

## A Linguistic (Critical Discourse) Analysis of Consumer Products' Advertising in Nigeria

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### ABSTRACT

Language is the chief means by which humans communicate among themselves; it is also a veritable means of socialisation. In essence, language is an important arsenal used to influence others around us. Clive Johnson and Jackie Keddie (2011) assert that “the impact of what and how we communicate can be very profound for others”. This paper examines the use of language in the advertising industry and posits that in advertising, not only is language used to inform or sensitise, but it is also used to deceive. Language has immense power, and its impact depends entirely on how we wield it. Advertising has a great influence on our purchasing decisions. Consumers are exposed to countless commercial messages everyday “persuading them to buy brand name products”. This is achieved through certain contrivances, which the paper fully discusses. The searchlight of this paper beams on such questions as: does advertising tempt us into buying things we don’t need; does it affect us subliminally in ways we can’t control; how much latitude should marketers have in the kind of products they promote and how they advertise them; do consumers have some responsibilities in the process; what is the proper role of government, especially in protecting the consumers? In sum, the paper sets for itself the task of determining the “border line” between persuasion and deception, in the language of advertisement. It finds that through the subtle means of “appealing” and “persuading, certain deceptive contrivances and even outright falsehood are used to hoodwink the consumer. The implications are that consumers are “tricked” to buy what they don’t really need; advertisers “overstretch” claim on their products and services; and, finally the advertising, not the product itself, becomes the selling point. It also recommends among others that the National Broadcasting Commission (NBC), Advertisement Practitioners’ Council of Nigeria and such other regulatory agencies should be empowered to verify all claims in advertisements before such claims are published.

### INTRODUCTION

Language, undoubtedly, is the chief means by which humans communicate with one another. Bloomfield and Newmark (1963:3) give an in-depth definition of language: it is “fundamentally the means by which men communicate with each other and with themselves, and by which they express themselves”. It therefore becomes crystal clear that language is an effective tool in socialization and social intercourse. Language, from the foregoing, is used to achieve some ends: to inform, to entertain, to educate, to set matters in motion; to persuade and (either deliberately or accidentally) to deceive! Advertising has a great influence on consumers’ purchasing decisions, occasioned by the exposure to countless commercial messages persuading them to buy brand name products. The Bureau of Consumer Protection in the United States has identified oral or written misrepresentation, pictorial misrepresentation, *on-sale* advertising, bait and switch, etc. as some deceptive advertising. In Nigeria, the situation is gorier in both scope and prevalence. In recent time, Nigeria’s senate and Federal House of Representatives have had cause

to summon GSM service providers to “clear air” over some unwholesome practices by the providers.

Communication scholar, Barbara Stern sees advertising as “a form of structured, literary text rather different from spontaneous, word-of-mouth communication”, Arens, Weigold and Arens (2011). The oldest known definition of advertising is given by David Kennedy, quoted by Albert Lasker, as “salesmanship in print”. The definition is a mirrorical reflection of the historical matrices of the time- no electronic media of communication. To Fredrick Allen (1994:69), “advertising is any form of non-personal presentation of products, goods and services or ideas for action, openly paid for by an identified sponsor”. A much more comprehensive definition is obtained from Courtland Bovee and William Arens (1987): “advertising is a deliberately planned process of dissemination of information and persuasive messages through a paid, non-personal medium by an identified sponsor to a target of mass audience consisting of anonymous individual members”.

Advertising, in the contention of Arens, et al (2011), is both “applauded and criticized not only for its role in selling

products but also for its influence on the economy and on society". They contend that critics have associated advertising with "a wide range of sins-some real, some imagined". Whatever the articulate defence, especially from the quarters of the practitioners, advertising has been (and still is) "too often misused". This is the main thrust of this paper. Advertising, from the strictly formal perspective "is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services or ideas by identified sponsors through various media". Bovee and Arens (1987:5). They further add that a company usually sponsors advertising "in order to convince people that its products will benefit the". Most advertising, according to them "is intended to be persuasive" (emphasis mine). The ultimate goal is to win converts to a product, service, or idea. However, it should be pointed out that some advertisements, such as legal announcements, are "intended to merely inform, not to persuade". The reason being that it is against the ethics of the legal profession for practitioners to advertise their services: such act is regarded as "touting".

According to Bovee and Arens (1987), citing the authority of McCann Erickson, Inc., the advertising agency that developed Coca-Cola national campaigns, advertising is "truth well told". They further aver:

(Coke's advertising) should be pleasurable experience refreshing to watch and pleasant to listen to. It should reflect quality by being quality. And it should make you say, "I wish I'd been there, I wish I had been drinking Coke with these people.

From the foregoing, therefore, we find that advertising has several functions in any community in which it is used. Some of these functions include, (but not limited to):

- i. To identify products and differentiate them from other brands
- ii. To communicate information about the products, its features and its location of sales
- iii. To induce customers to try new products and to suggest re-use
- iv. To stimulate the distribution of a product
- v. To increase product usage
- vi. To build brand preference and loyalty
- vii. To encourage the development and quick acceptance of new products and technologies
- viii. To foster employment
- ix. To give consumers and business customers a wider variety of choices
- x. To promote a higher standard of living by paying for most of the news media and subsidising the arts and providing a means of disseminating public information about important health and social issues, Jaffe (2010).

This explains the rationale for the submission of Arens et.al (2011), that advertising makes one aware; makes one comprehend; makes one create a conviction; makes one form a desire; and makes one take action. Advertising may take different forms, namely: television commercials, web sites, text messages, product placement in TV shows, coupons, sales letters, event sponsorship, telemarketing calls, e-mails, etc.

### Purpose of the Study

It is apt to assert that the advertising industry has a lot of influence on our choice of products, services and ideas. This is even more so in competitive businesses where brand preference is anchored on the power of the advertiser and the marketer to persuade or 'deceive' prospective consumers. This study therefore examines the use of language in the advertising industry as a persuasive force (or a deceptive contrivance).

### THEORETICAL AND CONCEPTUAL FRAMEWORK

The communication theory adopted for this study is the socio-psychological tradition. The socio-psychological communication theory has had "the most powerful effect" on how we think of communicators as individuals, Littlejohn and Foss (2005). The "drive" behind this choice is the understanding that studies relating to media communication, especially advertising is "modelled on research in psychology", which is the study of human behaviour. The main thrust of the theory answer the questions, "what predicts how individual communicator will think and act in communication situations?" Littlejohn and Karen (2005) identify two types of theory within this tradition, as strictly relevant. They are trait theory and cognitive theory.

A Trait is defined as a distinguishing quality or characteristic; an individual's relatively consistent way of thinking, feeling and behaving across situations. According to the authors, Traits are often used "to predict behaviour". Of importance to this study is the identification of different forms of Traits- conversational narcissism, argumentativeness, and social and communicative anxiety.

- i) Conversational narcissism means *self-love* and it is principally traced to Anita Vangehsti, Mark Knapp, and John Daly. It is dubbed, "the tendency to be self-absorbed in communication". According to the authors, conversational narcissists tend to inflate their self-importance by such behaviours as "one-upping" or boasting. They tend to want to control the flow of conversation especially to provide opportunities to talk about themselves. Littlejohn and Foss (2005) maintain that they are known to use non-verbal, exhibitionist behaviours such as exaggerated gestures in order to maintain conversational control, and tend to be insensitive or non-responsive to others.
- ii) Argumentativeness is a second trait that has been studied extensively in communication. According to Littlejohn and Foss (2005), "it is the tendency to engage in conversations about controversial topics, to support one's own point of view and to refute opposing beliefs. Under this trait, arguments are put forward to strengthen one's point of view.

Thus, this conceptual and theoretical framework provides the *scaffold* upon which our actual analyses and discussions would be based.

## PERSUASIVE/DECEPTIVE TECHNIQUES IN ADVERTISING

The persuasive techniques/strategies used by advertisers who want their products patronised can be divided into three categories: pathos, logos, and ethos. Pathos is an attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: *an image of people enjoying themselves while drinking Pepsi*. Other times, advertisers will use negative emotions such as pain: *a person having back problems after buying the wrong mattress*. Logos is an appeal to logic or reason: *one glass of Florida orange juice contains 75% of your daily vitamin needs*. Ethos is an appeal to credibility or character: *that a particular star uses a particular product*.

[[www.readwritethink.org/files/resources/lesson](http://www.readwritethink.org/files/resources/lesson)]

Among such deceptive contrivances, according to Bovee and Arens (1989), include the following:

- a. Visual distortion: emphasis is only on the positive side(s) of the picture.
- b. False testimonials: implying that a product has the endorsement of a celebrity or an authority who is not a bonafide user of the product.
- c. False comparison: a claim that a product works better than the rest.
- d. Partial disclosure: what a product can do and not what it cannot do.
- e. Small print qualifications: the warning section against smoking is always in small print, compared to the big, bold print of the cigarette advertising itself.

And, to Michael Shudson (1995), a sociologist, the powers of advertising "have been greatly exaggerated". It has also been argued that advertisement is downright untruthful and at best, it presents only positive information about products; that advertising manipulates people psychologically, to buy things they cannot afford by promoting greater sex appeal or improved social status. Among such 'unfair' and 'deceptive' practises observed by Shudson (1995) include:

- a. False promises: "restores youth: prevent cancer", etc.
- b. Incomplete description
- c. Misleading comparison "as good as diamond"
- d. Bait-by-switch offers like offering low price and charging high prices later.

All this would go a long way in corroborating our viewpoint that a discourse analysis of language of advertising suggests some deception in the choice of language use.

## THE COMMUNICATIVE RELEVANCE OF CRITICAL DISCOURSE ANALYSIS IN ADVERTISING

Critical Discourse Analysis, CDA, is an interdisciplinary approach to the study of discourse that views language as a form of social practice. Scholars working in the tradition of CDA generally argue that (non-linguistic) social practice and linguistic practice constitute one another and focus on investigating how societal power relations are established and reinforced through language use, (Fairclough, 1995). Critical Discourse Analysis emerged from "critical linguistics"

developed at the University of East Anglia in the 1970s and the terms are now used interchangeable. Fairclough (1995) also contends that CDA was first developed by the Lancaster School of Linguistics of which he himself was a prominent figure. Ruth Wodak has also made significant contributions to this field of study, ([www.wikipedia.org/wiki/critical-discourse-analysis](http://www.wikipedia.org/wiki/critical-discourse-analysis))

In addition to linguistic theory, the approach draws from social theory- and contributions from Karl Marx, Antonio Gramsci, Louis Althusser, Jurgen Habermas, Michael Foucault and Pierre Bourdieu- in order to examine ideologies and power relations involved in discourse. Language connects with the social through being the primary domain of ideology, and through being both a site of, (and a stake in), struggles for power, Fairclough (1995). It should be pointed out that CDA is sometimes "mistaken" to represent a method of discourse analysis. According to Fairclough (1995), "it is generally agreed that any explicit method in discourse studies the humanities and social sciences may be used in CDA research as long as it is able to adequately and relevantly produce insights into the way discourse reproduces (or resists) social and political inequality, power abuse or domination". He contends that CDA does not limit its analysis to "specific structures or text or talk, but systematically relates these to structures of the socio-political context".

Of relevance to this study is the three-dimensional framework developed by Norman Fairclough (1995), for studying discourse. The aim is to tap three separate forms of analysis onto one another: analysis of (spoken or written) language texts, analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discursive events as instances of socio-cultural practices.

Fairclough and Wodak (1997:271) summarize the main tenets of Critical Discourse Analysis as follows:

- 1) CDA addresses social problems
- 2) Power relations are discursive
- 3) Discourse constitutes society and culture
- 4) Discourse does ideological work
- 5) The link between text and society is mediated
- 6) Discourse Analysis is interpretative and explanatory
- 7) Discourse is a form of social action.

Finally, and for the purpose of this research, we observe the concept of *mind control* as enunciated by van Dijk (1993). According to him, if controlling discourse is a major form of power, controlling people's minds is the other fundamental way to reproduce dominance and hegemony. Within a CDA framework, "mind control" involves even more than acquiring beliefs about the world through discourse and communication. Van Dijk (1993) contends that power and dominance are involved in mind control and cites the comments of Nesler, (1993), Downing (1984), and Wodak (1987):

First, recipients tend to accept beliefs, knowledge and opinions (unless they are inconsistent with their personal beliefs and experience) through discourse from what they see as authoritative, trustworthy or credible sources, such as scholars, experts, professionals or reliable media. Second, in some situations participants are obliged to be

recipients of discourse, e.g. in education and many job situations. Third, in many situations there are no public discourses or media that may provide information from which alternative beliefs may be derived. Fourth,...recipients may not have knowledge and belief needed to challenge the discourses or information they are exposed to...

Thus, it becomes intuitively evident that there are no limits to the way and manner we communicate and the impacts such communication has on the listeners/readers. Recent studies in the field of psycholinguistics, especially the nexus between language and mind, addresses important questions and approaches “reflecting a variety of language orientations and curiosity about language and the brain that gives rise to it”, Sedivy (2014) All this would be examined in the course of our analysis.

**Research Objectives and Questions**

The study has the following objectives:

- a. To determine the level of language use in the advertising of the selected products
- b. To ascertain whether the use of such language is merely persuasive or deceptive.
- c. To assess other paralinguistic or extra-linguistic features used in such advertising.

Specifically, the following questions were asked:

- a. Does the language of advertising tempt us into buying things we don't need?
- b. Does it affect us subliminally in ways we can't control?
- c. How much latitude should marketers have in the kind of products they promote and how they advertise them?
- d. Do consumers have some responsibilities in the process?

**Corpus Materials**

These consists of four items

- a. Boska Advertisement
- b. Globacom (GSM) advertisement

- c. MTN (GSM) advertisement and
- d. Delta soap advertisement.

**Sampling Procedure**

These items were selected at random. They are common advertisements of products in vogue. These, like the Coke advertisement, have creative and visual effect that strongly appeal to the mind (the question as to whether they merely appeal or deceive shall be dealt with in the analysis).

Apart from this and notwithstanding the randomness of our choice of corpus materials, the advertisements of these items are adequately representative and we wish to posit that the results of our analysis are generalizable within a wider framework.

**Testing Procedure**

Each of the four items selected was examined within the context of Critical Discourse Analysis. The reason is predicated on the fact that the meaning deducible from language of advertisement can be properly analysed within the purview of CDA.

**Analytical Procedure**

For analytical expediency, we have Quirk and Greenbaum's (1973) *performance and judgement test* methodology (with a slight modification), using the following scale:

And, to test correlation between the claim in the advertisement and the response of the end users of the products we have adopted the correlation coefficient model or “scatter diagram”. Further to this, and in order to accurately account for the conceptual representation, which communication (here of advertisement) is all about, we have also examined Braddock's (1958) communication model. This model is an extension of Laswell's (1948) model. The major thrust of Braddock's (1958) communication model is in form of these questions:

ITEM (%)	PRODUCT	2 (%)		3 (%)		4 (%)		FAMILIARITY SCALE			
	No of. S.A	No of. S.A	No of. A	No of. A	No of. U	No of. U	No of. SD	No of. SD	No of. D	No of. D	

Key: SA (strongly agree); A (agree); U (undecided); SD (strongly disagree); D (disagree).w

	No Of S.A	No of S.A	No Of A	No Of %Of A	No Of A	No Of U	No of S.D	% of S.D	No Of D.	% of D.	
2	3	30%	-	-	1	10%	6	60%	-	-	42.857
3	7	70%	1	10%	-	-	2	20%	-	-	80
4	6	60%	2	20%	-	-	-	-	2	20%	
5	5	50%	1	10%	3	30%	-	-	1	10%	
6	5	50%	1	10%	-	-	-	-	4	40%	
7	2	20%	-	-	-	-	7	70%	1	10%	
8	8	80%			1	10%			1	10%	
9	2	20%	2	20%	4	40%	1	10%	1	10%	
10	8	80%			2	20%	-	-	-	-	

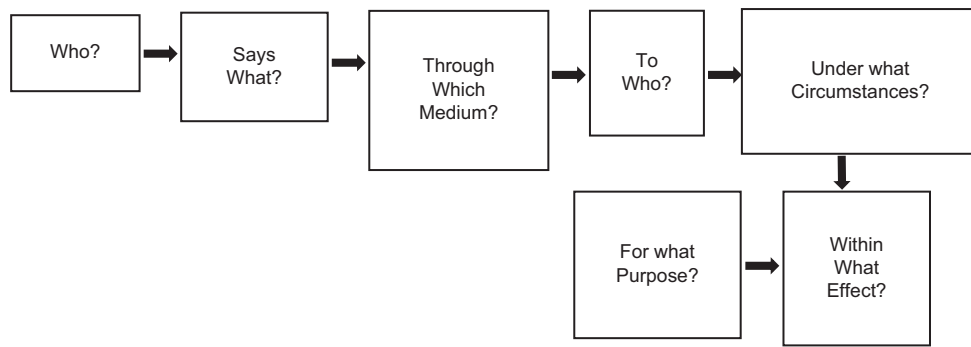


Figure 1. Quirk and Greenbaum's (1973) performance and judgement test scale

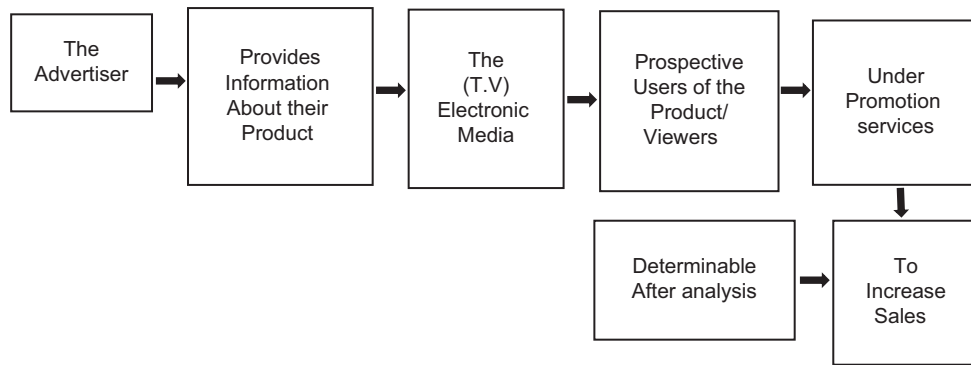


Figure 2. Braddock's (1958) Communication Model

For the purpose of this study, the communication model would provide the basis for the following analysis.

**Summary of Findings (Using Quirk and Greenbaum's 1973)**

**Performance and Judgement Test (Table 1)**

Fig Summary of Findings (using Quirk and Greenbaum's, 1973) Performance and Judgement Test

**CHI SQUARE TEST**

**SAU**

	OBSERVED N	EXPECTED N	RESIDUAL
2.00	1	1.5	-0.5
4.00	1	1.5	-0.5
6.00	1	1.5	-0.5
8.00	4	1.5	2.5
9.00	1	1.5	-0.5
10.00	1	1.5	-0.5
Total	9		

**SDD**

	OBSERVED N	EXPECTED N	RESIDUAL
1.00	2	1.6	0.1
2.00	3	1.6	1.4
4.00	1	1.6	-0.6
6.00	1	1.6	-0.6
8.00	1	1.6	-0.6
Total	8		

**TEST STATISTICS**

	SAU	SDD
Chi square <sup>a,b</sup>	5.000	2.000
Df	5	4
Asymp. Sig.	0.416	0.736

<sup>a</sup>6 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 1.5, <sup>b</sup>5 cells (100%) have expected frequencies less than 5. The minimum expected cell frequency is 1.6

**NPAR TESTS**

**CHISQUARE FREQUENCIES SAU**

	OBSERVED N	EXPECTED N	RESIDUAL
2.00	1	1.6	-0.6
4.00	1	1.6	-0.6
8.00	1	1.6	-0.6
8.00	4	1.6	2.4
9.00	1	1.6	-0.6
Total	8		

**CORRELATIONS**

<b>CORRELATIONS</b>		
SAU Pearson Correlation	1	-0.991**
Sig (2-tailed)		0.000
N	9	8
SDD Pearson Correlation	-0.991**	1
Sig (2-tailed)	0.000	8
N	8	

CORRELATION		SAU	SDD
Kendall's tau b SAU	Correlation	1.000	-0.914**
	Coefficient		0.004
	Sig. (2-tailed)	9	8
	N		
SDD	Correlation	-0.914**	1.000
	Coefficient	0.004	8
	Sig. (2-tailed)	8	
	N		
Spearman's Ratio SAU	Correlation	1.000	-0.935**
	Coefficient	9	0.001
	Sig. (2-tailed)		8
	N		

\*\* Correlation is significant at the .01 level (2-tailed)

## OVERALL ANALYSIS AND DISCUSSIONS

### Product 1- BOSKA Tablets (Marketed by Orange Drugs Nig. Ltd.)

*Description of Language/Visual Effect Used: (See Appendix II)*

**Message Intended:** That Boska tablets provide relief from pains, headaches and feverish feelings.

#### Critical Discourse Analysis

The visual effect of the advertisement provides a convincing proof that Boska effectively tackles body aches and fever. Pounding yam is a strenuous activity that only a sound, healthy body can undertake. And, since Jacob's inability to pound yam is bound to cause Madam Jolly-Jolly some problems, Boska comes to the rescue. However, the advertisement does not provide information on when Boska may not be effective. Apart from the exclusion and limiting clause, *if symptoms persist after two days, consult your doctor*, the general impression is that Boska cures headaches, fever and such other symptoms. In fact, the last remark of Jacob, *I can pound anything now*, may be interpreted to have sexual undertone: a further appeal (but now deceptive) to men folk! And, would we not rather assume that an adequate rest is needed to provide such relief? This, the advertisement does not take into consideration.

### Product 2 – (Globacom GSM)

*Description of language/visual effects used: (see appendix II)*

**Message Intended:** That subscribers to the Globacom GSM service provider need not

pay for services not enjoyed by them; that the subscriber pays for only seconds spent talking and not to the "nearest minute".

#### Critical Discourse Analysis

The advertisement is rather too ambitious. It is ludicrous to assume (as the advertisers would want us to believe) that one

can collect one's balance from a banana seller since one eats a half of the banana! Apart from the simple rule of hygiene and decorum, who would buy the other half-eaten part? If the import of the message is that service users on the Globacom network need not pay for seconds they do not use, then the advertisement has missed a point.

### Product 3- (MTN GSM)

*Description of language/visual effects used: (see appendix II)*

**Message Intended:** That MTN System of Global Communication makes it possible to communicate without stress.

#### Critical Discourse Analysis

This is yet another case of "false testimonial" and "partial disclosure". The ease with which "father" and "child" communicate through the MTN global system of mobile communication is, to say the least "a mirror of reality". The advertisers seem oblivious of "busy network", "lines not reached at the moment" and other barriers of excuses that characterise GSM providers in our society. What if the handset (used by the child) is not human reach?

### Product 4 – (Delta Soap)

*Description of language/visual effects used: (see appendix II)*

**Message Intended:** That a regular use of Delta Soap guarantees a soft, smooth and beautiful skin.

#### Critical Discourse Analysis

The advertisers pay as much emphasis on visual effect. A bevy of beautiful ladies and a handful of young handsome men dance to the "Delta" music. And in what apparently looks like a dance competition, a "Miss Delta" emerges and, in her private bathtub, the viewers are "made to believe" that she uses only Delta Soap!

However, the advertising falls short of informing the audience that good eating habit, clean environment and such other natural factors contribute to making a skin soft, smooth and beautiful and not only a reliance on Delta Soap. And, does Delta Soap really have the power to make a woman beautiful, as in a model? In effect, therefore, the advertising does not only exaggerate its claim but is somewhat deceptive?

## CONCLUSION AND RECOMMENDATIONS

Detailed investigative studies, at least as inferred from our data analysis, have shown that the language of advertisement is laced with deceptive contrivances, to get consumers hooked to certain products or services. If we consider the superficial use of such deceptive contrivances like visual distortions, false testimonials, false comparison and partial disclosures, this view point becomes firmly established. This feat is achieved through a skilful use of language to "convince" the consumer. However, it

is the duty of the society in general, and government in particular to ensure that the interest of the unsuspecting consumers is protected. We, therefore, recommend the following:

- a. Empowering the National Agency for Foods, Drug Administration Control (NAFDAC) through legislation and funding to ensure its strict supervising of drugs and consumables in the country.
- b. The National Broadcasting Commission (NBC) should be empowered to verify all claims in product advertisements before such claims are publicized.
- c. Government should establish patent and trademark office, which shall supervise activities of manufacturing companies.
- d. The ministries of Justice at both the state and federal levels should come up with judicial solutions to fake or false claims by advertisers.
- e. Advertising Practitioners' Council of Nigeria (APCON) should wake up and be alive to its duties. Strict penalties should be meted to members who make such "fallacious" claims in their advertisement.

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- (www.readwritethink.org)

## APPENDIX

## APPENDIX I

## QUESTIONNAIRE

1. I am quite familiar with the language of advertisement of these products (Tick the one(s) applicable).
- i. Boska  ii. Globacom GSM  iii. MTN GSM  iv. Delta Soap
2. The use of language of their advertisement is merely persuasive  
SA  A  U   
SA  D
3. The use of language of their advertisement is overtly deceptive  
SA  A  U   
SA  D
4. The use of other visual effects (beautiful, pictures, scenes, etc) reinforce the deception  
SA  A  U   
SA  D
5. My choice of the products/services has been heavily influenced by the manner of the use of language.  
SA  A  U   
SA  D
6. The advertisement, coupled with the visual effect is just a form of entertainment to me  
SA  A  U   
SA  D
7. Without the advertisement, the products would still have sold well in my household  
SA  A  U   
SA  D
8. The advertisement touches on my sensibilities  
SA  A  U   
SA  D
9. The style of the delivery of the advertisement is often discussed among my friends or household.  
SA  A  U   
SA  D
10. I am of the opinion that some checks be carried out on the claims of the advertisers  
SA  A  U   
SA  D

## APPENDIX II

## DESCRIPTION OF LANGUAGE USED

**Product 1 BOSKA TABLET (a drug marketed by Orange Drugs Nig. Plc.)**

In a typical Lagos eatery operated by one Madam Jolly-Jolly, customers are complaining bitterly about the delay in receiving their order (plates of pounded yam).

Madam Jolly-Jolly rushes to the kitchen, only to find that Jacob- the Kitchen- hand- is *down* with "headache, pain and feverish feelings". She brings out **Boska** (emphasis on Boska) and gives it to Jacob, who, after thirty minutes of taking the drug, becomes well again and asserts that "with Boska, *he can (now) pound anything*".

**Product 2 MTN (GSM PROVIDER)**

A business executive is billed to read a prepared speech to a distinguished audience. On getting to the podium, he realizes he has forgotten his speech at home! Upon intuition, he uses the MTN (GSM) line to connect his daughter at home. The "father" now re-echoes the speech (the dictation of the daughter) to the audience. He is therefore saved from embarrassment.

**Product 3 GLOBACOM (GSM PROVIDER)**

Charlie Boy, a popular actor/singer, astride a motor cycle and levels up to a banana seller. He picks one (piece) and eats a half of it and returns the other half to the seller, having paid, the seller returns one (of the two five naira notes) to him. The import of the message is that he need not pay for the whole banana since he ate only a half.

**Product 4 DELTA SOAP (MARKETED BY ORANGE DRUGS NIG. PLC)**

(With music in the background) A bevy of young beautiful ladies and some handsome young men dance to a "Delta Soap" carnival. The most beautiful ones are paraded as Delta ladies. And, at the end, we see the "most beautiful" one in her bathtub using Delta Soap. The message is captured in: "*use Delta Soap and be beautiful like Miss Delta*".