved unsuccessful as the officers advised the researcher to rather download the advertisements from their website and also take pictures of the advertisements on billboards, walls and kiosks. This became a problem due to frequent power outage during the period of the study coupled with the unreliable network services in the system. This consequently delayed the study.

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1.6 Delimitations

This study was basically confined to the language of advertising with particular reference to the analysis of language use in MTN Ghana print advertisement.

1.7 Significance of the Study

This work will contribute to the wealth of knowledge and volume of work done in this area of study. The study also serves as a start off point for future studies. It will also assist the people in charge of advertisements to determine the best methods and mechanisms to employ to appeal to the human psyche.

1.8 Organisation of the Study

The study has been divided into five chapters. The first chapter covers the general background of the study, statement of the problem, purpose of the study, objectives of the study, research questions, significance of the study, limitations, delimitations and organization of the study.

The second chapter reviews related literature on advertising, types of advertisement, functions of advertisement, advertisement as a communication process, techniques used in advertisement, language of advertising, functions of language, devices of advertising language, history of MTN in Ghana , mobile telephony and the theoretical framework on which the study is grounded.

The third chapter presents the methodology used for this research work. This includes design of the study, population, sampling technique, sample size, research site, data collection strategies, data analysis plan and data presentation.

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The fourth chapter deals with the presentation, discussions and analysis of the study. The fifth and final chapter covers summary, conclusions and recommendations drawn from the study.

1.9 Summary of Chapter One

This chapter covered the general context for the study. It discussed the background to the study giving the related areas that supported the background to the study, statement of the problem, the purpose of the study, research questions, and the general significance of the study. The chapter also discussed the limitations, delimitations and the organizational structure of the study and concluded with a summary of chapter one for the thesis.

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CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews related literature on advertising, types of advertisement, functions of advertisement, advertisement as a communication process, techniques used in advertisement, language of advertising, functions of language, devices of advertising language, history of MTN in Ghana , mobile telephony and the theoretical framework on which the study is grounded.

2.1 Advertising

Advertising is one of the most important elements in a company's marketing communication, and it is therefore considered a big business today. It is everywhere, thereby affecting everyone. We cannot read magazines, newspapers, watch television, or listen to the radio without encountering it. We even see advertising on buses and billboards when we walk on the street.

Advertising can be looked at in many different ways. The word 'advertisement' is the Latin verb 'advertere', meaning 'to turn towards'. That is advertisements are texts that do their best to get our attention and to make us turn towards them (Goddard, 2003). According to Kotler and Armstrong (2003); Wells, Burnett & Moriarty (1999), advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services through mass media such as newspapers, magazines, television or radio by an identified sponsor. That it is paid form means that the advertiser has control over the input, and a form of non-personal presentation means that there is no face-to-face contact between the sender and the receiver. Advertising is also impersonal mass communication meaning that it reaches a large number of people

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simultaneously and therefore lacks the two-way communication process as it is normally one-way-communication.

Richard (1980) says that "advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future."

Bovee and Arens (1994) say that advertising is the non-personal communication of information, usually paid for and usually influential in nature, about products (goods and services) or ideas by a well-known sponsor through various media. Bovee and Arens further explain that advertising is directed to groups of people rather than individuals and is therefore non-personal. Most advertisements are meant to be persuasive and win audience to goods, services or ideas from a company. They continue to state that advertising is a stimulus which has the effect of breaking through the target audience's psychological screen to create the kind of attention that leads to perception. This includes the conviction that the brand has the necessary attributes or properties which could satisfy the needs of the target consumer.

Alonge (2001) also sees advertising as any personal paid form of non-personal communication which is directed to the consumers or target audience through various media in order to present and promote products, services and ideas.

From these definitions, Dada, (2010) posits that the nature of advertisement becomes evident as follows:

- has an identified author,
- is a non-personal communication,
- is paid for,
- is well planned,

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- targets specific audience,
- is purposeful.

Therefore, advertisement is a communicative method that informs and persuades the target audience about the product been advertised. People advertise to announce the arrival in the market of a new product or service, announce a product modification, announce a new pack, announce a price change, make a special offer, expand the market to buyers, invite enquiries, test the medium of communication, educate the consumers, sustain and maintain the market, recruit personnel among others. Thus, advertisements use communicative techniques to make livelier commercial activities particularly the mass consumption of goods and services.

2.2 Types of Advertisement

Advertising has become an essential element of the corporate world and hence the companies allot a considerable amount of revenues as their advertising budget. There are several reasons for advertising, some of which are as follows:

- Increasing the sales of the product/service.
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line.
- Introduction of a new product or service.

Thus, several reasons for advertising and similarly there exist various media which can be effectively used for advertising. Based on these criteria there can be several branches of advertising. According to Nartey (2010), the following are the various categories or types of advertising.

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2.2.1 Print advertising: Newspapers, magazines, brochures, fliers. The print media has always been a well-liked advertising medium. Advertising products using newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page/back page), as well as the readership of the publications. For example an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a well-liked newspaper with a high readership. The price of print advertisements also depends on the supplement in which they appear, for example an advertisement in the shiny supplement costs way higher than that in the newspaper supplement which uses ordinary quality paper.

2.2.2 Outdoor advertising: Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the clientele outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those events makes a superb advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field.

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2.2.3 Broadcast advertising: Broadcast advertising is a very well-liked advertising means that constitutes several branches like television, radio or the internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the length of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television station on which the advertisement is going to be broadcast. The radio might have lost its attraction, owing to the new age media; however the radio remains the choice of small-scale advertisers. The radio jingles have been very well-liked advertising media and have a large impact on the audience, which is evident in the fact that many people still keep in mind and enjoy the popular radio jingles.

2.2.4 Covert advertising: Covert advertising is a unique kind of advertising in which a product is incorporated in some entertainment and media channels like movies, television shows and even sports. There is no commercial in the entertainment but the brand or the product is cunningly sometimes obviously showcased in the entertainment show.

2.2.5 Surrogate advertising: Advertising indirectly. Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are harmful to ones heath are banned by law in many countries and therefore these companies have to come up with several other products that might have the same brand name and in some way remind people of the cigarettes or beer bottles of the same brand. Common examples include Fosters and Kingfisher beer brands in Australia and India respectively, which are often seen to promote their brand with the assistance of surrogate advertising.

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2.2.6 Celebrity advertising: Even though the audience is coming smarter and smarter and the modern day customer getting impervious to the exaggerated claims made in a majority of advertisements, there exist a section of advertisers that still depend on celebrities and their popularity for advertising their products and services. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which comprise of all sorts of advertising including, electronic and print advertisements.

2.3 Functions of Advertisement

These days advertisements are found everywhere. They appear on radio, television, billboards, walls, in newspapers, etc. Dyer (1990) says that advertising is a very well organized area involving many artists, writers and film directors, and comprises of a large proportion of the output of the mass media.

Primarily, advertising performs two main functions: informative and manipulation. Informative function looks at how adverts introduce products to public and provide adequate information on the product. Manipulation aspect deals with how adverts manipulate our attitudes and social values. This particular function is of uttermost importance to the advertiser. They create the adverts to suggest to people to follow accepted values and manners and make people to believe that these values can organize their lives.

Leech (1966) also identifies four main functions of advertisement, each of which has consequences on the language used to achieve the intended aims. These are:

2.3.1 Attention value: Advertising language needs to provoke attention and arouse curiosity on the target audience/consumer by presenting something surprising and unexpected. On the linguistic level, this can be attained by breaking conventions of

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language use such as using wrong spelling, neologism, puns, grammatical blunder, rhymes, semantic deviations and putting language in improper contexts.

2.3.2 Readability: This is how the advertiser designs the advertisement to sustain the interest of the reader after arresting the target audience's attention. The copywriter's task is to make his message easy to grasp and assimilate. The copywriter usually uses colloquial language by using simple and common vocabulary. This is what Leech (1966) calls "public colloquialism". That is the use of informal language associated with private contexts in public or business communication. These kinds of informal style suggest an easy-going social relationship between the reader and the writer. There is the use of informal address terms, direct address to the reader with the use of the second person pronoun "you". To achieve this readability, advertising language is characterized by repetition and parallelism. Also, advertisers make use of deictics referring to the user as an exophoric referent or to endophoric references such as pictures and other sentences in the write up. Terms like "this, it, here, me, there etc." specify items in the immediate context and occur very often in advertising text. More so, elliptic sentences, phrases, idioms and contractions are often used in advertising language to make it more readable.

2.3.3 Memorability: The message of an advertisement needs to be remembered by the target audience and recognized as familiar (Leech, 1966). In fact, it is desirable that part of the linguistic message should be remembered and memorized. These include brand names, slogans, key phrases, snatches of song etc. Repetition is one of the most frequent techniques used in advertising to enhance memorability. Looking at it from a linguistic point of view, a number of linguistic devices are highly recurring and therefore appear regularly in advertising language, for instance, alliteration, metrical rhythm, rhyme, grammatical parallelism as well as semantic and syntactic

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repetition and lexical repetition. One has to note that repetition and variation often go hand in hand. Semantic repetition, i.e. the repeated use of different words from the same word field, is an incidence of lexical difference which at the same time functions as a repetitive device. Moreover, the continuous repetition of slogans, brands and product names equally contributes to the memorability of the product and the related advertising messages.

2.3.4 Selling power: The prime goal of advertisement is to sell ideas, products and services to the target consumer. This is done by the copywriter by using clear instructions to tell people the kind of action to take or what to do next. Advertisers normally use Imperative sentences to tell people clearly what action to take and these imperatives appear very often in advertising language. Again, due to the likelihood of using elliptical sentence structures and omitting subjects, however, imperatives are often not perceived as open instructions but rather shortened sentences or fragments of statements. In doing this, the copywriter tries to project the items positively before the audience. Negations are always avoided unless, the advertiser wants to use it to downplay other competing products in the system and tries to create attention for his. Usually, adjectives with positive meanings play a major role in advertising language. Leech (1966) says the following adjectives to be among the most frequent ones in advertising language: new, good/better/best, sure, delicious, free, fresh, nice, wonderful, safe, big, great, and clean. All these adjectives have positive connotations in the minds of the reader when used to describe a product. Caples (1994) agrees with Leech (1966) and advises advertisers to “avoid, when possible, headlines that paint the gloomy or negative side of the picture, take the cheerful, positive angle”.

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Lewis (1903) says that "the mission of an advertisement is to attract a reader, so that he will look at the advertisement and start to read it; then to interest him, so that he will continue to read it; then to convince him, so that when he has read it he will believe it. If the advertisement contains these three qualities of success, it is a successful advertisement."

2.4 Advertisement as a Communication Process

Advertising is a non-personal type of communication- it is directed to groups of people rather than individuals and is therefore non-personal. It involves the addresser (transmitter-speaker or writer) and the addressee (receiver-listener or reader). Between these two participants, there is coded meaning (information) which is transmitted through the communication channel such as print and electronic media. Communication however is a broad concept when used in advertisement. Communication used in advertisement can be both verbal and non-verbal, because the language used in advertisement can be spoken or written. In communication in advertisement, the copywriter employs public and one- way communication, because there is one speaker addressing an anonymous public (Vestergaard & Schroder, 1985).

Vestergaard & Schroder (1985) posit that communication involves six types of language function such as: expressive, directive, informational, contextual, poetic and interactional.

The expressive function employs language that focuses on the addresser's feelings and wishes. Forgiveness, apology and praise are types of language expressive function. Communication based on the directive function influences the addressee's actions, beliefs or emotions. An example of directive speech acts would be persuasion, recommendation or advice. When language focuses on the meaning, we are dealing

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with the informational function of language. To inform, report or describe are informational speech acts.

The contextual and poetic functions are both associated with the meaning, with the condition that poetic function additionally uses poetic devices, such as metaphors or rhymes. The function that is mostly associated with advertising is interactional, because it is used to express, maintain and terminate contact between messenger and the message recipient. Although addresser and addressee are not in visual contact, they communicate through the channel, which in this case is an advertisement (Vestergaard & Schroder, 1985).

It should be noted that advertising employs each of these functions during the process of communication. Advertisement praises, recommends and informs consumer about a product or service. Praising, recommending or informing people about the product or service requires language because it is not enough to present an image of the product, which can only call our attention to it. Whereas language in advertisements, whether written or spoken goes beyond calling attention to the product, it creates a positive feeling by introducing complex meaning and by giving specific informational content.

Percy, Rossiter & Elliot (2001) agree with (Vestergaard & Schroder, 1985) by saying that language used in an appropriate way facilitates learning and therefore makes communication more effective. Accordingly, advertisers/copywriters devote much attention to the language used in advertisement and employ various language forms, properties and techniques.

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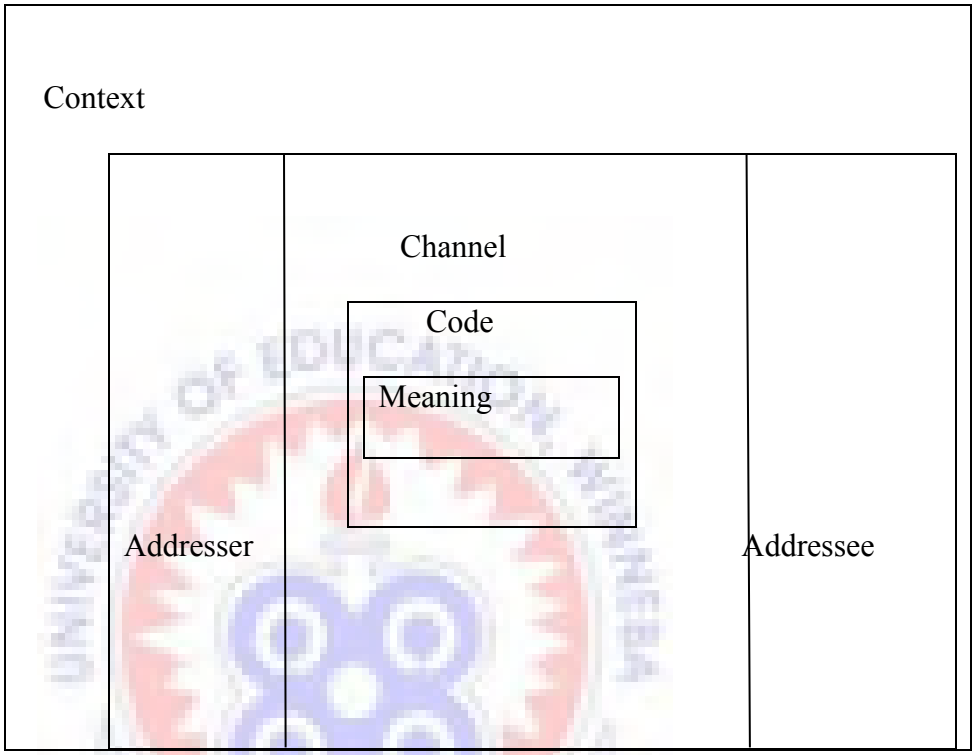
Every communication process in advertisement proceeds in a given context or situation as illustrated in the diagram below:

Fig. 1: Representation of the communication process



Vestergaard and Schroder (1985)

From the graph above, one realizes that in the case of advertising, "the addresser is the copywriter, and the addressee is the reader or the target consumer, the meaning transmitted is about the product (in an attempt to make the reader buy the product), the code (in the case of advertising) is the language, the channel comprises of printed and electronic modes, and the context include the reader's total situation about the product (does he have the product already? If yes, how to maintain him/her on it? Can he/she afford it? etc.), the publication in which the advertisement appears, and lastly the knowledge of the text and adverts." (Leech, 1974). From the above, one can say that advertising is a kind of communication which has its own principles. The addresser is a producer- a company that tries to persuade the addressee – a consumer

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to buy a product. The code of the language has to be chosen carefully and has to be known by all participants (addresser and addressee) involved in the communication process.

2.5 Techniques Used in Advertisement

The following techniques are used by the advertisers to make the adverts. These techniques were presented by Media Literacy Project and McDougall LittellClasszone as stated in Kubicova (2013).

- Association

This technique creates a link between a product and desire of potential customer. The customer may desire to have fun, to be beautiful, to be successful, and to be wealthy or to be loved, all of these may be the customer's desires in life. Therefore, advertisers present products with associations of these desires. This lures potential target consumers to go for the products, services or ideas.

- Bandwagon

Advertisers who use this technique claim that people should buy a product because everybody else does. They try to advance reason to customers to believe that the product must be good that is why everybody is into it. In this, advertisers make use of psychology, because people want to fit into the existing situation and do not want to be left out.

- Beautiful people

Technique of beautiful people presents good looking people together with a product. This technique attracts attention of customers, since they imagine they will look the same if they use this product.

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- Bribery

Copywriters use this technique of bribery to promise customers something for free if they buy a particular product. This may include free airtime, gifts, winning a house, car, ticket or coupons. What these advertisers hide from consumers is that the price of this juicy gift is already added to the price of the product.

- Celebrity

This technique uses celebrities to present products and to catch attention. Customers respect celebrities and therefore they respect the product. This technique is effective.

- Experts

Expert opinion leads to higher credibility of a product or a service. Experts such as scientists, doctors or professors provide an advice or a recommendation of the product or the service to customers.

- Explicit claim

Technique of explicit claims means to promise quality or effectiveness of a product or service. However, explicit claims may be proven to be false. This is because at times one finds it difficult communicating on the same mobile network they claim to be efficient.

- Humour

This is one of the most powerful techniques which are used by advertisers to catch attention of customers and make them laugh of their heads. Laughter makes people to feel good. Therefore, people will associate the product with positive feelings that can make them happy.

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- Intensity

Advertisers try to publicize the product, services or ideas by using superlatives e.g. *the best, the fastest*, comparatives e.g. *better than, more, improved* and exaggeration e.g. *everywhere you go, rule your world etc.*

- Plain Folk

Plain Folk is a technique that is in direct opposite to the celebrity technique. Advertisers present ordinary people (farmers, fishermen, hawkers, market women etc.) who use products since people believe more to ordinary people than to the wealthy celebrities. This makes them think that as these ordinary people are able to use the product then everybody can use it.

- Repetition

There are two ways of the repetition. Advertisement as a unit may be presented several times. Or words or phrases in advertisements may be repeated or displayed often enough to stay in customer subconscious. This is to make them remember the advert all time.

- Warm and fuzzy

This kind of technique tries to evoke feelings of pleasure, comfort or happiness. Advertisements use sentimental images of happy families, friends and organizations enjoying the product with accompanying cooling music

- Flattery

Advertisements use flattery language to praise potential customers. Advertisement may say, for example: “You worth it, Good for you, you deserve it”. Advertiser may show other people, who are finding it difficult to use a particular network in order to make customers feel they would better using their network.

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- Name-calling

Name-calling is a technique that links ideas or people with negative symbols in order to discredit them.

- New

This technique makes people to believe that new things are better than the old ones. Advertisers may introduce new things to entice people to use their services.

- Rhetorical question

Rhetorical questions are created to receive a positive answer and to build a trust. E.g. "Do you want to get out of frustration, and then use our product?"

- Analogy

This technique compares two similar situations for better imagination of a process. A comparison of two similar mobile networks may influence the decision of potential target customer.

- Use of pidgin

Arthur et al (2012) say that the copywriter may choose to use pidgin instead of the Standard English with the reason that the pidgin is a colloquial way of expression amongst certain groups of people. Thus, though many people are capable of speaking the Standard English, a copy-writer may decide to use pidgin. This serves as a mark of comradeship between the model in the advertisement and the target audience.

2.6 Language of Advertising

In the field of advertising, language has a powerful influence over people and their behavior. The choice of language to communicate specific messages with the purpose of influencing people is very essential. Visual content and design in advertising have a very great impact on the target consumer, but it is language that helps people to identify a product, service or ideas and remember it. Using language as a tool,

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marketing and advertising personnel have to consider the emotive power of the words they use. Advertiser makes frantic efforts through communication to achieve a link between the sender and the receiver which is seen as bridging the gap between the sender and the receiver. Advertiser's main function of advertising is to give information and to persuade the target consumer to buy into a product, service or ideas.

Kenechukwu (2012) sees language as a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols. Words, texts and sentences are attributes of a language capable of changing the meaning as well as the mood of advertising messages. He says that in human communication, language is one of the major tools of thought. The words of a language or the units of meaning can be combined into a completely impressive number of sentences to represent the relationship between objects or events in the world around.

For the message of advertising to be efficient and successful, the language must be right and the diction must be suitable to the consumer it is hoped to influence, so the advertising language must be translated into the target consumer's language. Wright (1983) says that "a primary problem in advertising is translating information about the product for the language of the advertiser into the language of the consumer"

Leech (1972) posits that the language of advertising belongs to the so called "loaded language". Leech says that loaded language has the aim to change the will, opinion, or attitude of its audience. He claims that advertising differs from other types of loaded language (such as political, journalism and religious oratory). It has a precise material goal - changing the mental disposition to reach the desired kind of behaviour - buying

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a particular kind of product. To persuade people to buy the product is the main purpose of the advertising. Language of advertising is usually encouraging and gives reasons why one product stands out in comparison with another product.

Leech (1966) is of the view that the style of discourse in language of advertising is either "colloquial-formal; casual-ceremonial; personal-impersonal; or simple-complex, depending on the particular audience and the audience the advertiser intends to reach". Leech (1966) highlights that advertising English is characterized by disjunctive and abbreviated grammar, in other words that "the message is of an abnormally simple nature". The fact is related to the nature of advertising – the space available is limited and the reader usually pays attention for a short period of time. As a result, many items of "low information value" are omitted (Leech, 1966).

Writing a commercial is not easy for the copywriter because his views and ideas about the product have to be transmitted to the print and the spoken media. Doing this, the advertiser has to carefully select words or codes which would explicitly convey his message to the consumer with the desired effects.

In print adverts, the headline plays a very powerful role, at times all powerful parts in getting attention and making the reader want to see and learn them. There are no headlines on television, only the opening shot and because a commercial starts with some seconds of silence, the advertiser/copywriter must depend on the picture alone. A guiding principle for constructing the opening scene could be to make the viewer say "what is that? Tell me more" (Akinbode, 2012). He continues to say that the copywriter must know the importance of the product which would enable him to associate with some perfectly natural desire in the mind of the target consumer.

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A commercial should start from a brief synopsis, this consist of just a few sentences which state the main idea and development. Advertising language has to concentrate on the key point, the emphasis of some words over others, the creation of catchy ideas in order to catch the attention of the audience. It is for this reason that the language of advertising is short, simple and clear. It has to be tailored to perform a specific job with the fewest words as possible. This agrees with Gumberz (1982) who, in his discourse strategies believes that communication helps to be aware of how people may share grammatical knowledge of a language but differently contextualizing what is said in such a way that very different messages are reduced and understood.

In language of advertising, each word, phrase or sentence in the advertisement should be carefully selected to perform a specific function. Thus, the language of advertising should be very positive and put emphasis on why one product stands out in comparison with another. According to Chomsky (1992), each word the copywriter uses is associated with a class of pairs F.P. which F is Focus and P is Presupposition, each pair corresponding to one possible interpretation. The copywriter's duty is to translate his message to speech and writing.

Again, a sufficient consideration of the interpretation of the language of advertisements cannot be done based only on semantic interpretation without making recourse to semiotics. Semiotics as a course studies meaning which is gotten from linguistic and non-linguistic forms of communication. It examines symbols, signs and images, pictures, etc. as a form of communicative process. Advertisements generally adopt semiotic elements as a base to effect non-verbal communication. These are mostly in the form of graphics, cinematic devices and audio effects. In print adverts, there is usually an image element which is typically a scene that provides the background for the whole advertisement with the slogan of the advertiser's choice. In

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addition, this image may or may not be a representation of the product. Therefore, the need for a semiotic interpretation of such non-verbal signals need to be taken into consideration when studying language of advertisement.

Vaicenoniene (2006) studies language of advertising in English and Lithuanian advertising text and says that copywriters use modifying adjectives and adverbs, rhetorical devices-metaphor, personification, ellipsis and simile, declarative sentences, colloquial vocabularies to contribute to the persuasive effect of the advertising message.

Arthur et al (2012) studied communicative aspect of Ghanaian advertisements and reveal that the Ghanaian advertisers employ various styles including dialogues, repetition, catch-phrases, superlative adjectives, pattern repetition, straight forward presentation and jingles in persuading their audience to use their products and services. Okanlawon and Olugu (2007) say that the language use in Nigerian advertisement that capture and arouse the interest of the target audience includes personification, alliteration, ambiguous language, indigenous language, Nigerian pidgin, faulty language, pun, simile, and simple or plain language.

2.7 Functions of Language

Language is used to express our emotions, to inform addresser, to influence others behavior, to get the attention from the addressee, to talk with others, to check their understanding, to make speeches in front of wider audience, to write or speak to entertain others.

Jakobson (1960) sets six functions of language (referential, emotive, conative, phatic, metalingual and poetic) which corresponds with six acts of communication.

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- Referential function relates to the context and describes things or facts. They are usually expressed by descriptive statements, these statements may use either definite descriptions or deictic words to anchor the text in time, place, in general in concrete situation.
- Emotive/expressive function focuses on the transmitter (addresser). It speaks for his emotions, feelings, attitudes, wills. Emotive has the added value of internal states of addresser. It is typically expressed by interjection.
- Conative function focuses on the addressee (listener). It is used to get other people to do something or to make a choice. It usually includes direct orders expressed by imperatives.
- Phatic function is used in order to set, maintain or end the communication channel with the addressee.
- Metalingual function focuses on the code. It is the use of language to describe, discuss, check or correct the code (language) itself.
- Poetic function deals on the form of the message itself, how it is used. It has the most prominent but not restricted use either in poetry or in advertising language.

Advertising language uses primarily the poetic function. The conative function is used to address the message more directly and referential function to convey the information. Phatic function is seen on TV advertising, at the beginning or end of commercial in order to get the attention of the audience.

As the poetic function that prevails in advertising requires creativity, a lot need to be done by copywriters to make the advertisement more creative in order to appeal to the target audience.

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2.8 Devices of Advertising Language

Variation and creativity play an essential role in advertising language. Visual strategies are normally used in advertising as attention-catching devices (Goddard, 2003). Also, verbal and written strategies are also used to carry out the message to the target consumer. Due to this, the advertisement texts must be more attractive and more unexpected. Thus, they must catch the attention of the target audience and then identify the product. Copywriters create uncommon, surprising and interesting texts with catchy slogans and phrases in order to manipulate and influence the target consumer to buy the product. Apart from the content of the text, it is important to know how the text is presented-handwriting, typing, spelling, type of font etc. This aspect of the thesis looks at the language of advertising from the point of view of phonological, lexical, morphological, syntactic and semantic levels (Kubicova, 2013).

2.8.1 Phonological level

Phonology is the description of the systems and patterns of speech sounds that occur in a language (Roach, 1991; Yule, 1996). It deals with the way words are pronounced. Advertising language normally uses the techniques similar to those in poetic texts. According to Goddard, (1998), the copywriter uses the so-called mnemonic devices (rhyme, rhythm, alliteration and assonance) which have the mnemonical effect on the target audience/consumer of the advertisement. It guarantees that the target consumer of the advertisement better remembers the text and recalls it at all time. Hermeren (1999) says that pleasant sounds apply not only in spoken text, but they are important in written texts as well, “because even in silent reading people are aware of the way words are pronounced and the rhythmic patterns that are created when words are put together”. The sound techniques which are the most frequently in advertising text are: rhyme, rhythm, alliteration, assonance and unpredictable spelling.

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- **Rhyme**

It is the repetition of similar sounds of endings of words e.g. *care* and *share*. It is believed to be one of the best techniques in advertising. It is commonly used in jingles, slogans and headlines of advertisements to reflect the brand name. Rhyme always refers to sounds, not spelling. For instance: *Live it. Love it* (advertising of a telecommunication company in Ghana).

- **Rhythm**

Copywriters normally use rhythmical arrangement within advertisements to make it catchy and easy to remember by the audience. As a result of using such arrangement, the text becomes memorable; however, the readers or listeners perceive this subconsciously, without realizing it. The outcome is that the text is memorable and linguistically neat. The regularity of rhythm is called meter. There are various types of metrical feet-the most frequently used ones are the iamb, trochee and dactyl.

- **Alliteration**

It is a repetition of consonant sounds. Cuddon, Rafey, & Matthew (2013) see it as a figure of speech in which consonants, especially at the beginning of words or stressed syllables are repeated. Such repetition often helps to emphasize a feeling or an emotion or an idea. Alliteration is used in newspapers and advertisement. The perfect example of alliteration that was incorporated into the brand name itself is **C**oca-**C**ola.

- **Assonance**

Cuddon, Rafey, & Matthew (2013) define repetition as similar vowel sounds, usually close together, to achieve a particular effect of having pleasant sound. Copywriters use it to reinforce the meanings of words or to set the mood in advertisement.

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- **Unpredictable spelling**

Copywriters use unpredictable spelling in order to catch the attention of readers and audience. This deviated spelling makes words in advertisements unusual and memorable. Advertisers may also make deliberate mistakes in spelling of words in advertisements in order to catch the attention of target consumers. A perfect example is MTN Ghana's Y'lloD'lite.

2.8.2 Lexical level

This part of the thesis talks about words and vocabulary of advertising. Simpson (2004) says the lexical level of language studies takes into consideration the words we use and the vocabulary of the language. The copywriters' choice of words may be different from that of advertisement, political speeches, television news, and charts with friends.

Leech (1966) posits that vocabulary in advertisements involve mainly productive and memorable groups of words. Leech places emphasis on contrast between verbs and adjectives, this is because "advertising language is marked by a wealth of adjective vocabulary, and a poverty of verb vocabulary". In Leech's study of television advertisement, he made mention that there is not much of grammatical complexity in English advertising. He says that in most cases, the clauses were independent, most of the clauses were just simple and in most of cases there were imperative clauses with no subject.

Adjectives

The use of adjectives is another prominent characteristic of advertising language. It convinces target consumers that this particular product is better than the other or is the best in order to make consumers go for it. Copywriters use adjectives to make the

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product outstanding from other products in the market. Leech (1966) is of the view that most advertising language is marked by a wealth of adjectives which enable copywriters talk about exceptional qualities of the product advertised and help the target audience develop positive attitude towards the advertised product. Adjectives may have attributive or predicative function. Attributives pre-modify nouns e.g. *The best network.* Predicatives post-modify nouns e.g. *Our network is the best*. Majority of adjectives may be modified by adverbs *very, quite, rather* (Leech and Svartvik, 2002).

Gradable adjectives are typical for advertisements than non-gradable adjectives. Gradable adjectives may have a form of comparative (adding –er) or superlative (adding–est) e.g. *better than, biggest.* There is also possibility to express higher degree by the use of *more* e.g. *the most delicious, more important.* Again, adjectives may be created from nouns by adding suffixes e.g. *beauty – beautiful* (Crystal 2003; Leech and Svartvik 2002). Leech (1966) says that *good, better, best* and *new*are the best of adjectives, and *new* is the most common word in advertising. Advertisers try as much as possible to avoid adjectives with negative connotations and disapproval such as bad, worse or the worst, dreadful etc.

- **Nouns**

Noun phrases in advertisement are more complex than the verb phrases. In advertising language, the noun phrase has the pre-modifying part which is normally complex. This complexity is based on an effort to catch, describe and specify the features of the product in attractive way. One interesting thing is that at times a whole advertising text would not contain any verb-it would be made up of only noun phrases. At times, inside these noun phrases, clusters of two, three or more adjectives are inserted.

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- **Pronouns**

Pronouns are regularly used elements of advertisements. Pronoun is a word that is used to replace a noun to avoid needless repetition of the same noun. English language distinguishes personal, reflexive, possessive, reciprocal, relative, interrogative, demonstrative and indefinite pronouns. The most common pronouns copywriters use in advertisements are personal pronouns categorise into subjective (l, we, you, he, she etc.) and objective (me, him, her, us etc.) cases. Personal pronouns create a relationship between advertiser and customer and involve the customer into the issue. Preference for first, second or third person vary in styles. However, advertisers use all three persons. *We* is often the manufacturer. *I* is the expert or adviser, *you* and *I* are observing *he/she* who did not use the product yet. The most frequent is the use of *you* (Cook, 2001).

2.8.3 Morphological level

One of the areas of importance in language studies is the study of how new words are added to the existing vocabulary. Copywriters of advertising texts take advantage of using made-up or adapted words and expressions in order to support the creative aspect of advertisement to catch attention of customers. The following are some of the processes found in advertising texts: Conversion, acronymy, clipping, compounding, blending, borrowing, coinage, reduplication and back formation (Fromkin, Rodman & Hyams, 2003; Katamba, 1993; Thakur, 2002; Wiredu, 1999).

- **Conversion**

Conversion is a process that assigns an already existing word to a new syntactic category without a change in the form of the word. That is the same word assumes different classes in conversion.

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There are four types of conversion- nouns used as verb, adjectives used as verbs, verbs used as nouns and adjectives used as nouns (Quirk, Greenbaum, Leech & Svartvik, 1985; Thakur, 1997; Yule, 1996).

- **Acronymy**

It is the process whereby a new word is formed from the initial letters of the constituent words (Fromkin et.al. 2003; Mathews, 1997). It seems to be the manifestation of the widely felt human desire for the economy words, for instance, MTN (Mobile Telecommunication Network). There are two main types of acronyms:

1. Where the initial letters of the words are pronounced individually as in the principle of syllable construction in English. Examples are MTN, OAU, GBC and others.
2. Those in which the initial letters constituting the word are pronounced as a single word. Examples are WHO, ECOWAS, NATO, PIN, UNESCO, and others.

- **Clipping**

Clipping is the morphological process of word shortening to the effect that words retain their original meanings and their grammatical class. It is different from abbreviation in the sense that a clip is not periodized as abbreviated forms are. Clipping is done essentially by removing initial and/or final syllables. An interesting example of clipping is in the word 'advertisement' which is clipped as 'advert' and then clipped further as 'ad'. Clipping arises from the innate tendency to economise words. Clips are mostly used in informal contexts. Other examples of clips are bus (omnibus), piano (pianoforte), flu (influenza), fridge (refrigerator), exam (examination), memo (memorandum), phone (telephone) (Fromkin and Rodman, 1998; O'Grady & and Dobrovolsky, 1997; Thakur, 1997; Wiredu, 1999).

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- **Compounding**

Compounding involves the combination of two or more words. The combined forms can be with a hyphen or without it (Quirk et.al., 1985: Thakur, 1997). Three types of compounds are identifiable: solid, hyphenated or two-word forms. Solid compounds are classroom, grandchild, graveyard, hyphenated compounds are court-martial, frame-up, half-truth and two-word compounds are funny bone, gold plate, white house etc. Compounds may be nouns such as carry-over, book-review, stronghold, off day, father-in-law, or adjectives such as over-sensitive, off-guard, first-rate, run-of-the-mill chicken-hearted, or adverbs such as offhand, inside out, non-stop or verbs such as gainsay, leapfrog, jump-start, or pronoun such as myself, anybody, somebody, etc.

- **Blending**

In blending, two words are brought together to form a new word. It is a process that involves collapsing one form into the other- it is the fragments of the words which actually combine. Examples of blends are transistor (transfer + resistor), telecast (television + broadcast) motel (motor + hotel), forex (foreign + exchange), computeracy (computer + literacy), brunch (breakfast + lunch) (Wiredu, 1999). In forming blends, either affixes or syllables of the words are removed to make the two words agreeable.

- **Borrowing**

Borrowing involves taking lexical items from one language to another. Borrowed words are known as loan words which are made to adapt to the phonological structure, more or less, of the borrower (English) language. English has many loan words from virtually all languages (Yule, 2010). Examples include restaurant

(French), mosquito (Spanish) mammoth (Russian), alcohol (Arabic), tea (Chinesse), boss (Dutch), piano (Italian) et cetera.

- **Coinage**

It refers to arbitrarily selecting any acceptable sequence of sounds and using it as a name of an object. The most typical sources are invented trade names for ones company's product which become general terms for any version of that product (Yule, 1996). It is seen as a morphological process by which a language user deliberately invents or accidentally uses a particular word in a particular context. The common examples are nylon, Vaseline, aspirin, Kleenex, and Kodak.

- **Reduplication**

Reduplication is the process of repetition of words, a form of compounding. Reduplications are either partial or total (Katamba, 1993). In partial reduplication, the two forms are slightly different from each other as only a letter or two changes. Examples of partial reduplication are many, some of which are nitty-gritty, helter-skelter, criss-cross, dilly-dally, riff-raff, nit-wit, tit-tat, rag-tag, tick-tock, kow-tow, chit-chat, higgledi-piggledy, etc. In total reduplication, on the other hand, the same form is repeated. Examples of total reduplication are goody-goody, jaw-jaw, eye-eye, bye-bye, etc.

- **Back formation**

It is the process of shortening longer words by removing the suffixes. That is a word of one type (usually a noun) is reduced to form another word of a different type (usually a verb) (Richards and Rodgers, 1986; Yule, 1996). Examples of back forms are edit (from editor) drive (from driver), office (from officer) debt (from debtor) revise (from revision), televise (from television) donate (from donation), etc.

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2.8.4 Syntactic levels

Syntax of a language studies "the ways in which words could be strung together to form acceptable sentences" (Thakur, 1998). Simpson (2004) sees it as "the way words are combined with other words to form phrases and sentences". Advertising language uses short and simple sentences due to the limited time and space available to them. Short and simple sentences are easily remembered by the audience than long sentences (Leech, 1972).

Sentence types

There are four sentence types in English: declarative, interrogative, imperative or exclamatory (Aarts, 2001; Myers, 1994; Quirk and Greenbaum, 2012; Quirk, Greenbaum, Leech & Svartvik, 1990). Incomplete sentences would also be looked at.

- Declaratives

They are used to make a general statement of facts, a wish, intent or feeling. In declarative sentences usually subject precedes the verb.

- Interrogatives

Interrogatives are used to ask questions. It is a way of personalizing advertisement. Questions seek for information on a specific point. In advertisements, a speaker usually asks questions for information from the target audience. As advertisement is a one-way communication and the hearers cannot respond to the question, the answer is always given by the advertiser (Hermeren, 1999). Yes/no questions are most frequent in advertisements. Interrogatives are formed either by subject-verb inversion or in the initial position is wh-element, in the latter form there is a subject-operator inversion.

- Imperatives

Imperatives are used by advertisers to give a command or make a request or give direction. Imperatives create personal impact in advertisement. Imperatives have no

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grammatical subject and the verb has just base form. The subject is elliptical and is always understood to be "*you*"

Leech (1972) comes out with certain groups of verbal items which are most frequent in imperative clauses:

- Verbs which have to do with the buying of the product: get, buy, ask for, choose, etc.
- Verbs which have to do with consumption or use of the product: have, try, use, enjoy etc.
- Verbs which act as appeal for notice: look, see, watch, remember, make sure etc.

Vestergaard and Schroder (1985) believe that in advertising language, the most frequent word for purchasing of product is "get" and not "buy" because "buy" has some unpleasant connotations, like having money and the parting with it.

Myers (1997) postulates that there is absence of "please" in imperative sentences which mark a lack of politeness. Myers further explains that people do away with politeness devices if they are asking somebody to do something that benefits the hearer not the speaker.

- Exclamation

It expresses the speaker's surprise, excitement or impression by something. Exclamations feature more often in advertisement than any other sentence type. This is used in advertising language to play on people's emotions and feelings. Exclamations may have the simple sentence structure, but the exclamation mark tells the viewers to read them emphatically.

- Ellipsis

It is a cohesive device which is seen as the omission of part of a sentence/structure where the missing element is understood from the context (Crystal, 2003; Goddard, 1998). McCarthy (2001) sees it as omission of linguistic elements required by the grammar of the language which the speaker/writer thinks are obvious from the context and therefore need not be raised

Taboada (2004) posits that ellipsis is a special instance of substitution, in that it involves substitution by zero. Instead of one of the lexical items mentioned for substitution, no item is used, and the hearer/listener is left to fill in the gap where the substitute item, or the original item, should have appeared.

According to Cook (1996) copywriters use ellipsis in advertising for the following reasons:

- It is economical-to save space and money because words cost money.
- To avoid drawing attention to features of the message which do not serve the advertisers interest.
- To create proximity and intimacy. It indicates shared knowledge and interest. Cook (1996) continues to say that people who know each other well need not to be precise in their meanings. They know that the other person would fill in the space as a result of shared knowledge.

Copywriters may use this unexpected regularity of the sentence to catch the attention of the customers.

- Incomplete sentences.

In advertisement, copywriters may omit parts of sentences in the text. At times, one can read an entire advertising text without coming across the subject of the sentence or the main verb but this would not necessary change the meaning of the sentence.

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Listeners/readers are able to read and understand the message because advertisements are normally supported by pictures/illustrations, so explicit structure of the sentence is not so necessary (Beasley and Danesi, 2002; Myers, 1997).

2.8.5 Semantic levels

Semantics is the systematic study of meaning of words, phrases and sentences-what meaning is and how it operates (Simpson, 2004; Thakur, 2003; Yule, 1996). Crystal and Davy (1969) hold that semantics is a study of the linguistic meaning of a text over and above the meaning of the lexical items taken individually. Leech (1966) describes semantics as the way of conveying meanings which contributes to the selling effectiveness of an advertisement.

In advertisement, there is semantics figure of speech which is meaning related figures. It is a rhetorical device that is used in order to create a specific mental image or effect which may give meaning in unexpected ways. Leech (1966) says that figurative language has a striking and memorable quality which suits it for slogans and headlines. This part will look at the most important figurative devices used in advertising language: personification, simile, metaphor, metonymy, euphemism, hyperbole and synecdoche.

- Personification

It is the attribution of human qualities or characteristics to inanimate objects. Copywriters try as much as possible to personalize their slogans to be remembered by the audience. Advertisers try to create their brands into something very real that would enable the target audience to personalize it. Most of the time, audience do not recognize that there is used personification in the advertising text. For instance, “MTN fulfils your wishes”.

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- Simile

It makes an explicit comparison between two unlike things, using words such as "like" and "as".

E.g. our network speeds like lightening. Myers (1994) says that similes are less common in advertisements because they are less demanding in their statement which may create doubts.

- Metaphor

It is a figurative device that makes a comparison between two unlike things without the use of such specific words of comparison as "like" and "as". Lakoff (1980) define metaphor as "statements and /or pictures which cause a receiver to experience one thing in terms of another". Metaphor has an interesting value and stimulates the curiosity of the reader about the product. In field of advertising, a metaphor is used by copywriters to create a comparison between the product or service and some other quality the copywriter wishes to be associated with the product or service advertised. A perfect example is telecommunication advert; *connecting people.*

- Metonymy

It is the use of an object to represent some idea or quality which is closely associated with that object. Hermeren (1999) sees metonymy as taking something related to represent the whole idea/concept. Myers (1994) says that this occurs most often in advertisement. For example, an illustration of a handsome man enjoying himself chatting with a friend on a particular network may mean that using that particular network, you would be like that man.

- Euphemism

Advertisers use euphemism when they want to avoid harsh and unpleasant words or phrases and replace them with mild and pleasant words or phrases. Wardhaugh (1992)

sees it as "the result of dressing up certain areas of life to make them more presentable". Advertisements that fall under certain regulation use euphemism. Advertisers use euphemism to replace words and phrases that are considered a taboo-adverts that have elements of violence and sexual connotations.

- Hyperbole

It is the deliberate use of overstatement or exaggeration to achieve emphasis or comic effect. It is not meant to be taken (too) literally. It is used in advertisement to create strong impression and strong emotional response as well as for humorous purposes (Wales, 2001). In Ghana, telecommunication networks use this figure of speech to lure people to buy their products.

- Synecdoche

It is a kind of metonymy, where the name of a part of a thing is used to stand for the whole thing or vice versa. It is used when the brand is well known that it represents any product in its class. E.g. *she lent a hand; she lent her entire presence*.

2.8.6 Code-switching

According to Poplack (1980), code-switching is the alternate use of two languages (codes) in a fully grammatical way, within a single discourse, the same sentence or constituent. Myers-Scotton (1993) sees code-switching as a way to overcome difficulties in sentence-planning by making use of the resources of more than one language.

The major types of code-switching are intra-sentential and inter-sentential. Intra-sentential code-switching refers to switching between constituents within a sentence and inter-sentential code-switching is switching between sentences. Poplack (1980) says that intra-sentential codes-switching is most dominant type in advertisement.

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During the code-switching process, the foreign language has to adapt to the host language morphologically and syntactically. Sometimes, speakers code-switch foreign words because there is a gap in the register. That is, the foreign word has no equivalent or any similar terms in the speaker's native language. This principle is better termed as the "limited access to terms theory" (Gibbons, 1987: Li, 1998).

Bokamba (1989) for instance, describes the following motivations for switching and mixing of languages:

1. To express the first word or idea that comes to mind.
2. To convey more accurately one's emotional state.
3. To appropriately obey rules governing interactional norms and communicative domains.
4. To communicate effectively in certain multilingual speech communities where many languages are mutually unintelligible.

In Ghana, copywriters code-switched in the advertisements for these varying reasons.

2.9 History of MTN in Ghana

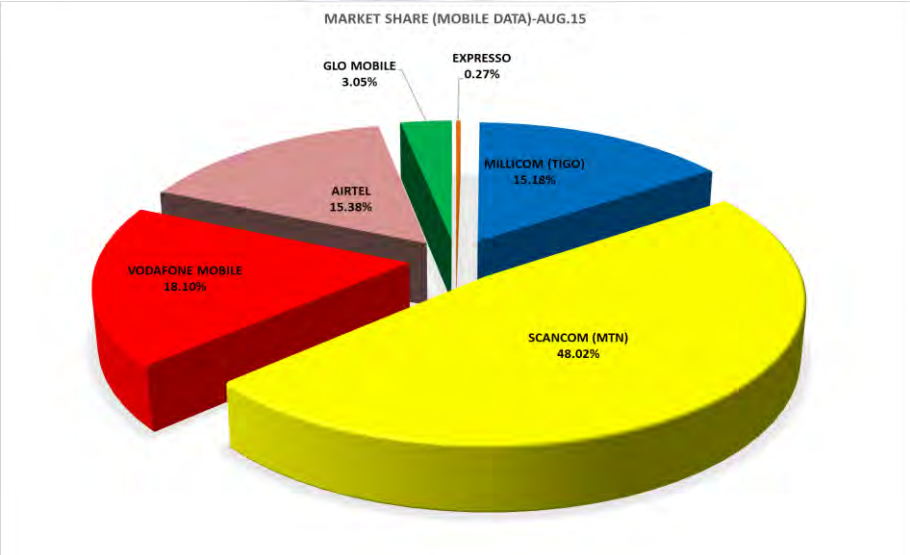
There are currently six mobile telecommunication companies in Ghana, their brand names are MTN, Vodafone, Tigo, Glo, Airtel and Expresso. Mobile Telecommunication Network (MTN) was formerly known as Areeba and prior to that it was known as Spacefon which was launched in 1994 and started operations in November 1996. Scancom Ghana Limited (the company behind MTN in Ghana) is one of the biggest companies in Ghana and its cellular network has the most subscribers. Scancom Limited acquired Investcom (Areeba) in 2006 and re-brands it to MTN in August 2007. The rebrand of the product has been phenomenal (www.mtn.com.gh).

As at August 2015, there was a 1.39% increase in the total number of Mobile data subscribers. Total subscribers increased from 16,855,666 as at the end of July 2015 to 17,089,304 as at the end of August, 2015. The total penetration rate was 62.80%, indicating an increase of 3.9% since January 2015 (www.mtn.com.gh).

MTN's data subscribers for August 2015 were 8,205,700 indicating an increase in subscribers from 8,140,214. Market trends indicate an increase of 0.80% from the previous month and MTN's market share for August was 48.02% over other networks. The market trends indicate the following market shares for various telecommunication companies in Ghana:

- MTN - 48.02%
- VODAFONE - 18.10%
- TIGO - 15.18%
- AIRTEL - 15.38
- GLO - 3.05%
- EXPRESSO - 0.27%

Fig. 2: Market share for mobile companies in Ghana



(National Communication Authority website, March, 2016 (www.nca.gov.gh)

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Vision of MTN Ghana

To make our customers' lives a whole lot brighter.

Mission of MTN Ghana

To lead the delivery of a bold, new digital world to our customers (https://www.mtn.com.gh).

Currently, MTN operates in 21 countries in Africa and the Middle East, serving a population of over 500 million people.

2.10 Mobile Telephony

People are exposed to several advertisements either on radio, television or even when they walk around in town. These advertisements are crafted by the advertisers in a way to have many effects on the target audience.

In Ghana, there have been various reports of some telecom companies gaining significant numbers of subscribers while others suffer loss of subscribers. For instance, as at August, 2015 there was a 1.39% increase in the total number of Mobile data subscribers. Total subscribers increased from 16,855,666 as at the end of July 2015 to 17,089,304 as at the end of August, 2015. The total penetration rate was 62.80%, indicating an increase of 3.9% since January, 2015.

The market trends indicate the following market shares for various telecommunication companies in Ghana: MTN - 48.02%; VODAFONE - 18.10%; TIGO - 15.18%; AIRTEL - 15.38: GLO - 3.05% and EXPRESSO - 0.27% (NCA, 2015).

Njemanze et al (2015) analyzing the advertising language of the mobile telephony in Nigerian newspapers state that advertisers match images effectively with their texts, use simple structures, and make use of both loose and periodic sentence structures,

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and the advertisers also use simple diction that appeals to the emotion of the target audience.

Adjin-Tetteh, Bolfrey, Bugase, Adotey & Dodoo, (2013) posit that advertising is not the only variable that influences respondents to use a particular network and that when matched up against other variables; "service quality" comes on top as the number one influencing agent ahead of advertising.

Ojennike (2012) examines the role played by advertising in influencing consumers' preference for telecom services provided by telecommunication firms in Nigeria reveals that both male and female and different age groups were equally influenced by advertising in their preference for the brand. He continues to say that majority of his respondents showed preference for MTN because of its captivating advertising.

Olalekan and Olugu (2012) say that telecommunication company's products' self service charge and service quality are statistically significant for a consumer choice of telecommunication services in Nigeria.

Rishante (2014) examines the effect of television advertisement of mobile telecommunication companies in Nigeria on viewer's choice preference and say that there was no significant effect of television advertisement of mobile communication network on viewers' preference.

Amoah (2010) studied the use of visual advertisement to gain competitive advantage in mobile telecommunication industry in Ghana says that humor, a sense of 'realness' and simplicity are essential variables in attracting and appealing to new and existing customers of telecommunication companies.

Nartey (2010) posits that consumers respond effectively to advertisement when it is informative, appealing, innovative, pleasing to the eye and shows creativity in its concept.

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Dabanka, Osei-Afriyie, Yamoah-Ghansah, Agyei &Agyemang (2011) say that telecommunication advertisers use television, radio, newspapers and billboards as advertising media in influencing consumer buying behaviour. They continue to say that real need for communication, advertising message and friends and families are major factors of motivation in purchasing mobile telecom products.

Nwankwo, Aboh, Agu & Sydney-Agbor (2013) look at the Influence of Advertising Appeals and Personality on Telecoms Consumption Preferences in Nigeriaand came out that there was a significant influence of advertising appeal on telecoms consumption preferences in favor of emotional advertising appeals. They also indicate that there was no significant influence of personality on telecoms consumption preferences.

Owusu and Nyarko (2014) posit that magazine advert and not newspaper advert influenced the decisions of tertiary students to purchase telecom products. It was also revealed in their study that price and service quality delivery moderate the relationship between print advertising and consumer purchasing decisions.

Poku and Ampadu (2014) investigates the influence that advertisements have on customer loyalty within the telecommunications industry in Ghana and say that the more customers are frequently exposed to advertisements, the more they will become loyal. They continue to say that consumers who are very loyal believe that high levels of humor and use of personalities in an advertisement are influential in maintaining their loyalty levels.

From the above one is of the view that advertising plays a role in convincing target consumers to sign onto a particular network.

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2.11 Theoretical Framework

This study will be grounded by Nord's (1997) theory of Functionalist Interpretation of Text Typology. This theory was selected because it provides an in-depth understanding of the target text analysis and functions which are requirement for successful communication. With respect to advertising as a genre, Trosborg (1997) claims that the defining criterion of any genre is the communicative purpose that it is intended to fulfill. In determining the communicative purpose of the text, language functions play an important role. Each text performs some specific language function which helps to fulfill the communicative purpose of the text and allows us to categorize texts into types. Nord (1997), agreeing with Buhler's (1934) and Jakobson's (1960) classification, describes the following language functions: referential function (i.e. reference to objects and phenomena of the world); expressive function (i.e. expression of the addresser's feelings); phatic function (i.e. establishing, maintaining or concluding contact); appellative function (i.e. appealing to the addressee's skill, feelings, knowledge and susceptibility in order to make the addressee react in a specific way); conative function (i.e. engages the addressee directly and is best illustrated by vocatives and imperatives); Metalingual/reflexive function (i.e. is the use of language to discuss or describe itself).

Referential function relates to the context and describes things or facts. They are usually expressed by descriptive statements, these statements may use either definite descriptions or deictic words to anchor the text in time, place, in general in concrete situation. It is specified according to the type of object the text refers to. If the referent is a product or a process unknown to the receiver, the text may describe its technical properties; if the referent is a language or a specific use of language, the sub-function may be metalinguistic; if the referent is the appropriate way of handling the product,

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the sub-function may be called instructive, and so on. In order to make the referential function work, the receivers must be able to match the message given in the text with the previous knowledge that they have about the particular object in question. If the amount of new information is too large, they will fail to understand the message; if there is too little new information, they will lose interest in the text.

Emotive/expressive function focuses on the transmitter (addresser). It speaks for his emotions, feelings, attitudes, wills. Emotive has the added value of internal states of addresser. It is typically expressed by interjection. This expressive function also refers to the sender's attitude toward the objects and phenomena referred to in the text. It may be specified according to what is expressed. If the sender expresses individual feelings or emotions, we may speak of an emotive sub-function; if what is expressed is an evaluation, the sub-function will be evaluative. Utterances indicating the sender's wishes, hopes or plans for the future are expressive too. Explicit expressivity will be understood even by a reader who disagrees with the evaluation or does not approve of the emotions expressed by the sender. Implicit expressivity, however, does only work if sender and receiver share the same value system and connotations.

Conative function focuses on the addressee (listener). It is used to get other people to do something or to make a choice. It usually includes direct orders expressed by imperatives. This function is directed at the receivers' sensitivity or disposition to act and aims at inducing the audience to respond in a particular way. If we want to persuade someone to do something or to share a particular viewpoint, we appeal to their sensitivity, their secret desires. If we want to make someone buy a particular product, we appeal to their real or imagined needs, describing those qualities of the product that are presumed to have positive values in the receivers' value system. If we want to make a person do something or refrain from doing something, we utter a

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command or recommendation. Specifications of the conative function may, therefore, be the various grades of requesting (like recommending, asking, ordering, etc.) and of reminding (like referring or alluding to something assumed to be known). A particularly interesting sub-function is persuasion, because it instrumentalizes all the other functions for the purpose of making the receiver react in the intended way. This can be observed in advertizing. Advertisers try to persuade by addressing the audience in a particular way, for instance by describing the (positive) characteristics of the product, by expressing (positive) evaluations or emotions with regard to the product, or by evoking (positive) memories or quoting and alluding to well-known texts.

Phatic function is used in order to set, maintain or end the communication channel with the addressee. It aims at establishing, maintaining or ending the contact between the addresser and the addressee. If the contact is to be successful it is also important to make sure that the relationship between sender and receiver is defined and developed in accordance with their status and the social roles they are taking in a particular.

Metalingual function focuses on the code. It is the use of language to describe, discuss, check or correct the code (language) itself.

Poetic function deals on the form of the message itself, how it is used. It has the most prominent but not restricted use either in poetry or in advertising language.

There is always one major function while other functions are used as supplementary, employed to attain an overall purpose of the text. For example, information included in advertisement should not be considered as a primary goal. Instead, it should be seen as a complimentary function aiding the advertisement to accomplish the intended function. Therefore, texts can be classified into types on the basis of their dominant contextual focus. Advertising as a type is classified under the category of appeal-

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oriented texts, having the main function of persuasion (Vaicenoniene, 2006). Reiss (2000) posits that, in appeal- oriented texts the information is always presented from a particular viewpoint and with a particular purpose. In commercial advertising, form and content are at one in their overall goal of arousing customer response. That is, a commercial advertisement strives at persuading the addressee to go for the advertised goods and services.

A careful review of literature on advertising indicates that though a lot had been done in this area, there seem to be no research on language of advertising in reference to MTN Ghana print advertisement.

2.12 Summary of Chapter Two

This chapter reviewed related literature on advertising, types of advertisement, functions of advertisement, advertisement as a communication process, techniques used in advertisement, language of advertising, functions of language, devices of advertising language, history of MTN in Ghana , mobile telephony and the theoretical framework - Nord's (1997) theory of Functionalist Interpretation of Text Typology on which the study is grounded.

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CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the methodology used for this research work. This includes design of the study, population, sampling technique, sample size, research site, data collection strategies, data analysis plan and data presentation.

3.1 Design of the Study

The design for the study was qualitative case study. A case study is in-depth or intensive description and analysis of a single unit or bounded system such as a programme, event, process, group, intention or individuals (Merriam, 2000; Stake, 1995; Yin, 1994). Cases are bounded by time and activity, and researchers collect detailed information using a variety of data collection procedures over a sustained period of time. Yin (2009) again says that case studies are used to explain, describe or explore events or phenomenon within their natural context.

In terms of overall purpose of case studies, Merriam (2000) has identified these as descriptive case study, interpretive case study, and evaluative case study.

1. Descriptive case study. It provides detailed account of the phenomenon under study. Descriptive case study is useful in presenting basic information about areas of education where little research has been conducted. This type of case study is also used to describe an intervention or phenomenon and the real-life context in which it occurred (Yin, 2003).
2. Interpretive case study. It is used to develop concept categories or to illustrate, support, or challenge theoretical assumption held prior to the data gathering.
3. Evaluative case study. It involves description, explanation and judgment.

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Descriptive case study was chosen for this study because one of the goals of case study is to develop an understanding of the bounded system. The purpose of this study was to look at the language use in MTN Ghana print advertisements by analyzing the language devices the copywriter uses to influence the target consumer to buy the products.

3.2 Population

Population is the group of interest to the researcher, the group to whom the researcher would like to generalize the research results of the study (Best and Kahn, 2006; Fraenkel and Wallen, 2003; Tuckman, 1985). Peil (1982) also sees population as the aggregate of all the elements showing some common set of characteristics that comprises the universe for the purpose of the research problem.

According to Fraenkel and Wallen (2003) there is target population and accessible population. The target population is the actual population to which a researcher would really like to generalize. The accessible population is the population to which a researcher is able to generalize. The former is the researcher's ideal choice; the latter, is the researcher's realistic choice.

The target population for this study is all the MTN Ghana print advertisements running in the system from June, 2015 up to June, 2016. The accessible population is the selected MTN Ghana print advertisements which were chosen over all other telecommunication advertisements because MTN Ghana is the market giant in the country and the researcher wanted to find out the language the copywriter uses in these advertisements to catch the attention of the target audience that made them use its products.

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3.3 Sampling Technique

The sampling technique used was purposive sampling technique. Purposive sampling is a method in which researchers do not simply study whoever is available, but use their judgement to select a sample that they believe, based on their prior information, will provide the data they need. In purposive sampling, the researcher samples with a purpose in mind. It may involve studying the entire population or a section of the population (Merriam, 2000; Tagoe, 2009). Patton (1990) argues that "the logic and power of purposive sampling lies in selecting information-rich cases for study in depth. Information-rich cases are those from which one can learn a great deal about issues of central importance to the purpose of the research, thus the term purposive sampling. This technique was used by the researcher to ensure that advertisements that provided data for the research were selected.

3.4 Sample Size

A sample is a subset of the elements of population selected for participation in the study (Peil, 1982). Seidu (2012) also sees it as the "selected subset of the whole which is being used to represent the population." Samples should be as large as a researcher can obtain with a reasonable expenditure of time and energy. A total of 50 advertisements were carefully selected for the study. The researcher had chosen this size because of time constraints and advertisements available for the period under study.

3.5 Research Site

The research site is Ghana. Ghana was chosen over other West African countries because the researcher lives in Ghana and easily had access to MTN print advertisements without any difficulties. Also, MTN Ghana is doing well as a market giant (with 48.02% over other networks) in Ghana (NCA).

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3.6 Data Collection Strategies

The term data refers to the kind of information researchers obtain on the subjects of their research. The data needed for this thesis was collected through the use of primary and secondary sources.

3.6.1 Primary source

The data for this research was collected from the printed advertisements of MTN Ghana. The advertisements were downloaded from the company's website for the study. Again, the researcher went to town to take photographs of MTN advertisements pasted on walls, signboards and kiosks for the study.

3.6.2 Secondary source

The secondary source of data was obtained from a wide variety of source and the archives of the company under study. However, the main source of information was from the internet. As Fraenkel and Wallen, (2003) stated, the internet provides market researches with a new environment for research. Since the internet provides good opportunities for the research, the internet has been used as an efficient tool to find quite a lot of useful information concerning the research topic. Also, other information were obtained from books, journals, newsletters, and published articles.

3.7 Data Analysis Plan

The researcher employed descriptive case study to analyse the data. Data gathered were coded for easy analysis. Items captured on the data were coded as follow: nouns (Nns), pronoun (Prn), adjectives (Adj), adverbs (Adv), verbs (Vbs), conversion (Con), personification (Pers), hyperbole (Hyp), repetition (Rep), code-switching (Cod) etc. Since the focus of the research was to look at the language devices, elements of these devices were critically looked at and grouped, taking into consideration the

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phonological, lexical, morphological, syntactic and semantic levels. The reasons for the copywriter using these devices were sought for.

Lastly, frequency distribution and percentages were used to summarise the data. The summarized percentages were subsequently analysed using descriptive case study.

3.8 Data Presentation

The data were presented using tables, percentages and bar charts to interpret information gathered for clearer understanding to readers. This gave a vivid and clearer understanding of the findings of this thesis.

3.9 Summary of Chapter Three

This chapter covered the methodology used for this research work. This included design of the study, population, sampling technique, sample size, research site, data collection strategies, data analysis plan and data presentation.

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CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION

4.0 Introduction

This section presents the information on the analysis and interpretation of data collected. The analyses were done based on the theoretical framework of Nord's (1997) Functional Interpretation of Text Typology. The research questions were analysed using the data collected. The findings of research question two were presented using tables and bar graphs. For the data for the analyses, see the appendixes.

4.1 RQ 1: What are the language devices in MTN Ghana print advertisements?

This question sought to identify the various language devices the copywriter uses in MTN Ghana print advertisement. In analyzing the data based on this research question, the following language devices were identified at the following levels: phonological, lexical, morphological, syntactic and semantic. The various devices that emerged at these levels are shown below:

4.1.1 Phonological level

This deals with the description of systems and patterns of speech sounds that occur in a language. The sound techniques looked at were rhyme, alliteration, assonance and unpredictable spelling.

4.1.1.1 Rhyme

Data identified under this device is shown below

Rhy1: Brighten someone's **day**,

no matter what you **say**. (Appendix A7)

4.1.1.2 Alliteration

Data identified under this device is shown below:

All1: Get the most likes, comments & **shares** to win a chance **to shine** (Appendix A1)

All2: **Live** it. **Love** it (Appendix A9)

All3: **Season** of **Surprises** (appendix A18)

All4: Share your cool picture on MTN **facebook fans** page (appendix A1)

4.1.1.3 Assonance

Data identified under this device is shown below

Ass1: Live **it**. Love **it** (Appendix A9)

Ass2: **a**nytime, **a**nywhere (Appendix A15)

4.1.1.4 Unpredictable spelling

Data identified under this device is shown below

Unp1: MNT **Beta** Talk (Appendix A2)

Unp2: MNT **xtraconnect** (Appendix A6)

Unp3: An easier way to sms**yrgranma** (Appendix A13)

Unp4: MTN **TruTalk**$^{+}$ (Appendix A21)

Unp5: MTN **WhereRU** (Appendix A2)

Unp6: **Y'ello** (Appendix A24)

Unp7: MTN **Me2U** (Appendix A2)

Unp8: MTN Link **Nite** (appendix A8)

4.1.2 Lexical Level

This part talks about the words and vocabulary of the advertising language. Items looked at were adjectives, nouns, pronouns, verbs and adverbs.

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4.2.1.1 Nouns

Data identified under this device is shown below:

- **Common Nouns**

Nns1: Share your cool **picture** on MTN facebook fans **page.** (Appendix A1)

Nns3: Is there a "real" **doctor** in the **house**? (Appendix A1)

Nns4: High speed **internet**& reliable landline **service** (Appendix A4)

Nns6: When **heroes** shine, the **world** smiles (Appendix 7)

Nns7: MTN Conference **Call** (appendix A15)

Nns13: Great **things** are coming my **way** (appendix A10)

Nns14: **Season** of surprises (appendix A18)

Nns15: Happy father's **day** (appendix A19)

Nns16: Call your **people** at 11k/sec and the **world** at half the **price** (Appendix A21)

Nns17: Let's celebrate your **Hero** (appendix A22)

Nns18: **Heroes** of **Change** 2016 (appendix A22)

Nns20: Get the hottest **music** (appendix A21)

Nns21: Supported for a lead **role** (appendix A12)

Nns22: Introducing mobile **money**. (appendix A17)

Nns24: Call the **world** from as little as 49c per minute (appendix A19)

Nns25: **Dads** need **love** too (appendix A19)

Nns28: Mobile **money** is better **money** (appendix A17)

Nns29: The most affordable **way** to send and receive **money** (appendix A 23)

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Nns27: Get a high-speed **internet** at incredibly low **charges**! (appendix A20)

- **Abstract Nouns**

Nns2: Get the most **likes, comments & shares** to win…Billboards (Appendix A1)

Nns5: The **future** is yours**.** Go

Nns8: Your**Network**…

Is your Net **worth**… (appendix A8)

Nns9: **Life** is richer with MTN (appendix A8)

Nns10: MTN; The Better **Connection** (appendix A9)

Nns11: Chale It's **time**, Switch to 4G on MTN (appendix A14)

Nns19: Find **love** on MTN **dating** (appendix A20)

Nns23: Tailor-made communication **solutions** for SMEs (appendix A16)

Nns26: HAVE **FUN** TALKING WITH MTN MAGIC **VOICE** (appendix A24)

Nns31: Go make that **call** (appendix A25)

Nns30: Send **airtime** and SMS or internet **bundles** to your loved ones using MTN Nns32: Need the **number** of a **business** or **person**? (Appendix A12)

Me2U (appendix A25)

- **Proper Nouns**

Nns9: Life is richer with **MTN** (appendix A8)

Nns11: Chale It's time, Switch to **4G** on **MTN** (appendix A14)

Nns12: Thank you for everything **Daddy** (appendix A10)

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4.2.1.2 Adjectives

Data identified under this device is shown below

- **Base Form**

Adj 1: Share your **cool** picture on **MTNfacebookfans** page. (Appendix A1)

Adj 2: Send airtime and SMS or **internet** bundles to your **loved** ones using MTN Me2U (appendix A25)

Adj 3: Be **daring** (appendix A16)

Adj 5: Is there a "**real**" doctor in the house? (Appendix A1)

Adj 6: The best things in life are **priceless (**Appendix A2)

Adj 9: To lead the delivery of a **bold**, **new digital** world to our customers (appendix A2)

Adj 10: Get **FREE** calls…from MTN (Appendix A2)

Adj 12: **High speed** internet &**reliable landline** service (Appendix A4)

Adj 13: MTN **Magic** voice (appendix A7)

Adj 16: **Great** things are coming my way (appendix A10)

Adj 18: MTN **Conference** Call (appendix A15)

Adj 19: **Happy father's** day (appendix A19)

Adj 20: The **fast, safe** and **convenient** way of sending and receiving money (appendix A17)

Adj 21: Get a **high-speed** internet at incredibly **low** charges! (appendix A20)

Adj 22:**Tailor-made communication** solutions for SMEs (appendix A16)

Adj 23: **Free** after 1 minute (appendix A11)

Adj 24: Introducing **mobile** money. (appendix A17)

Adj 26: **Mobile** money is better money (appendix A17)

Adj 27: **Accessible** to any network in the world (appendix A15)

Adj 28: Supported for a **lead** role (appendix A12)

Adj 29: HAVE FUN TALKING WITH MTN **MAGIC** VOICE (appendix A28)

Adj 30: Call the world from as **little** as 49c per minute (appendix A19)

Adj 31: Be **exciting** (appendix A14)

- **Comparative form**

Adj 7: MTN **Beta** Talk (Appendix A2)

Adj 8: To make our customers' lives a whole lot **brighter (** appendix A2)

Adj 14: Life is **richer** with MTN (appendix A8)

Adj 15: MTN; The **Better** Connection (appendix A9)

Adj 17 :…An **easier** way to smsyrgranma, (appendix A13)

- **Superlative**

Adj 4: Get the **hottest** music (appendix A21)

Adj 6: The **best** things in life are priceless **(**Appendix A2)

Adj 11: **Widest** coverage (Appendix A4)

4.2.1.3 Verbs

Data identified under this device is shown below

- **Bare Form of Verbs**

Vbs 1: **Get** the most likes, comments & shares to win a chance to shine…Billboards (Appendix A1)

Vbs 2: **Send** airtime and SMS or internet bundles to your loved ones **using** MTN Me2U (appendix A25)

Vbs 5: **Move** to MTN (Appendix A3)

Vbs 6: **Get** a high-speed internet at incredible low charges! (appendix A20)

Vbs 7: **Call** the world from as little as 49c per minute (appendix A19)

Vbs 8: **Get** FREE calls…from MTN (Appendix A3)

Vbs 10: **Call** your people at 11k/sec and the world at half the price (appendix A21)

Vbs 11: **Get** the hottest music (appendix A21)

Vbs 13: **Enjoy** the widest…..all of Ghana (Appendix A4)

Vbs 15: **Brighten** someone's day (Appendix A7)

Vbs 18: **Live** it. **Love** it (appendix A9)

Vbs 20: **HAVE** FUN TALKING WITH MTN MAGIC VOICE (appendix A24)

Vbs 22: **Go make** that call (appendix A25)

Vbs 24: **Text**, **talk** and **browse** all day on Sundays. (appendix A13)

Vbs 26:ChaleIt's time, **Switch** to 4G on MTN (appendix A14)

Vbs 28: **Find** love on MTN dating (appendix A20)

Vbs 29: **Let**'s **celebrate** your Hero (appendix A22)

Vbs 32: **Need** the number of a business or person? (appendix A12)

Infinitive Form

Vbs 1: Get the most likes, comments & shares **to win** a chance **to shine**…Billboards (Appendix A1)

Vbs 3: **To make** our customers' lives a whole lot brighter (appendix A2)

Vbs 4: **To lead** the delivery of a bold, new digital world to our customers (appendix A2)

Vbs 9: The most affordable way **to send** and **receive** money (appendix A 23)

Vbs 27:…An easier way **to sms** yrgranma, (appendix A13)

Gerund

Vbs 20: HAVE FUN **TALKING** WITH MTN MAGIC VOICE (appendix A24)

Vbs 23: **Introducing** mobile money. (appendix A17)

Vbs 25: The fast**,** safe and convenient way of **sending** and **receiving** money (appendix A17)

Vbs31: Great things are **coming** my way (appendix A10)

Finite Verbs

Vbs 12:Dads **need** love too (appendix A19)

Vbs 14:When heroes **shine**, the world **smiles (**Appendix A7)

no matter what you **say** (appendix A7)

Vbs 16:M: SMS till you **drop** (appendix A8)

Vbs 17:N: Life **is** richer with MTN (appendix A8)

Vbs 19: MTN, everywhere you **go** (appendix A9)

Vbs 21: **Thank** you for everything Daddy (appendix A10)

Vbs 30: You can **talk** for free with MTN Zone (Appendix A6)

Vbs 33: **Supported** for a lead role (appendix A12)

Auxilliaries

Vbs 30: You **can talk** for free with MTN Zone (Appendix A6)

Vbs31: Great things **are coming** my way (appendix A10)

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4.2.1.4 Adverbs

Data identified under this device is shown below

- **Adverbs of Time**

Adv 1: **When** heroes shine, the world smiles **(**Appendix A7)

Adv 2:Conference call **anytime**, anywhere (appendix A15)

Adv 3:Text, talk and browse **all day on Sundays**. (appendix A13)

Adv 4: **ALWAYS**, for MTN subscribers! (appendix A1)

- **Adverbs of Place**

Adv 2:Conference call anytime, **anywhere** (appendix A15)

Adv 5:MTN, **everywhere** you go (appendix A9)

- **Adverb of Degree**

Adv 6: Get a high-speed internet at **incredibly** low charges! (appendix A20)

4.2.1.5 Pronouns

Data identified under this device is shown below

- **Personal Pronouns**

Prn 1: YES **YOU** CAN (Appendix A5)

Prn 3: **You** can talk for free with MTN Zone (Appendix A6)

Prn 4: Brighten someone's day,

no matter what **you** say (appendix A7)

Prn 5: SMS till **you** drop (appendix A8)

Prn 7: MTN, everywhere **you** go (appendix A9)

Prn 8: Thank **you** for everything Daddy (appendix A10)

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- **Possessive Pronouns**

Prn 2: The future is **yours.** Go (Appendix A6)

Prn 11: **Yours** to win (appendix A10)

- **Indefinite Pronoun**

Prn 4: Brighten **someone's** day,

no matter what you say (appendix A7)

Prn 8: Thank you for **everything** Daddy (appendix A20)

Prn 10: Send airtime and SMS or internet bundles to your loved **ones** using MTN Me2U (appendix A25)

- **Impersonal Pronoun**

Prn 6: Live **it.** Love **it** (appendix A9)

Prn 9: Chale **It**'s time, Switch to 4G on MTN (appendix A14)

4.1.3 Morphological Level

This deals with how new words are added to the existing vocabulary. It looked at conversion, acronymy and coinage.

4.1.3.1 Conversion

Data identified under this device is shown below

Conv 1: Get the most **likes**, **comments** and **shares** to win… (Appendix A1)

4.1.3.2 Acronymy

Data identified under this device is shown below

Acr1: Share your cool picture on **MTN**… (appendix A1)

Acr2: Get FREE calls, **SMSs**& internet from **MTN** (appendix A3)

Acr3: Dial 200 from your MTN **SIM** Card… (appendix A12)

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Acr4: It's time to switch to **4G** on MTN (appendix A14)

Acr5: MTN **SME** Plus (appendix A16)

4.1.3.3 Coinage

Data identified under this device is shown below

CO1: Y'ello (appendix 24)

4.1.4 Syntactic Level

This deals with how words are strung together to form acceptable sentences. It looks at declarative sentences, interrogative sentences, imperative sentences, exclamatory sentences, ellipsis and incomplete sentences.

4.1.4.1 Declarative

Data identified under this device is shown below

Data identified under this device is shown below

Dec1: The best things in life are priceless (appendix A2)

Dec2: When Heroes shine, the world smiles. (appendix A7)

Dec3: Life is richer with MTN (appendix A8)

Dec4: MTN C-Track is watching your car. (appendix A5)

Dec5: Great things are coming my way. (appendix A10)

Dec6: Mobile money is better money. (appendix A17)

Dec7: You can talk for free with MTN Zone (appendix A6)

Dec8: I can't make it to our anniversary dinner. (appendix A7)

Dec9: Dads need love too (appendix A19)

Dec10: It's time. (appendix A14)

Dec12: Yes You Can (appendix A5)

Dec13: All that we are and hope to be, we owe to our mothers. (appendix A11)

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Dec14: To make our customers' lives a whole lot brighter (appendix A2)

Dec15: To lead the delivery of a bold, new digital world to our customers (appendix A2)

4.1.4.2 Interrogative

Data identified under this device is shown below.

Int1: Is there a 'real' doctor in the house? (appendix A1)

4.1.4.3 Imperative

Data identified under this device is shown below.

Imp 1: Get the most likes, comments & shares to win a chance to shine…Billboards (Appendix A1)

Imp 2: Send airtime and SMS or internet bundles to your loved ones using MTN Me2U (appendix A25)

Imp 3: Keep using MTN & win (appendix A10)

Imp 4: Move to MTN (Appendix A3)

Imp 5: Have fun talking with MTN Magic Voice (appendix A24)

Imp 6: Express yourself in whatever way that defines you. (appendix A14)

Imp 7: Be all the shades of you. (appendix A14)

Imp 8: Get a high-speed internet at incredible low charges! (appendix A20)

Imp 9: Call the world from as little as 49c per minute (appendix A19)

Imp 10: Get FREE calls…from MTN (Appendix A3)

Imp 11: Call your people at 11k/sec and the world at half the price (appendix A21)

Imp 12: Get the hottest music (appendix A21)

Imp 13: Enjoythe widest…..all of Ghana (Appendix A4)

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Imp 14: Brighten someone's day, no matter what you say. (appendix A7)

Imp 15: Live it. Love it (appendix A9)

Imp 16: HAVE FUN TALKING WITH MTN MAGIC VOICE (appendix A24)

Imp 17: Go make that call (appendix A25)

Imp 18: Text, talk and browse all day on Sundays. (appendix A13)

Imp 19: Find love on MTN dating (appendix A20)

Imp 20:Let's celebrate your Hero (appendix A22)

Imp 21: Switch to 4G on MTN (appendix A2814)

Imp 22: Enjoy ½ price from 12:00 am – 5:00 am (appendix A20)

Imp 23: Choose from our affordable Classic, Super or Premium packages and enjoy talk time (appendix A23)

4.1.4.5 Exclamation

Data identified under this device is shown below.

Ecl1: The future is yours! (appendix A6)

Exc2: Always, for MTN subscribers! (appendix A1)

4.1.4.6 Ellipses

Data identified under this device is shown below.

Ell1: Brought to you by MTN (appendix A1)

Ell2: Need the number of a business or person? (appendix A12)`

4.1.4.7 Incomplete Sentences

Data identified under this device is shown below.

Inc1: MTN **VoiceSMS** (appendix A12)

Inc2: An easier way to smsyrgranma. (appendix A13)

Inc3: Supported for a lead role (A12)

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4.1.5 Semantics level

It is the systematic study of meaning of words, phrases and sentences. It looked at hyperbole, personification and repetition.

Data identified under this device is shown below:

4.1.5.1 Hyperbole

Hyp1: Enjoy the widest network coverage **in all of Ghana** (appendix A4)

Hyp2: MTN. **Everywhere** you go (appendix A9)

4.1.5.2 Personification

Data identified under this device is shown below.

Pers1: MTN **C-TRACK is watching** your car (appendix A5)

Pers2: When heroes shine,

the world smiles (appendix A7)

Pers3: **Life is richer** with MTN (appendix A8)

Pers4: Call the World…(x2) (appendix A19)

4.1.5.3 Repetition

Data identified under this device is shown below

Rpt1: **Your** Network…

Is **your** Net worth… (Appendix A8)

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4.2 RQ 2: What are the most used language devices in MTN Ghana print advertisements?

This research question sought to identify the most used language devices the copywriter uses in MTN Ghana print advertisement. In analyzing the data based on this research question, the following were identified at the following levels: phonological, lexical, morphological, syntactic and semantic.

Table 1: Phonological level

Devices	Number	Percentage (%)
Rhyme	2	8
Alliteration	10	42
Assonance	4	17
Unpredictable Spelling	8	33
TOTAL	**24**	**100**

Under phonological level, Alliteration is the most frequently used device occurring ten (10) times representing 42%. This is followed by Unpredictable spelling occurs eight times representing 33%, Assonance occurs four times representing 17% and Rhyme occurs two times representing 8%. This is shown in the bar graph below in Fig. 3.

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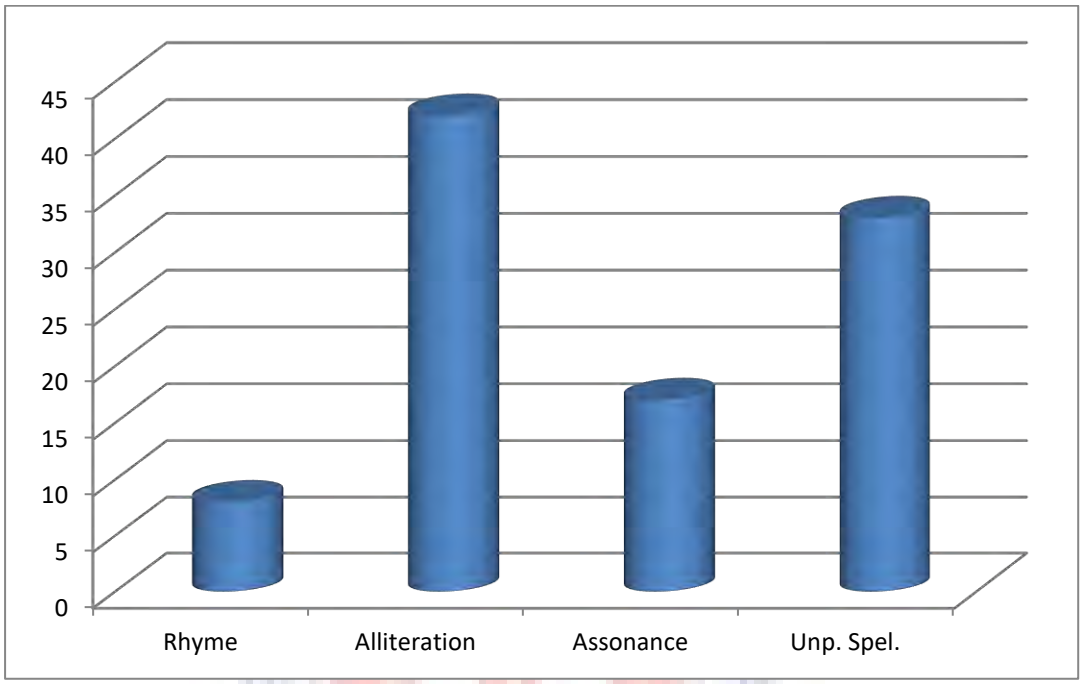
Fig. 3: A bar graph showing analysis of phonological level



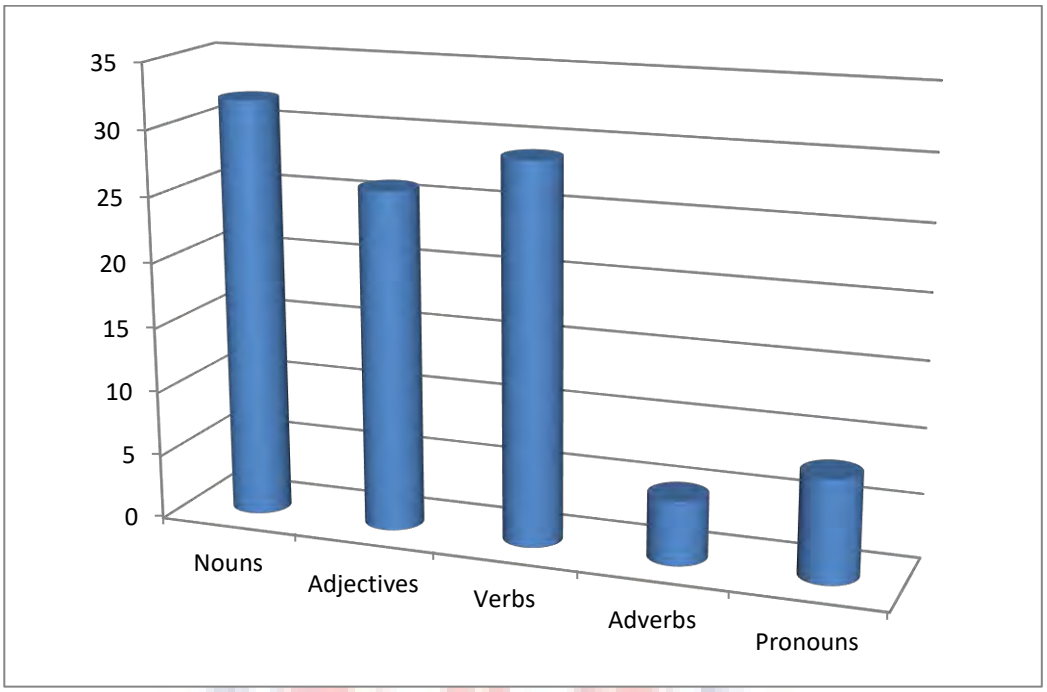
Source: Field Data 2016

Table 2: Lexical level

Devices	Number	Percentage (%)
Nouns	55	32
Adjectives	44	26
Verbs	50	29
Adverbs	8	5
Pronouns	15	8
TOTAL	**172**	**100**

Under Lexical level, noun is the most frequently used occurring fifty five (55) times representing 32%. This is followed by verbs occurring fifty times representing 29%, adjectives occur forty four times representing 26%, pronouns occur fifteen times representing 8% and adverbs five times representing 8%. This is shown in the bar graph below in Fig. 4.

Fig. 4: A bar graph showing analysis of lexical level



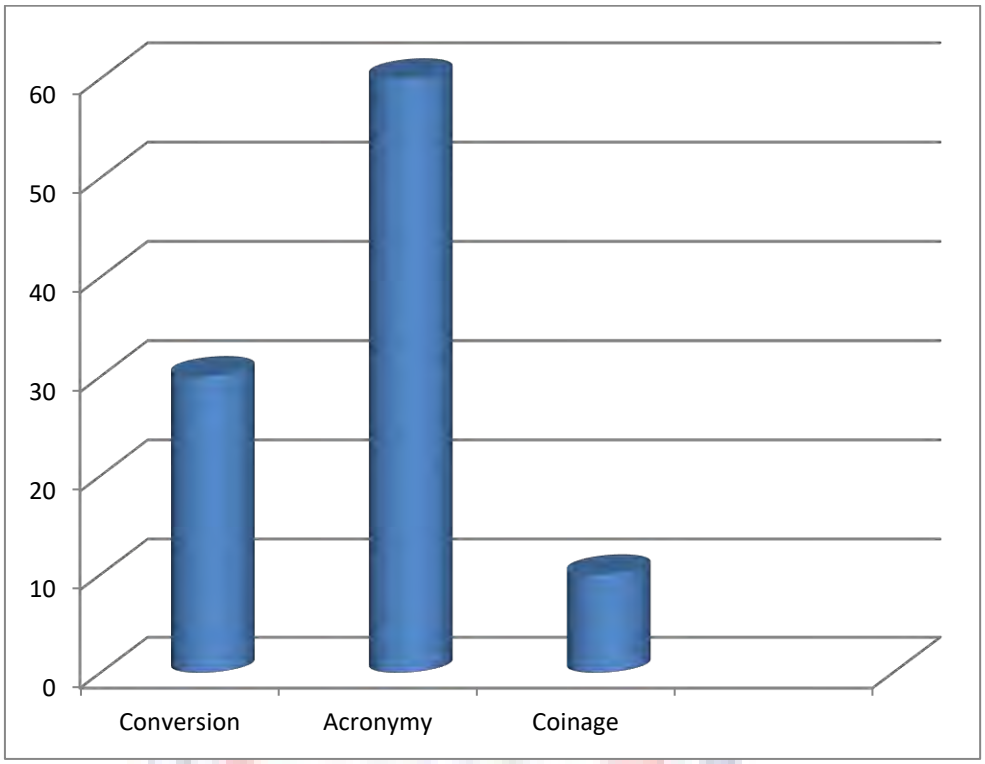
Source: Field Data 2016

Table 3: Morphological level

Devices	Number	Percentage (%)
Conversion	3	30
Acronymy	6	60
Coinage	1	10
TOTAL	**10**	**100**

Under Morphological level, Acronymy is the most frequently used occurring six (6) times representing 60%. This is followed by Conversion occurring three times representing 30% and Coinage occurring one time representing 10%. This is shown in the bar graph below in Fig. 5.

Fig 5: A bar graph showing analysis of morphological level



Source: Field Data 2016

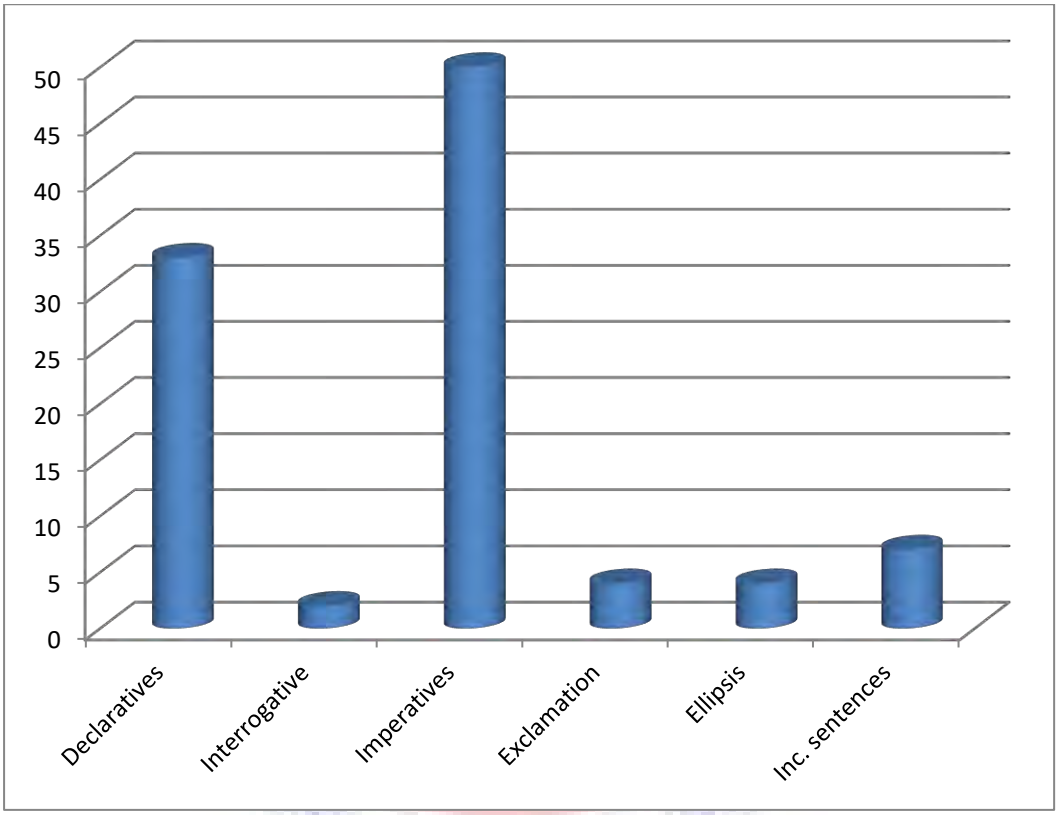
Table 4: Syntactic level

Devices	Number	Percentage (%)
Declaratives	15	33
Interrogative	1	2
Imperatives	23	50
Exclamations	2	4
Ellipsis	2	4
Incomplete sentences	3	7
TOTAL	**46**	**100**

Under Syntactic level, Imperative is the most frequently used occurring twenty three (23) times representing 50%. This is followed by Declaratives (15x) representing 33%, Incomplete Sentences occur three times representing 7%, Exclamation occur

two times representing 4%, Ellipsis occur two times representing 4% and Interrogative occurs one time representing 2%. This is shown in the bar graph below in Fig. 6.

Fig. 6: A bar graph showing analysis of syntactic level



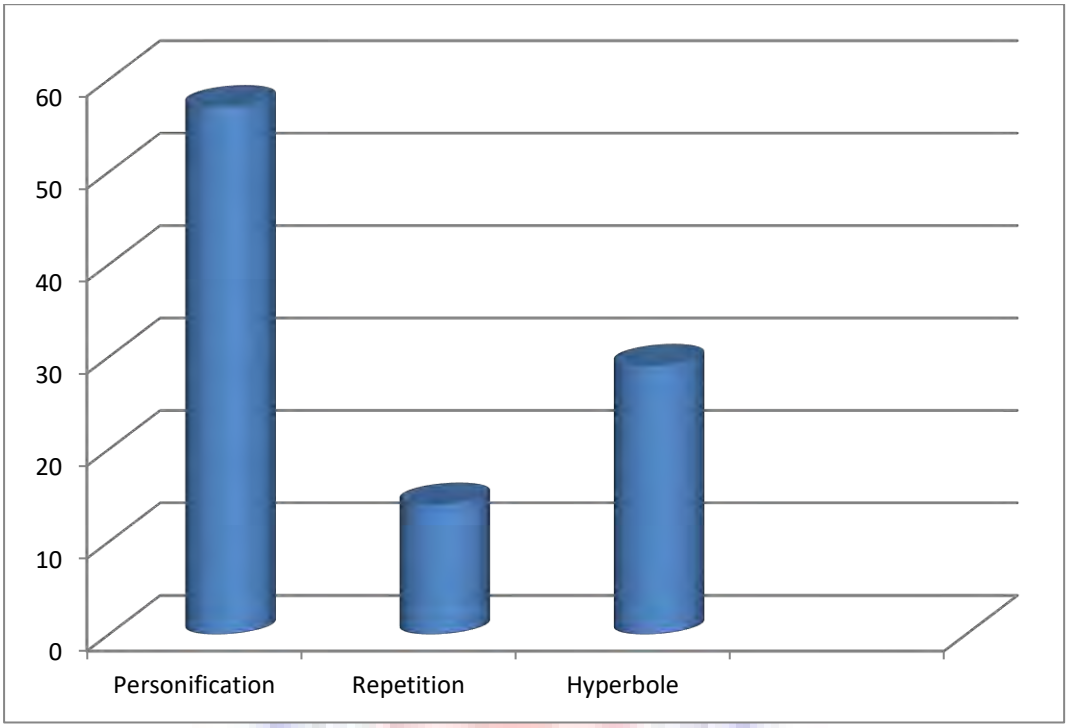
Source: Field Data 2016

Table 5: Semantics level

Devices	Number	Percentage (%)
Hyperbole	2	29
Personification	4	57
Repetition	1	14
TOTAL	**46**	**100**

Under Semantic level, Personification is the most frequently used occurring four (4) times representing 57%. This is followed by Hyperbole occurring two times representing 29% and repetition occur one time representing 14%. This is shown in the bar graph below in Fig. 7.

Fig. 7: A bar graph showing analysis of semantic level



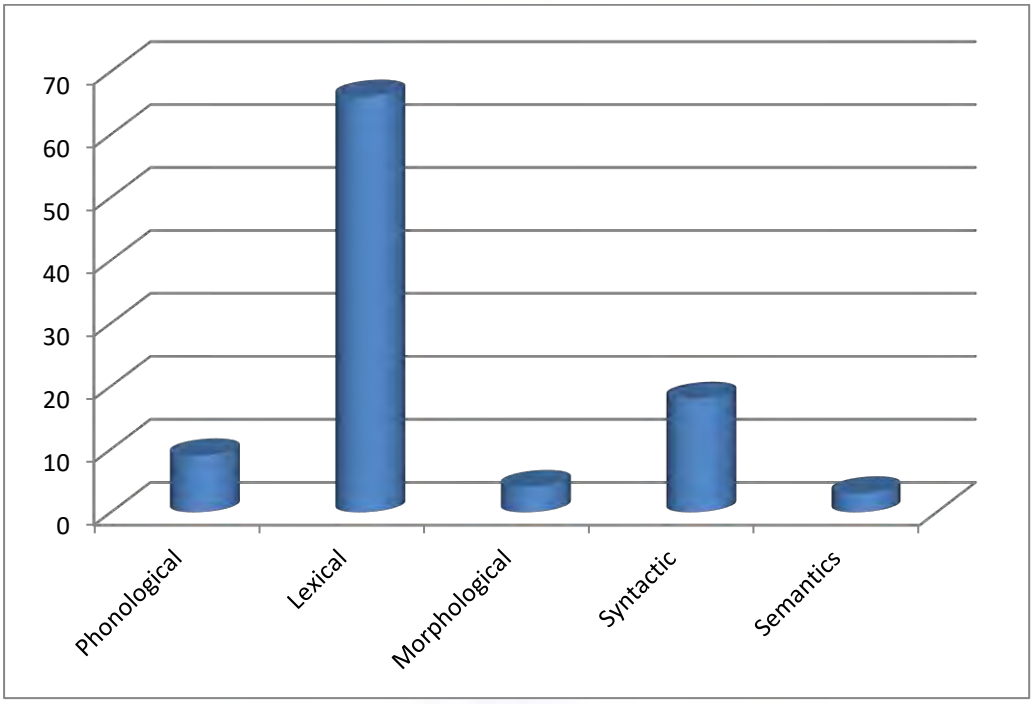
Source: Field Data 2016

Table 6: Cumulative table of the levels

Levels	Number	Percentage (%)
Phonological	24	9
Lexical	172	66
Morphological	10	4
Syntactic	46	18
Semantics	7	3
TOTAL	**259**	**100**

A critical look at the various levels above indicate that Lexical devices are the most frequently used occurring one hundred and seventy two (172) times representing 66%. This is followed Syntactic occurring forty six times representing 18%, Phonological occurring twenty four times representing 9%, Morphological occurring ten times representing 4% and Semantics occurring three times representing 3%. This is shown in the bar graph below in Fig. 8.

Fig. 8: A bar graph showing cumulative analysis of the various levels



Source: Field Data 2016

In conclusion, Nouns are most the frequently used language device occurring fifty-five times in the data under study. This is followed by Verbs occurring fifty times, Adjectives occurring forty four times, Imperatives occurring twenty three times, Pronouns occurring fifteen times and Declaratives occurring fifteen times. At the various levels of language devices, Lexical is the most frequently used occurring one hundred and seventy two times representing 66% percent of the data collected. This is

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followed by Syntactic occurring forty six times representing 18%, Phonological occurring twenty four times representing 18%, Morphological occurring ten times representing 4% and Semantics occurring seven times representing 3%.

4.3 RQ 3: How does the advertiser manipulate these devices to persuade the target consumer?

This research question sought to discuss how the copywriter of MTN Ghana print advertisement manipulates the various devices identified to persuade the target consumer.

4.3.1 Phonological

The discussion below illustrates how the advertiser manipulates the language devices identified under phonological level to persuade the target consumer.

Rhyme is one of the techniques in advertising. Rhyming advertisements make the slogans and headlines tend to be more striking and easier to memorize, as it resonates in one's mind. One other function of rhyming advertisement is to transmit the simple information to the target audience. The information in "Rhy1" is presented in a simple way by rhyming the words.

Another sound techniques used in advertising is alliteration. Alliteration appears in text of MTN Ghana print advertisements to create a similarity in sound by repetition and to increase the memorability of the message. Alliteration with its similarity in sound often plays against dissimilarity in meaning and makes the listener more aware of the contrast as shown in Appendix All1&All2 above.

Assonance is also used by the copyrighter in advertisement to achieve a particular effect of having pleasant sound. The use of assonance in Ass1&2 by the copywriter as

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shown above is to reinforce the meaning of words in order to set the mood in the advertising text.

Unpredictable spelling is also one of the important features in advertising text. The copywriter of MTN Ghana print advertisement intentionally used wrong spelling of words in order to catch the attention of target consumers and make them think about the mistakes. Apart from it being used to catch attention of people, it is also used to economise the words due to lack of advertising space. This agrees with Leech's (1966) which says that copywriters use wrong spelling of words or mistakes in sentences is an effective way of catching attention of potential customers.

4.3.2 Lexical

In advertising, with particular reference to this data, nouns are used to name the products, services, ideas and benefits one will derive when one is hooked onto the MTN Ghana network. Looking at the data collected, a total of fifty-five (55) nouns were identified in thirty-two (32) utterances. This includes thirty-four (34) common nouns, twenty-one (21) abstract nouns and four (4) proper nouns. A critical look at the nouns used in the data collected revealed that most of them are related to the products, services and benefits of the network company under study. These were used by the advertiser to catch the attention of the target consumer with the mind that when he or she uses the network, he/she will enjoy all these goodies that come with the network.

One common feature of advertisement is the use of adjectives. Adjectives have a great influence on the tone of the message that is sent across. In competitive market, advertisers mostly employ the comparative and superlative forms of adjectives to override their competitors. However, these are not predominant features in this study. A total of forty-four (44) adjectives were recorded in thirty-one (31) utterances. Out

of a total of forty-four (44) adjectives identified in the data, only five (5) have been used predicatively (refer to adj3, adj6, adj8, adj14 and adj31) while the rest are attributive. This suggests that attributive adjectives were most frequent in MTN Ghana print advertisement. Again, the data also recorded thirty-six (36) base forms of adjectives, five (5) comparative forms and three (3) superlative forms of adjectives. The reason for the frequent use of the base form of adjectives is to divert the attention of customers from looking for other available networks providing same services. MTN Ghana print advertiser uses adjectives to create positive connotations of the company.

Verbs are necessary items in MTN Ghana print advertisements. Out of total of fifty (50) statements sampled for this study, thirty-three (33) of them have verb elements in them. In MTN Ghana print advertising, verbal groups are mostly of maximum simplicity, consisting of only one word. It is obvious by a quick look through the data above indicated that the majority of the finite verbs are either simple present form (to satisfy the customer's desire for the present state of the product and its implication of universality and timelessness) or else simple imperatives. It is not surprising therefore, that in the data above, the active form of the verbs is mostly used imperatively (see the bare forms of verbs above). These imperatives in MTN Ghana print advertisements encourage people to act that will inure to the benefit of both the advertiser and the consumer.

Another category of verb types used in the data is the auxiliaries (vbs30 – vbs31). The use of the modal auxiliary 'can' which comes in data vbs30 needs to be looked at. If an animate subject precedes the verb 'can' (in most case 'you' = customer →…you can), the customer is told that the product gives him or her the 'ability' to do this or

that. If an inanimate subject however (in most cases the brand name → e.g. MTN, the customer is told what 'possibilities' the product offers.

Again in data vbs31, the use of the auxiliary 'are' with the continuous form of the lexical verb 'coming' indicates the brighter future of the signee to the product. This is an expression of hope that the product offers to the customer. It is also noted in vbs33 that the use of the passive verb 'supported' leaves the customer a multiple of agents (who offer the services) to think of. Absence of agent (agentless passive e.g.… **supported** for a lead role) in the data attests to this.

Advertisers regularly use adverbs to encourage the public to use their products. In doing so, most advertisers fall on adverbs of time and place to market the products. The most frequent of these adverbs in MTN Ghana print advertisements is the adverb of time. These include 'when', anytime', 'all days', on Sundays, always', etc (see adv1-adv4). This implies that the product on offer can stand the test of time as to encourage customers to go for the service. Similarly, data collected also revealed adverb of place (see adv2 and adv5), indicating that the service is available to the customer at all places worldwide. Since people would want to access services wherever they are, they are convinced to go for a product that offers it.

Pronouns were also identified in the data under study. Pronouns generally are used to replace nouns, particularly to avoid repetition of the noun in question. In advertisement, pronouns are used to refer to the brand, services and products. The data under study identified fifteen (15) pronouns in eleven (11) appendices (see prn1 – prn11). These are classified under the following: personal, possessive, indefinite and impersonal. In the data above, out of twenty-one pronouns, the personal pronoun 'you' was used six (6) times. These personal pronouns in these advertisements create

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personal tone of the message. In prn2, prn4, prn5, prn6, prn10 and prn11, the pronoun is used to address the customer directly. Equally, they were used to create the impression of personal contact, especially in prn2 and prn4 and also increase the urgency of the message. In all these, the copywriter named the potential customers directly and emphasized that it is up to them to decide. The pronoun 'you' therefore makes the customer feels that the message is addressed to him or her alone and not any other person. Again, the data revealed the use of the personal pronoun 'you' as the most frequent pronoun used in MTN Ghana print advertisement.

Another pronoun worth mentioning in the data is the use of possessive pronoun 'yours'. This is used in the advertisement to create personal contact and a feeling of care to the customer as though the network, product and services belong to the customer. This makes the customer feel that when he or she uses the network, he or she will belong to the big family of MTN Ghana.

There is also the use of the indefinite pronouns such as 'someone', 'everything', 'ones' (see data prn4, prn8 and prn10). These pronouns are undefined and represent the generality of product users.

Last but not least pronoun identified in the data is the use of the impersonal pronoun 'it' (see data prn6 and prn 9). In data prn6, the pronoun "it" is implied and used to refer to the network. This is employed to keep the customers thinking of the MTN network with the widest coverage.

4.3.3 Morphological

The discussion below illustrates how the advertiser manipulates the language devices identified under morphological level to persuade the target consumer.

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Conversion is rarely used in MTN Ghana print advertisement. If it is used, then the copywriter wants the consumers to think deeply about the word because the particular word in use has other meanings when used in a different context in the language. In example **conv1** as shown above, the words "**likes, comments and shares**" in actual sense are verbs (to like, to comment and to share) but in this particular advertisement, it is used by the advertiser as a noun by adding the suffix "**s**" changing their word class from verb to a noun.

Acronymy is one of the widely used devices by advertisers to economise the advertising space they have at hand. Instead of writing the following words in full, Mobile Telecommunication Network (MTN), Small and Medium Enterprises (SMEs), Short Message Service (SMS), Subscriber Identification Module (SIM), Fourth Generation (4G), the copywriters decide to use the initial letters of these words in order to manage the space they have at hand. This also makes the target audience to think about the acronym and tries to find out the full version of the word. As this continues, the consumers take critical look at the products and the services advertised. These acronyms also sound well in the ears of the consumers and make them remember the product and its services all the time. The acronyms in Acr1-Acr5 are the most frequently used in MTN Ghana print advertisements.

Coinage is a situation where the copywriters intentionally select any acceptable sequence of sounds and use it to name an object. Only one coinage was identified in the data understudy: Co1: Y'ello (appendix 24). MTN uses colour "yellow" as its colour. Yellow is truly a joyous colour. Yellow exudes warmth, inspiration and vitality and it is the brightest of colours and it suggests happiness. Yellow signifies communication, enlightenment, sunlight and spirituality. If your favourite colour is

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yellow, then it indicates that you are looking forward to the future with hope and that you are intellectually highly imaginative and idealist. You tend to have a cheerful spirit and have an expectation of greater happiness.

These are probably the reasons why MTN chose the colour and in subscribing to this network, the customer is expected to be all of the above and even more. The copywriter's association of "H" of "Hello" to the "Y" of the coinage "Y'ello" is what is adopted in MTN slogan. One notes that "hello" is the most usual word for greeting when you meet somebody, when you answer the telephone or when you want to attract somebody's attention. Thus, "Y'ello", MTN's coinage could mean "How are you?" or "Greetings from the Yellow colour telecom company" or "This is the Yellow colour telecom company enabling you to say hello to somebody" and so on. In all these, Y'ello is an MTN coinage that the company uses to attract customers' attention.

4.3.4 Syntactic

Declarative sentences are frequent features of MTN Ghana print advertisements. They present a statement about objects or situations under discussion. The occurrence of declarative sentences however, may be less domineering than the occurrence of imperatives in advertisements. This is because the statement may not create personal contact and usually do not wait for a reaction from the listener. In all, a total of fourteen (13) declarative sentences were identified in the data collected as stated above. They have been categorized into the various functions of language. Three (3) of the functions have been identified: referential, expressive and phatic functions. From the data shown above, Dec1 – Dec6 express referential function, Dec7 – Dec12 express expressive function and Dec13, Dec14 give phatic function.

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Dec1 – Dec6 state the qualities and describe the network that makes potential customers sure about these qualities of the MTN Ghana Network. In data 'Dec1', the network is described as 'priceless' to appeal to customers. This is because valuable things are priceless and every human wants valuable things and will always go for them. In the subsequent data shown above, the use of 'richer', great', 'better' in data 'Dec3', 'Dec5' and 'Dec6' respectively also buttresses the qualities of the MTN Ghana product that will lure the potential customers to patronize the product.

Data Dec7 – Dec12 express the addresser's feelings, will power and emotions towards the product being advertized. Such feelings and emotions expressed are likely to sway the addressee to fall for the product.

Data Dec13 and Dec14 express phatic function of the language which is used to set, maintain or end the communication channel with the addressee. Interestingly, the two data are used to set the vision and mission statements of the MTN Ghana Company (refer to appendix A2). These two statements are explicit and final. These functions identified under declarative sentences fulfill the communicative purpose of the text, thereby conforming to Nord's (1997) Theory of Functionalist Interpretation of Text Typology, which underlie this study.

Also, questions are common features of advertisement because they create an interaction between customer and advertiser. Surprisingly, questions do not seem to be common elements in MTN Ghana print advertisements. The data under study contains only one (1) example of interrogative as shown below.

A: Is there a 'real' doctor in the house? (appendix A1)

The advertiser considers the prevailing health issues in the country where doctor-patient ratio is low and will, by this advertisement, want to inform consumers to sign

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onto the network which will enable them discuss their health issues with a 'qualified' (real) doctor on phone, in the comfort of wherever they are.

Imperatives are the most frequent type of sentences used in MTN Ghana print advertisements. Imperatives create more personal contact in advertisement and call for action from the addressee. Data collected on this study revealed twenty-three (23) imperatives. In these data, imperative verbs are used to impress upon the customer to take action. Such imperative verbs include get, text, go, find, switch to, call, move, send, express, etc. This finding agrees with Nord's (1997) theory of Functionalist Interpretation of Text Typology which identified conative function of language used to get people to do something or make a choice which the above sentences expressed.

Again as seen in the data above, exclamatory sentences express attitudes and emotions. Exclamations play an important role in advertisements and may create personal relationship between participants. In the data collected on this study, only two (2) exclamatory sentences were identified as shown below.

Exc1: The future is yours! (appendix A6)

Exc2: Always, for MTN subscribers! (appendix A1)

It is worth noting in the data Exc1and Exc2 above that the relationship between the advertiser and the customer is that of cordial relationship.

An ellipsis is also used by the copywriter to save the space, to gain the attention and to create more personal contact in advertisement. Two examples were identified in the data collected. This is presented in examples Ell1 and Ell2 shown below.

Ell1: Brought to you by MTN (appendix A1)

Ell2: Need the number of a business or person? (appendix A12)`

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In 'Ell1', one would wonder what was brought to you by MTN. This suggests that the sentence is incomplete and that what was brought is needed in the sentence to give clear cut information to the audience; e.g. this product/service is brought to you by MTN. But for want of space, the advertiser ellipted the noun phrase 'This service/ product'.

Similarly in data 'Ell2', the full version of the advert would have been "Do you need the number of a business or person?" But for want of space, the phrase 'Do you' is dropped.

In advertising, incomplete sentences are employed to let the potential client think about the part of the sentence that is missing. The following were identified in the data.

Inc1: MTN **VoiceSMS** (appendix A13)

Inc2: An easier way to smsyrgranma. (appendix A13)

Inc3: Supported for a lead role (A12)

The data above (Inc 1 – Inc 3) are obviously not complete sentences on their own. Data 'Inc2' provides completeness to Data 'Inc 1' and vice versa. For example, MTN **VoiceSMS**: An easier way to smsyrgranma. The two cannot be said to be complete sentences if they stand in isolation.

Also in data 'Inc 3', the preceding items to make the sentence complete were not added. For example the sentence will be more comprehensive if it reads 'With MTN, you are supported for a lead role'. The absence of 'With MTN, you are…' makes the sentence incomplete.

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4.3.5 Semantics

Hyperbole is a deliberate use of exaggeration to achieve emphasis. The two examples above were employed by the communication giant, MTN, to dazzle its numerous customers. The slogan "Everywhere You Go" presupposes that subscribers to the network can make and receive calls from anywhere in Ghana and across the globe. This advertisement looks catchy but the question which comes to mind is whether the company lives up to what it claims is capable of doing?

One needs not go far even outside Ghana, to come face-to-face with the wrong impressions that have been built into this popular slogan, either deliberately or ignorantly to lure potential customers to sign unto the network. When one visits Fodome Hlorma for instance, a village in Hohoe Municipality, one would realize that MTN network is completely zero in that village. The irony is that some other network providers which do not make such loud claims to being everywhere are fully on the ground in Fodome Hlorma. So the claim to be the widest network coverage in all of Ghana and across the globe as in (hyp 1 and hyp 2) is deceptive, if not total false.

The concern many MTN subscribers have is the idea of the operatives of the network building such laudable notion about their network's spread without a scientific proof. One realizes that MTN came up with the "Everywhere You Go" slogan simply as a way of intimidating its rivals that the network is everywhere around the globe so there is no space for them to operate. These are all exaggeration the copywriter used to influence the target audience about their services.

Personification is the situation where copywriters attribute human qualities to inanimate objects. This is to personalize their slogans to be remembered by the

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audience. Advertisers try to create their brands into something very real that would enable the target audience to personalize it.

In Pers 1, the MTN's car tracking device C-TRACK is personified as a human being watching your car wherever it goes. This is to make people believe that as soon as this device is purchased from them, you need not worry at all because you have something that can perform the function of human being by monitoring your car for you without you been physically present at where the car is.

Also, in Pers 2, the subscriber is made to believe that the moment one signs unto their network, one becomes a hero as those in the picture. As soon as this happens, the whole world would hear about the one because you can call them wherever they are in the world. The question is how can one become a hero all of a sudden when one starts using a network? Heroes as we know are people who are admired for doing something extremely brave and great. So it is absurd to become a hero for just using a network. The copywriter intentionally compares you to the great personalities in the picture to convince you go for their products.

Again, in Pers 3, the advertiser is telling you that your life would be better when you use their network. He is indirectly telling you that your life would never be better when you use other networks. That is the other network you are using no would not add anything valuable to your current situation, so you have to use theirs. These are ploys to make you fall for their services.

Lastly, in Pers 3, the advertiser is telling the target consumer that when he is on their network, he can call everybody in the world no matter where they are on the globe. Telling you to call the world indicate that you have easy access to everybody around the entire world.

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The above analysis on the use of personification in MTN Ghana print advertisement agrees with Vaicenoniene (2006) findings that copywriters use personification to contribute to the persuasive effect of their message.

Repetition is also used in advertising as a way to keep a brand or product in the forefront of consumer's minds. Repetition can build brand awareness, but it can also lead to consumer fatigue when it is overused. The use of possessive pronoun **your** twice in Rpt 1 indicates the presence of repetition as shown below:

Rpt1: **Your** Network…

Is **your** Net worth…(Appendix A8)

The first use shows that the network is for you and you own it. This is followed by another **your** to indicate that all the goodies that come with the network is valuable to us, so we should use it.

4.3.6 Code-switching

Code-switching is one of the strategies copywriters use to lure potential consumers. Data collected in this study revealed that copywriters of MTN Ghana print advertisements switch code from Akan-English. This is shown in the following appendices:

Cods1: M'afenie.

Great things are coming my way. (Appendix A10)

Cods2: MTN Nkɔmɔdɛ (appendix A11)

Cods3: GUYS! FILLA DEY… (appendix A13)

There are various local languages in Ghana but the copywriter decides to code-switch from English to Akan with the reason that Akan is the dominant first language spoken in Ghana. Another reason is that the Akan version is more appealing to the audience

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than that of the English version. The local versions, “M’afenie” and “Nkɔmɔdɛ” are more persuasive than that of the English version of “This is my year” and “Sweet talk”. The local versions of these advertisements are easily memorized and remembered. The copywriter also employs the pidgin medium (pidgin based advertisement) to reach a wider audience who cannot speak the Standard English. Instead of saying, “Guys!there is news”, the advertiser used the pidgin version “GUYS! FILLA DEY…”. Pidgin is regarded as a colloquial way of expression among certain group of people which serves as a mark of friendship between the model in the advertisement and the target audience. This version appeals to them than that of the Standard English. As a result of this, the audience would like to associate themselves with the product.

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CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary of findings, conclusion and recommendations of the study on "The language of advertising: Analysis of language use in MTN Ghana print advertisement." The objectives for the study are:

1. What are the language devices in MTN Ghana print advertisement?
2. What are the most used language devices in MTN Ghana print advertisements?
3. How does the advertiser manipulate these language devices to persuade the target consumer?

5.1 Summary of Findings

Findings from the analysis of language devices in MTN Ghana print advertisements are as follow:

As to the phonological level, the use of Rhyme makes the advertising headlines and slogans tend to be more striking and easier to memorise. Alliteration creates similarity in sound by repetition and increase the memorability of the advertising message. Assonance in the data has a particular effect of having pleasant sound in order to set the mood in the advertising text. Unpredictable spellings were used by the MTN Ghana advertiser to catch attention of target audience. It is most frequent language device used under the phonological level.

At the lexical level, the use of nouns reveals that most of the nouns are related to the products, services, and the benefits of the network under study to the consumer. This

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advertiser used to entice and to catch the attention of the consumer with the mind that he (the consumer) would enjoy all the goodies that come with the network. Adjectives have a great influence on the tone of the advertising message in order to override other competitors giving similar service. Attributive adjectives featured more than the predicative adjectives. Also, the base forms of the adjectives were used frequently than the comparative and the superlative forms. This is to divert customers' attention from looking for other available networks providing similar service in Ghana. Verbs in the data were simple verbs (i.e. consisting of only one word) and are in imperative forms that encourage people to act by going for the products. Auxiliary verbs and the passive forms of the verbs were also used to lure the target consumer. Adverbs are of minimal use in the data collected. Adverbs of time and place took the centre stage of all the adverts in the data. This indicates that the products and services been advertised can stand the text of time. Pronouns are used to replace nouns in the advertisements which refer to the brand, services and products. The personal pronoun "you" was used frequently in order to create personal tone of the message which makes the target consumer feels that the message is directly addressed to him.

Morphologically, the use of conversion is to make the consumer think about the words because the words converted have other meanings when used in a different context. Acronymy was the most featured in this aspect. The copywriter uses it to economise the space available to him (the copywriter). These acronyms sound well in the ears of the people than the full version of the words. Conversion was used to intentionally select any acceptable sequence of sound and use it to name an object. The coinage "Y'llo" was used to mean "hello". This coinage has become a household name in Ghana.

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Syntactic level analysed sentence types in the advertisements. Imperative sentences call for action from the people and are the most frequent in the MTN Ghana print advertisement. Declarative sentences present a statement about the MTN Ghana products and services without creating any personal contact. Usually, declaratives do not wait for a reaction from the listeners. Interrogative sentences create an interaction between the advertiser and the customer though the two are not physically present. Exclamatory sentences express our attitudes and emotions in the advertisement. This helps to create personal relationship between the participants. Ellipsis sentences in advertisements save the advertising space available to the copywriter. This he (copywriter) uses to gain the attention of the audience. Last but not least are incomplete sentences which make potential clients to think about the part of the sentence that is missing.

Semantic level of the analysis reveals that personification and hyperbole are the main semantic figures of speech in the MTN Ghana print advertisements. These figures of speech contribute to the attractiveness and the creativity of the text. Repetition in the advertisement helps keep the product or the brand in the mind of the consumer. The following semantic figures of speech were not used by the copywriter in MTN Ghana print advertisements: simile, metaphor, metonymy, euphemism, and synecdoche.

Last but not least is code-switching. The data analysed revealed that the advertiser code-switched from English to Akan with the reason that Akan is the dominant first language spoken in Ghana. Another reason is that the Akan version is more appealing to the audience than that of the English version.

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From the data analysed above, it therefore became evidently clear that the advertising language used in MTN Ghana print advertisements are catchy and influential that lure potential customers to sign unto its (MTN) network.

5.2 Conclusion

The study set to explore "The language of advertising: Analysis of language use in MTN Ghana print advertisement." The language use in MTN Ghana print advertisement to persuade customers was critically looked at. The study was grounded by Nord's (1997) theory of Functionalist Interpretation of Text Typology. This research basically answers the following questions:

1. What are the language devices in MTN Ghana print advertisement?
2. What are the most used language devices in MTN Ghana print advertisements?
3. How does the advertiser manipulate these language devices to influence the target consumer?

Fifty (50) advertisements were purposively selected and analysed. The data analysed revealed that the language devices used in the advertisements appeal to the customer and which make the advertisements more informal and personal. This involves the frequent use of the following devices: alliteration, unpredictable spellings, nouns, adjectives, verbs, adverbs, pronouns, acronyms, coinage, declarative sentences, imperative sentences, incomplete sentences, personification, and code-switching.

In all, the most frequent used language devices are the imperative sentences and the adjectives which are used to influence the target audience to sign onto the MTN Ghana network.

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5.3 Recommendations

The findings from the study have called for the following recommendations:

- The company's advertising text should both be strong and persuasive and reminder oriented. The text must be strong and appealing enough to persuade and build brand preferences, encourage switching to the company's service by changing the perception of the customers of rival telecommunication networks in Ghana.
- I recommend that future researchers conduct research on both electronic and the semiotic aspect of the company's advertisements.
- I also suggest that the study be adopted by corporate bodies in the telecommunication industry as it will boost sales.
- This research was conducted using MTN Ghana; therefore, for generalization of these results, it is necessary for future researchers to empirically contribute to this study by using other telecommunication networks operating in Ghana.

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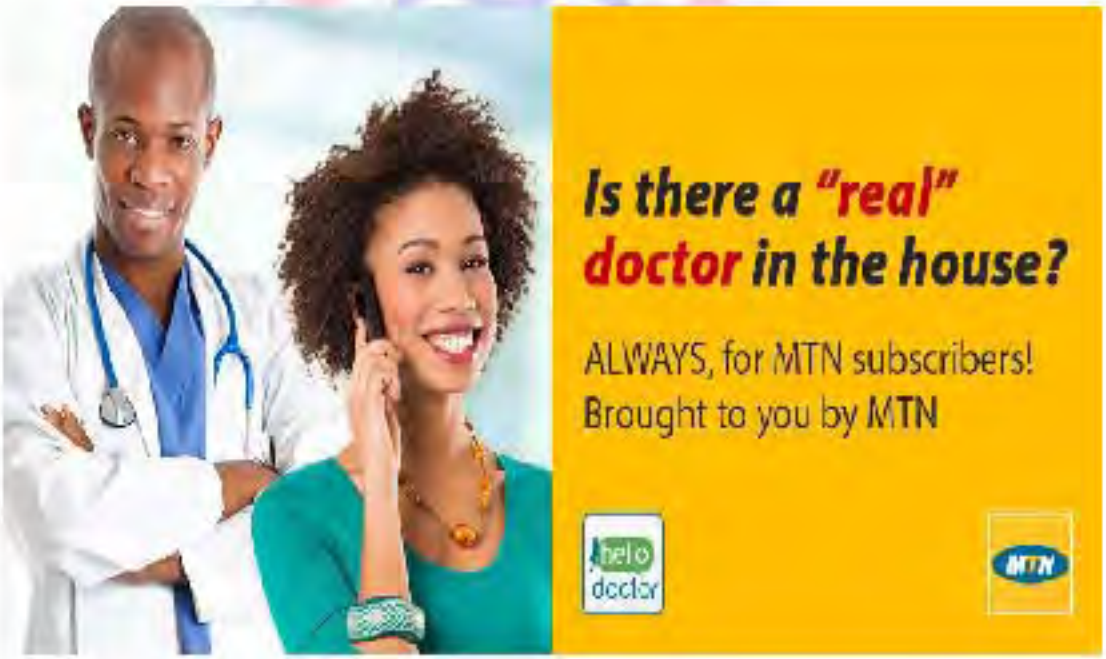

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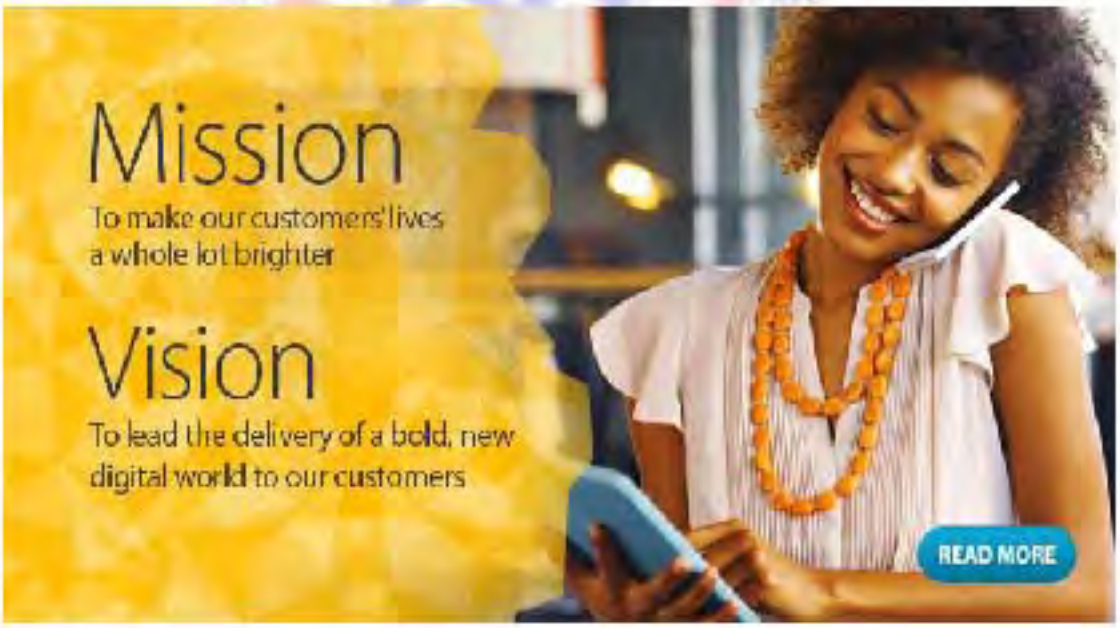

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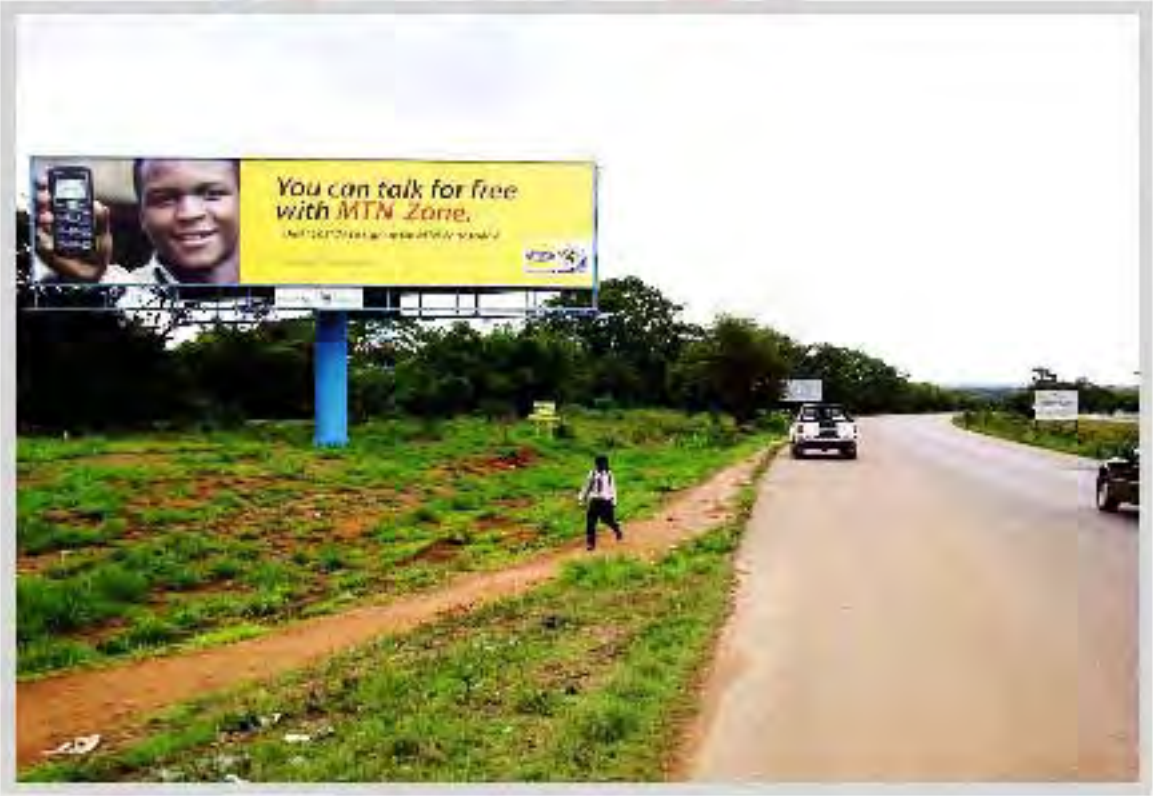

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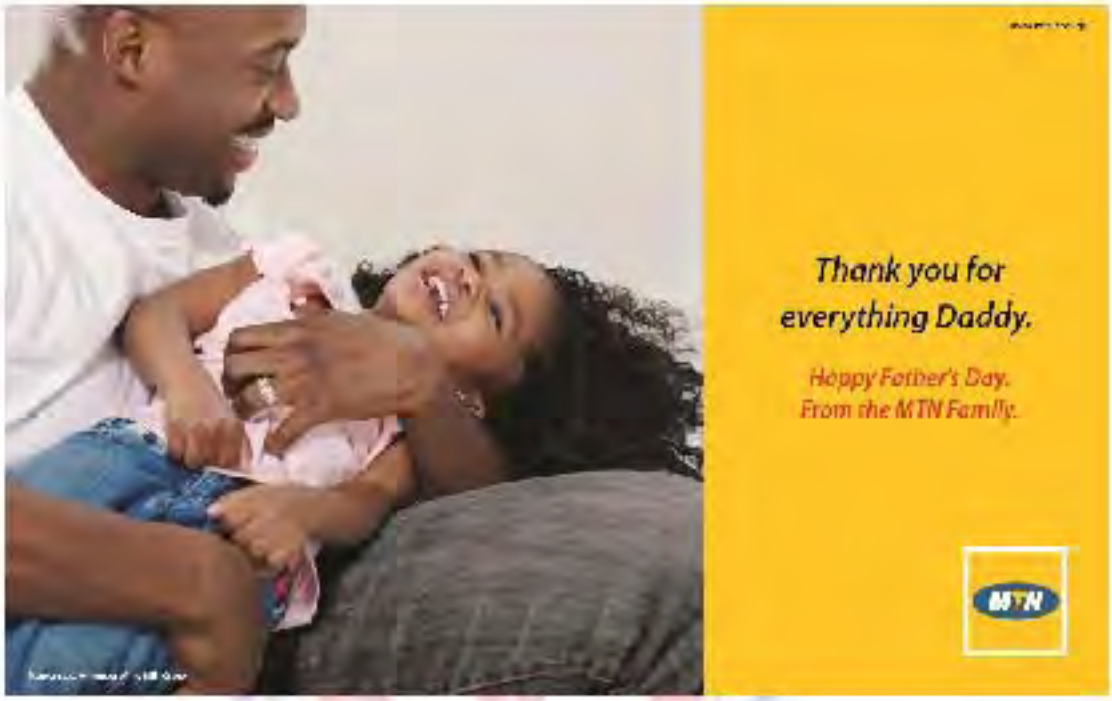
APPENDIX A10



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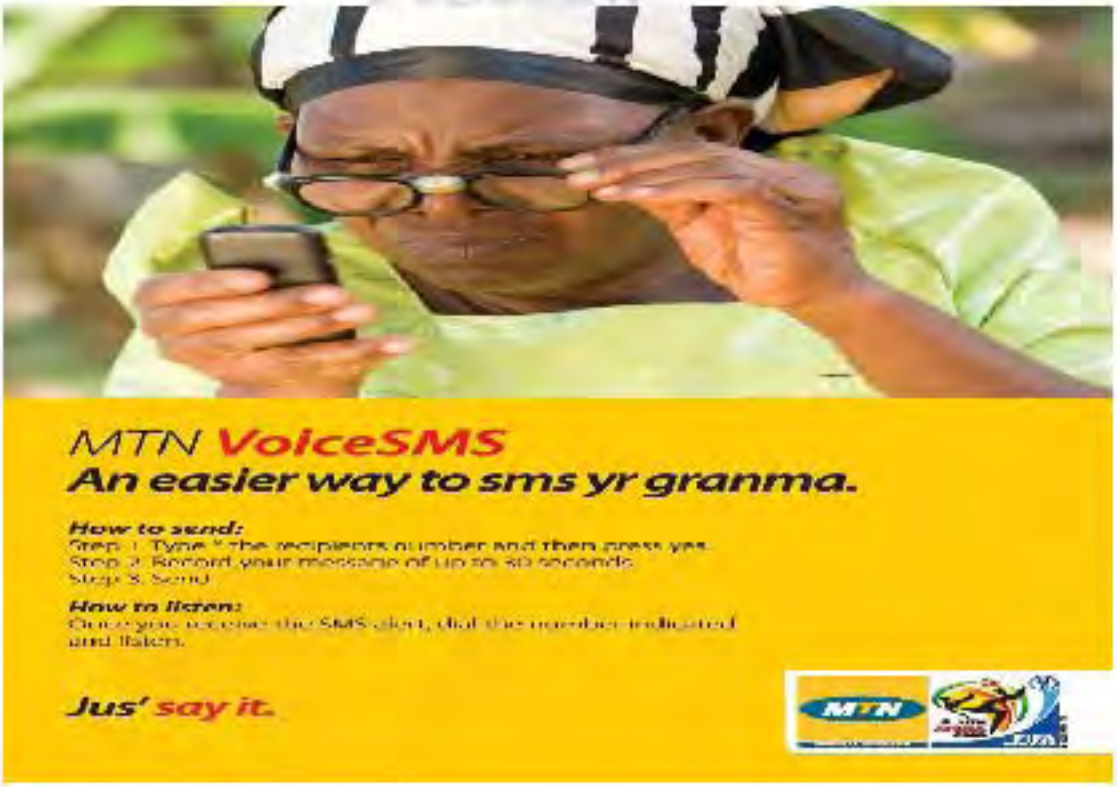

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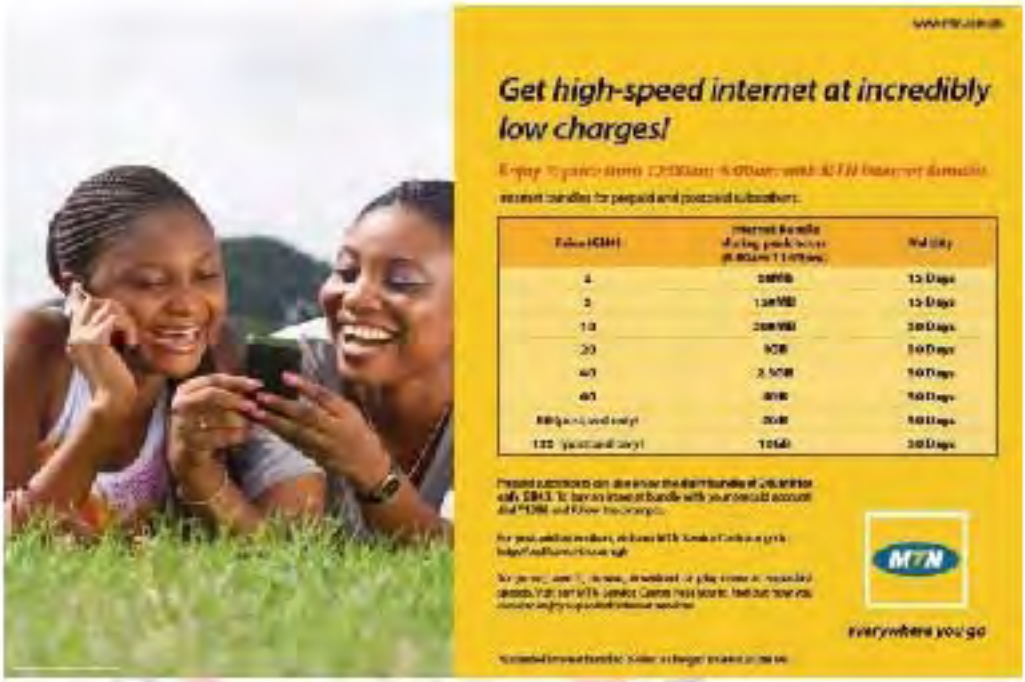
APPENDIX A20



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