

A Pragmatic Analysis of Advertisement of Groceries in Selected Nigeria Print Media

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Abstract: Advertisers depend on the power of words to achieve their aims to appeal to the psyche of the target audience. The linguistic technique has to do with using language- the choice of words and their combination, while the extra-linguistic technique in advertising has to do with using signs, symbols, and sounds in communicating advertising messages. This study provided a linguistic description of the discourse of advertisement in the Nigerian print media and examined the socio-communicative functions of language used in Nigerian advertisements print media. In carrying out this study, a total of fifteen data was extracted from *The Punch Newspapers* publications, and photographs of billboard advertisements were taken. The Speech acts and pragmatics theory was used to analyse the context of use, the power of persuasion in print media advertisement, and pictorial language use. The study revealed that it is necessary to see beyond the sentence when reading advertisements, there is the need to look closely at icons, signs, and colours to understand advertising messages, and there should be balancing in both linguistic and extra-linguistic items employed in advertising as this is important in actually fulfilling the goal of persuading readers to buy advertised products and not just the entertaining aspect of it. Sentence construction in advertising is so fascinating that it deviates so much from the rules of standard spoken and written English. The linguistic device used in advertising is however stylistic, in which the advert writer employs flowery use of language. This deviation has occurred at the level of phonology, morphology, syntax, semantics, and pragmatics, language use in print media advertisement is persuasive, strong, tacit, impactful, and pictorial. Also, this research has been able to further affirm the language of advertisement as a variety of the English language.

Keywords: Advertisement, Groceries, Pragmatics, Nigerian Print media,

Introduction

The importance of advertisement cannot be over-emphasized. It is a profession that is as old as humanity where the seller of a product does everything within his ability not only to make known his products or services but also to convince the buyer to buy even those products that are not relevant to his existence. The seller or advertiser is able to achieve this through the power of persuasion in the language used by the advertiser. According to Dale Carnegie (2003), the language of advertising "Advertising has become the spokesman for businesses. For advertisement to achieve its aims of creating awareness about products and services, and increasing sales, the techniques of advertising go beyond linguistics; extra linguistics techniques are also employed by advertisers to achieve their aims. The linguistic technique has to do with

communicating using language, while the extra-linguistic technique in advertising has to do with using signs, symbols, and sounds in communicating advertising messages.

The linguistic device has to do with language use in advertising, the choice of words, and their combination. Sentence construction in advertising is so fascinating that it deviates so much from the rules of standard spoken and written English. The linguistic device used in advertising is however stylistic, in which the advert writer employs flowery use of language. The advertiser depends on the power of words to achieve his aims to appeal to the psyche of the target audience. This deviation has occurred at the level of phonology, morphology, syntax, semantics, and pragmatics.

The advertiser aims to make us buy things, according to Judith Williamson (1978) in her book titled *'Decoding Advertisements'*. Vance Packard (1957) regards advertisers as 'the hidden persuaders who use words or images that make us hungry, thirsty, scared or horny, even though the naked eyes cannot detect the images' but the power of persuasion makes this possible only through the use of language. It is worthy of note that pragmatics and semiotics are strong analytical tools in print media advertisements in Nigeria.

The extra-linguistic technique in advertising is related to semiotics which is strongly rooted in pragmatics [(da Silva:2017). Pragmatics explains how language users can overcome ambiguity that is obvious in texts and this is achieved through analysing meaning in context via the manner, place, time, etc. of an utterance. The place of semiotics in the interpretation of advertising messages is important: this is the reason for this research to investigate the deviations from the linguistics norms that is the persuasive character in the language of advertisement as well as the extra-linguistic means in advertising. For this work, the grocery and beverage advertisements in the Punch Newspaper and billboard print media will be the focal point.

Statement of the problem

So many studies have been carried out to investigate the stylistic features of language used in advertising but so little research has been carried out on the persuasive nature of the language used in print media advertisements of groceries and this gap provided the motivation for this present research.

da Silva (2017), Okalanwon and Oluga (2007), and Oputa et al. (2019) carried out different research projects on the language used in media advertisement with an emphasis on semeiology. Semiotics serves as a rich and multifaceted tool in advertising, allowing advertisers to create meaning, evoke emotions, and establish connections with consumers. It has been observed that there is little balancing in the linguistic and extra-linguistic items used in advertising, the language used in advertisement is so different; it is persuasive, strong, tacit, impactful, and pictorial. This study focuses on the functional description of language use and communicative behaviour compared to the context of use and the power of persuasion in print media advertisement.

Therefore, this study is centered around examining the effectiveness of extra-linguistic techniques in advertising campaigns, the research will employ

semiotic and pragmatic analysis to investigate the chosen problem.

Methodology

In carrying out this study, the language features and pictorial language use speech acts and pragmatics theory. Data for this research were specifically selected from The Punch Newspapers publication between the 7th of October 2013 and the 14th of February 2014 the period that print media advertisement was popular compared to recent times when an online advertisement has taken over, a snapshot of billboards advertisements of grocery and beverages were taken from major roads in Lagos, Nigeria being the economic hub of Nigeria where most organisations want to be seen and heard. A discourse analysis of the data collected was done as both linguistic and non-linguistic features were

Advertising and Communication

What communication tends to achieve in advertising according to Richard F. Taflinger (1996) 'is to persuade the customer to buy the product or services'. Advertisements tend to reveal the things a target audience needs to know about a product in order to decide on the product.. In the theory of meaning in language, pragmatics is defined by Leech (1983) as "the use of language in goal-oriented speech situation in which the speaker is using language in order to produce a particular effect in the mind of the hearer". This however is the whole essence of advertisement.

Effective communication in advertising thus presumes that a target audience only needs information about goods or services that will make him or her make a positive decision about that product or service. It is about what information the advertiser wants to make available to the target audience as the advertiser will not want to make known the negative aspects of his products or service. This is the concept of 'affirmative decision'. That is why the advertiser will employ both linguistic and extra-linguistic techniques in achieving this aim. Richard F. Taflinger opined that 'Communication means not only speech or pictures but anyway, one person can pass information, ideas or feelings to another. Thus, communication uses all of the senses: smell, touch, taste, sound, and sight. Out of the five senses, only two are useful in advertising; sound and sight"

The copywriter represents the sender of the message while the receiver is the targeted audience. The encoded message is the use of words (verbal) and extra-linguistic features (non-verbal) that the copywriter has used to convey the message which is now left for the receiver i.e. the targeted audience to

decode and perhaps make a decision about the product, in this case both the sender (copywriter) and the receiver of the message must understand all the principles involved in the advertisement. This takes place only when the communication in advertising is complete. The conclusion here is that advertising is a form of communication and it has its principles.

Language of Advertising in Nigeria

The purpose of an advertisement is to make the target audience not only to ensure they see goods and services advertised but also to make them buy the goods and services. According to the *Introduction to Mass Communication* Thursday, May 13, 2010, online edition, the Nigerian advertising business has witnessed tremendous growth, especially in recent times. The development of advertising in Nigeria became notable when a subsidiary of UAC (United African Company) known as West African Publicity Limited was in charge of the company's marketing activities in Africa. The West African Publicity Company later became a full-fledged advertising company in 1929 and that was how the historic and formal advertising started in Nigeria.

As a result of the multilingual nature of Nigerian society, the language of advertising according to the *Medwell advertising journal* (2007) is a mixture of English, indigenous languages, and pidgin used in writing advertising in Nigeria.

Peculiarities in Print Media Advertisement

The characteristics of print media adverts are: they must be Simple, clear, and have a compelling message which is far more persuasive than cloggy messages. Stopping power in print media advertisement is that it must be visually strong; and attention-getter. In clarity, - print media advertisements must communicate quickly, and the benefits of the product to consumers must be stated. However, there is the need to frequently advertise to make an impression on the target audience. size: The larger the adverts the easier they get attention, print advertisements should be colorful, bold, and different, have unique phone numbers, codes, etc. to track advertisements, and lastly, humor that entertains and retains adverts in memories (*Insight mrktg*, 2013).

Theoretical framework

For this research, the speech acts and pragmatics theory have been selected as the theoretical framework. These theories are relevant tools in the analyses of the language used in print media advertisements of groceries and also useful theories

that will help us to adequately answer the question and objectives of this research.

Pragmatics

Pragmatics as a theory of meaning was developed by Charles Morris, in his book "Foundation of the Theory of Signs (1938), he identified three divisions of signs and these three are: the combination of properties of words and their parts, semantics which studies meaning while pragmatics is about language use. for us to effectively analyze the language of advertising in print media advert, the concept of communication as related to pragmatics needs to be explained

According to Wale Adegbite in the *Structure in English Language* (page 60) pragmatics is related to language studies and its relevance to the interpretation of utterances is explored. Pragmatics as a tool for evaluation of language is important to the interpretation of meanings so this is a part of semantics that must be studied. One of the things that pragmatics helps us to do in this research is to properly guide us through the evaluation of the social, cultural, and contextual meaning in the language of advertising. In the opinions of Dairo and Onadeko (2008, page 77) pragmatic analysis of language can be broadly understood to be the investigation into that aspect of meaning which is derived not from the formal properties of word and conversation but from how utterances are used and how they relate to the context in which they are uttered.

This definition of pragmatics lays emphasis on the non-linguistics aspect of analyzing language and much emphasis on contextual interpretation of meaning, and this is relevant to the language of advertisement that relies very much on context rather than linguistic structure. Interpreting advertisements with both semantics and pragmatics theories of meaning in linguistics studies is a product of the science of sign (semiotics). From this expression, it is clear that pragmatics has its offshoot in semiotics as pragmatics is concerned with the relation of signs to the users or the interpreters. (Dairo and Onadeko 2008.

Yule (2007) says that "the study of intended speaker meaning is called pragmatics, it is the study of invisible meaning or how we recognize what is meant even when it is not written. Here Yule describes the communicative and interpretative aspects of pragmatics that go beyond the literal meaning of a word but look at the context, culture, style, and society in the interpretation of meaning. For Wale Adegbite (2000), it is the knowledge of the language system, the

world, culture, and convention of people and of the factors of the situation in which communication takes place.

The goals of pragmatics

From all that has been said above, we can deduce however that the goals of pragmatics include how utterances convey meaning in a context which is to understand how language users convey and interpret meaning in context. Pragmatics examines the nuances of communication beyond the literal meaning of words and delves into the role of context, shared knowledge, speaker intentions, and listener inferences in shaping the meaning of utterances. Also, the goal of pragmatics is to delve into the processes by which speakers convey intended meaning and how listeners or readers interpret that meaning based on contextual cues, background knowledge, and various pragmatic principles and strategies. Additionally, the goal of how context contributes to the encoding and decoding of meaning reflects a fundamental objective of pragmatics, which is to understand how context plays a crucial role in both encoding (by the speaker) and decoding (by the listener) of meaning in communication. Pragmatics examines how contextual factors such as the speaker's intentions, shared knowledge, cultural norms, and situational context influence the interpretation of language beyond its literal or semantic content. How speakers and hearers of utterances perceive them and how deductions are made in utterances. which involves examining how speakers convey meaning through language and how hearers interpret that meaning. It also delves into the cognitive processes that underlie the comprehension of utterances, including how deductions and inferences are drawn from linguistic input.

Lastly, how speakers and hearers of utterances perceive when one thing is said and mean something else, this pragmatic goal delves into the pragmatic phenomena of implicature and indirect speech acts, which are key aspects of how language users convey meaning indirectly. It seeks to understand how speakers employ these strategies to convey messages that go beyond the literal meaning of their words and how hearers recognise process and interpret these nonliteral utterances. (Osisanwo, 2003)

Principles in pragmatics

For us to achieve the set goal in pragmatics as a tool of meaning interpretation in discourses, there are some basic principles that we must understand and these are:

Context: In interpreting discourse using pragmatics theory, the principle of context is key. Context is "described as a discourse that surrounds a language

unit and helps to determine its interpretation. This has a great influence on the interpretation of discourse. According to Yule (2007), there are two types of context the linguistics context known as co-text, and the physical context. Co-text means the words or sentences surrounding any piece of spoken or written text (linguistic context) while the same source describes the text as "a basic unit of meaning in a language'.

Adegbite (2007), acknowledges the existence of the verbal context and the situation context. To Adegbite, verbal context falls within the purview of linguistics interpretation and this helps to reduce syntactic or lexical ambiguity in discourse interpretation while situational context interprets meaning at the non-linguistics level.

Deixis: This word means pointing or specifying from the perspective of a participant in an act or speech. Using deixis as a tool or principle of pragmatics presupposes that the physical context must come to bear on the part of the speaker and the interpreter; words like here, there then, now, as, you, and me, cannot give meaning on their own unless they operate in a physical condition that is known to the interlocutors. This is when messages can be communicated and decoded among or between the players. Yule (2007) recognizes the time, person, and place of deixis. Yule (2007) opines that time deixis is expressed in words like now, then, tonight, and last week, place deixis is expressed with words like here, there, yonder while person deixis is conveyed with me, you, him, them, etc..

Reference

Reference can be described as the relationship between a word or phrase and the object or idea it refers to. Yule(2007) defines reference as deixis, he opines that deixis refers using words like there, you, and she, while human beings use language to refer, so reference is an act by which a speaker or writer uses language to enable a listener or reader to identify something.

Some references are dependent on mutual knowledge for the hearer to make sense of what the speaker or writer is saying, mutual knowledge must exist between the two parties. Take an example from the conversation of a master's student at the Department of English, University of Lagos

'Is variety around?'

Yes, he is at the language lab"

Here variety is used to refer to the professor who takes a course in sociolinguistics known as Variety of English. For the hearer to decode which variety is referred to here, he must have knowledge of which variety the speaker referred to. Pragmatics comes into play in the definition of reference. When an expression refers to an entity and through mutual knowledge the hearer can infer the intended meaning of a referent.

Speech acts theory

According to Osisanwo (2003), any utterance is a speech act. When we say a fact, express an opinion, confirm or deny something, give permission, piece of advice, etc. they are all speech acts. Speech act is necessary for effective communication in discourse. Context and form are not enough in interpreting discourse but the knowledge of the people with whom we are interacting. Wale Adegbite (2000), examining Speech Acts Theory as an essential part of pragmatics in decoding meaning in communication, observed that verb plays a prominent role. Wale Osisanwo (2003) identifies two categories of verbs used in speech acts and these are the performative and the constative verbs.

There are three types of Speech Acts type and these are:

i. Locutionary Act: This refers to the formal and literal meaning of an utterance according to Osisanwo 2003. A locutionary act is language spoken or a statement made.

ii. Illocutionary Act: This type of speech act is nonlinguistic and there is usually a force called illocutionary force that comes with this. Adeyemi Babajide (2000) describes an illocutionary act as the act performed by the utterance made

iii. Percutionary Act: this is simply described as the effect of an utterance on the listener. This has to do with making someone do something through the use of words, The percutionary act is persuasive, and from what we have described briefly about the language used in advertising, percutionary act comes into play majorly. Kempson (1975:51) in Osisanwo (2000) summarised the type of speech act as "*Speakers utter sentence in a particular meaning (illocutionary act) and with a particular force (illocutionary act) to achieve a certain effect (perlocutionary act) on the hearer*"

Felicity Condition:

The Cooperative Principle: This is also a tool used in analyzing meaning in pragmatics. According to Dairo and Onadeko (2008), the cooperative principle is a way in which people try to make conversations work in ordinary communication. Interlocutors shape their conversations so that all parties involved understand one another. Grice (page 45) in *Approaches to Discourse Analysis* identified four principles that participants in a conversation must observe, these are quality, quantity, relation, and manner. Grice opined here that the contributions of participants in conversation must be informative and relevant. Quality suggests that information must be true, and lastly, manner indicates that conversation must be unambiguous, concise, and orderly

Conversational Maxim:

Politeness: This means being nice, civil, and considerate in the way we relate with others. Politeness in linguistics according to Yule (2000) is about your face which is interpreted to mean your public self-image which is about the social and emotional sense that everyone has and which everyone must recognize in social relationships. Dairo and Onadeko (2008) recognise two types of politeness, which is the negative and positive politeness. To Dairo and Onadeko, avoidance of disagreement is regarded as negative politeness while seeking agreement is regarded as positive politeness.

In Yule (2000), the **face-threatening act** in the politeness principle is described as a threat to another person's self-image, and this occurs when a direct order or speech act is used to order someone to do something, words like 'go out! Is a command and is regarded as a face-threatening act while the face-saving acts are words void of commands and do not constitute a threat to the faces of others.

Data Presentation

Text 1

Titus gives you the strength to realize your dreams, Life is better with Titus (

"Titus makes you stronger, healthier" and smarter

Context: The context of the discourse is product advertising; the physical context is enabled with pictures which has aided the interpretation of the linguistic context.

Presupposition: The advertiser assumes that the reader knows what Titus is so the writer was not specific on the product If it is edible or not.

World knowledge: There is a shared knowledge of the product between the readers and the writer the writer did not say if the reader should eat, wear or rub 'Titus' he just mentioned the things that Titus will do.

Locutionary act: Titus gives you the strength to realize your dream

Illocutionary act: Assertive; 'Life is better with Titus' and 'Titus gives you the strength to realize your dream' These statements are assertive since they are bold and declare the qualities of Titus sardine.

Perlocutionary: From the picture, the medical doctor shows a dream realized through eating Titus' sardine, while the picture of the man sitting shows the strength to study to realise one's dream.

Discussion

The elements above are essential for text analyses in speech acts theory, The text cannot depend on lexical items alone but the cluster of comparative adjectives like 'smarter', 'healthier', and 'stronger' is an illocutionary act that will incite the readers into taking positive actions to buy the products. The use of pictures of healthy men and a plate of food and the picture of the product 'Titus' shows the dreams realized by eating Titus.

This is the explanation of Zellig Harris's definition of the meaning as 'beyond the sentence' which is the extract linguistic features used in advertising

Text 2: De Deons

syrup of Heamoglobin, Eat well, take De- Deons, and Play well.

Intention: The writer intends to attract the attention of the reader to the benefit of taking the product.

Locutionary: Eat well take De-deons, play well'

Illocutionary: Directive; 'Eat well, take De-dens, play well' is advisory, the reader is encouraged to take De-deons.

Perlocutionary: The picture of a person playing the piano shows the gains of taking De-deons.

Maxim of strength: This is flouted because little has been said about the product.

Discussion

The elocutionary act 'play will only convey the meaning linguistically which to an adult may not be too persuasive. The picture in the advert which shows a person playing on a keyboard extended the meaning of 'play well' from children playing to activities that adults may be involved in. This problem was solved by the pragmatics of extra-linguistic elements of the picture and the unusual font size of the text.

Text 3: Super Blend, Green Tea, Light fresh taste, delightful aroma

Locutionary act: light fresh taste, delightful aroma

Illocutionary act: Expressive; 'light fresh taste, delightful aroma' expresses the qualities of the product; De-deons.

Perlocutionary: The reader is propelled to take Green tea

Maxim of relevance: The use of taste, aroma, and delight is relevant to the discourse.

Maxim of strength: The writer has said very little, the picture has helped in the interpretation of the product.

Text 4: Willow Falls, Classic wine, timeless quality

Locutionary Act; classic wine, timeless quality

Illocutionary: assertive; the word's 'classic' and 'timeless' are words that are bold and lack politeness, they connote superiority over other brands

Perlocutinary: the use of the adjectives classic and timeless aided by the pictures of the wine is appealing and will move the reader into buying the product.

Text 5: Golden Penny sugar, There's is a new sugar in town, Pure whiteness,

Sweet experience

Golden penny sugar

Locutionary: There is a new sugar in town, pure whiteness, and sweet experience

Illocutionary: Expressive; the language used here has the intention of making known the new sugar in town, it shows politeness.

Perlocutionary: The pure white and sweet experience ginger curiosity of the reader into purchasing it.

Maxim of quality and relevance: The text is relevant to the discourse and the writer has said enough for the readers to understand so the maxim of quality and relevance is observed.

Text 6: Give her that Germ-free romantic, Touch with cussions Carex, Cares and protects, Anywhere, Anytime!

Locutionary: Give her that germ-free romantic touch with Cussons Carex

Illocutionary: Directive; This act is commanding and at the same time recommending Carex products, the words touch, care, protects, anytime, anywhere reveal this.

Perlocutionary: The soft harmless touch of the man on the woman.

Maxim of clarity: This is observed as the writer used unambiguous terms to express his intention.

Text 7: New Peak, From fresh milk

Locutionary: New peak from fresh milk

Illocutionary: Expressive; 'new' 'fresh milk' is informative, telling the target audience about the new sugar in town.

Perlocutionary: The writer is informing the reader about the fact that the new peak is from fresh milk and is considered as an indirect persuasion.

Text 8: Indomie instant noodles, Tasty

nutrition. Good for you, Introducing...The king of the pack, Indomie 450g family pack, Brings the family together

Locutionary: Indomie instant noodles, tasty nutrition, good for you

Illocutionary: assertive; 'instant' 'tasty' and 'good' are stating boldly the qualities of indomie, this lacks politeness.

Perlocutionary: 'Instant noodles' and 'bring the family together' are strong words that will persuade the readers to buy the product. The picture of the family pushing indomie together shows unity.

Text 9: Unwrap the love, Taste the knorr difference

Locutionary: Unwrap the love

Illocutionary: Directives; 'unwrap the love' is ordering a command and is therefore issuing a directive.

Perlocutionary: the instruction to 'unwrap the love'

raises the curiosity of the reader to unwrap the cube'

Text 10: Our driest and softest diaper, new Pampers

Locutionary: Our driest and softest pampers

Illocutionary: assertive; 'our driest and softest' lacks politeness and boastfully declares the quality of the product.

Perlocutionary: The superlative word driest and softest shows a baby comfortable wearing a Pampers diaper and also in his mother's embrace.

Text 11: Savour success, ...the ultimate Gulder

Locutionary: savour success

Illocutionary: Directive/assertive; 'savour success' is both assertive and directive, to 'savour' is issuing a directive, while 'success' is considered as boastful.

Perlocutionary: Gulder is used metaphorically, taking Gulder is tantamount to success and this statement is persuasive and will work on the psyche of lovers of alcohol into taking this particular brand and becoming successful.

Text 12: Nivea, Deeply nourished skin, That looks great, Nourishing body lotion with Hydra IQ

Locutionary: Deeply nourished skin that looks great

illocutionary acts employed in the text	Texts	Total nos of Texts
Commissive	-	00
Assertive	1,4,8,10,12	05
Expressive	3,5,7,13,14	05
Declarative	=	00
Directive	Text 2,6,9,11,15	05

Illocutionary: assertive; 'skin that looks great' is claiming and reporting the qualities of the product and this lacks politeness.

Perlocutionary: Nivea nourishes the skin.

Text 13: Introducing extra thick #140, Always classic thick

Locutionary: Introducing always extra thick #140

Illocutionary: expressive; the essence of this is to inform the readers about the new product through the use of the word 'introducing'

Perlocutionary: The text announces the birthing of a superior brand as always thick. Always thick is polysemous, it means a product that maintains the quality of thickness always and could also mean always extra thick as the product name. However, the ambiguity or polysemy was solved by the picture of the product which pointedly shows that extra thick is thick and is also the product name.

Text 14: Nirvana, Extra bitter for the bold

Locutionary: Extra bitter for the bold

Illocutionary: Expressive; 'extra' 'bold' and 'bitter' are all expressive of the qualities of Nirvana drink.

Perlocutionary: The drinking of Nirvana drink

Text 15; Start something special, 2 more exciting flavours, Ginger, lemon & lime

Locutionary: Start something special

Illocutionary: Directive; 'start' is a directive as it instructs the readers what they should do.

Perlocutionary: The drinking of the two new flavors, Lime lemon and ginger.

4.3 Speech Acts elements in the advertisements of groceries in the print media

Illocutionary acts

From the text analysis we can see that Searle's theory has been effective to a certain degree, below is a summary of the analysis in tabular form.

Out of the fifteen data that were used, the illocutionary acts of assertiveness, expressiveness, and

directiveness were used to the same degree, these are however classified as performatives. Performative uses verb elements that are persuasive either directly or mildly examples are word like begin, start, gives, unwrap, savour, introducing, etc.

The essence of the use of performative verbs is to persuade the target audience to buy a product, so this is a strong tool for persuasion by advertisers. Taiko Tenako(1983) opined that communication is achieved by encoding and decoding a message, this agrees with Searle's overall view on illocutionary acts in J.L. Austin (1962) 'that a speaker in performing illocutionary acts, intends to produce a certain effect using getting the hearer to recognize his intentions to produce that effect'.

Linguistic approach: From the data presented it is deduced that advertising messages must be decoded at the level of denotation and connotation. The caption, the label, and other text in an advert constitute the linguistic content and these have both connotative and denotative meanings. The denotative meaning is usually literal with no hidden meaning and most times

it includes the name of the product. In text 13 of the data presented 'always extra thick' is the name of the product while the connotation is the comfort derived from the extra thickness, here The advertiser employed the use of a pun to make the interpretation polysemous that is 'always extra thick' as the product and 'always extra thick' as the slogan.

Connotative meanings have cultural, coded, symbolic, and iconic interpretations while denotative meanings are just literal surface meanings devoid of meanings by extension.

Pictorial Approach: To interpret advertisements using this approach, it is iconic and can be coded or uncoded. Connotative meaning takes care of this as meaning is interpreted beyond the sentence, aside from the pictures and icons used in meaning interpretation, the reader needs cultural, contextual, and shared knowledge to decipher an advertising message, from the example of the always extra thick advertisement, there is a presupposition that the target audience knows the product, its use and the benefit of using extra thick brand. The essence of icons and the use of pictures and signs in advertisements is to disambiguate meanings.

However, the use of icons and signs is not enough to disambiguate meaning but according to Williamson (1983:19) in Kaiko Tenaka (1983)'advertising messages are not fully encoded and that interpreting advertisements takes more than just decoding but. They need the audience to make appropriate connections. The essence of this however is that linguistic and iconic interpretation are not enough as the reader must be able to make a connection between the product and the message. An example from text 14 of the data, the advert reads

Nirvana Extra bitter for the bold

For a reader to interpret this advert message, he should be able to establish a connection between extra bitter, bold, and the picture of a chilled bottle of nirvana, readers' inferential ability is, therefore, necessary for proper decoding of advertising messages.

Conclusion

With this research, a modest contribution has been made to the study of the language used in print media advertisements of groceries in Nigeria. It is worthy of note that this research has been able to further affirm the language of advertisement as a variety of the English language. Also, advertisers will have the understanding that there should be a balance in both linguistic and extra-linguistic items used in advertising

as this is important in actually fulfilling the goal of persuading readers to buy advertised products and not just the entertaining aspect of it.

Advertising is communication and, this research has shown that for readers, it is necessary to see beyond the sentence when reading advertisement, there is the need to look closely at icons. Signs, and colours to understand advertising messages.

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