

**An Analysis of Persuasive Elements in the English of Advertisements in
Newspapers in Ghana**

by

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Submitted in accordance with the requirements for the degree of

DOCTOR OF PHILOSOPHY

in the subject

LANGUAGE, LINGUISTICS AND LITERATURE

at the

UNIVERSITY OF SOUTH AFRICA

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JANUARY 2019

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*/ declare that **An Analysis of Persuasive Elements in the English of Advertisements in Newspapers in Ghana** is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.*

I further declare that I submitted the thesis to originality checking software and that it falls within the accepted requirements for originality.

I further declare that I have not previously submitted this work, or part of it, for examination at the University of South Africa for another qualification or at any other higher education institution.



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SUMMARY

Advertising is a genre of mass media communication which unearths the exceptional qualities of products and services in a persuasive fashion. It is also a form of marketing communication through which business organizations inform the general public about new or improved commercial endeavors. Advertising in modern time comprises varied component parts (visual imagery, graphic and color designs, print and auditory techniques.); however, language plays an indispensable role in the transmission of the message. Language has an immense influence on human beings and the way they behave. The language of advertising influences the reasoning, thinking, feeling and the general attitude of the audience. Copywriters, like poets, choose their words carefully in order to achieve a particular rhetorical effect. They use language in such a way that they attract attention, arouse interest or desire and create need. Language forms an integral part of advertisements. The current study focused on persuasive elements in the English employed in advertisements in newspapers in Ghana. The study investigated the extent to which Aristotle's three artistic proofs (logos, pathos and ethos), figures of speech and grammatical elements in the English of advertisements in the Ghanaian newspapers were employed by copywriters for persuasive effect. The current study was underpinned by three theories, namely, Aristotle's Rhetorical Theory, Conventional Figurative Language Theory and the Standard Theory of Generative Grammar. These theories lent support to the three thematic trends of the study. The qualitative research design was employed given the interpretive nature of the analysis of the corpus. The current study did not involve human subjects as data sources because the corpus was from written documents. The purposive sampling method was employed owing to the subjective nature of the process of data collection. The qualitative content analysis approach was adopted as the analytical framework for the study. This made it possible for the coding of

categories of the textual data based on the themes, patterns and trends that emerged. The findings of the research revealed that copywriters in the Ghanaian newspapers employed Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of advertisements for persuasive effect.

KEY TERMS: Advertising, Advertisement, Advertiser, Copywriter, English language, Logos, Pathos, Ethos, Figures of speech, Grammatical Elements, Print media, Persuasion, Communication.

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LIST OF ABBREVIATIONS AND ACRONYMS

WAPL: West African Publicity Limited

UAC: United African Company

UK: United Kingdom

US: United States

MD: Multi-dimensional

QCA: Qualitative Content Analysis

CFLT: Conventional Figurative Language Theory

CTM: Cognitive Theory of Metaphor

ST: Standard Theory

Ad: Advertisement

Advert: Advertisement

GR: Grammar

FS: Figures of Speech

LO: Logos

PA: Pathos

ET: Ethos

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ACKNOWLEDGEMENT

I thank the Almighty God greatly for giving me the strength, courage and the wisdom to write this thesis. It is by His grace and benevolence that the completion of this thesis has become a reality.

I express my profound gratitude to my supervisor, Professor Bernard M. Nchindila of the Department of English Studies, University of South Africa, for his immense contribution to the completion of my thesis. My supervisor gave me hope from the outset by showing interest in my topic and guiding me to mould it in the right direction. Owing to his constructive guidance, I was focused and I could perceive the way forward in my study. During the research proposal period, my supervisor guided me to compose a persuasive document that was up to the required standard. At the thesis level, my supervisor really encouraged me. He would send me reminders, occasionally, when he had not heard from me for a long time. My supervisor went through my chapters in good time and he responded promptly with the corrected versions. He would send me the statement “sustain your effort” which really inspired and motivated me.

I owe a great deal of gratitude to three distinguished ladies from the University of South Africa for their assistance during the period of my study. Miss Wanda Roux, a supervisor with the Post Graduate Administration Department and Mrs Phuti Maponya, a student advisor with the College of Graduate Studies, ensured that I was duly registered for the academic year; I thank you very much. I am also extremely grateful to Miss Elizabeth Goosen, the master’s and doctoral coordinator and Mrs Susan Du Plessis, the master’s and doctoral examination coordinator both of the College of Graduate Studies for all the help they accorded me during the assessment stage of my thesis.

Special thanks go to Dr Eric Opoku Mensah, the Head of the Department of Communication Studies, University of Cape Coast, for encouraging me to apply for admission at the University of South Africa and for his show of concern about the progress of my academic pursuit. As my Head of Department, Dr Opoku Mensah created the convenient atmosphere for me to combine lectureship with my PhD thesis. Another senior member of my Department who deserves my gratitude is Rev. Prof. Philip Arthur Gborsong. He showed so much interest in my PhD programme and always encouraged me. Other members of my Department who also demonstrated a high degree of enthusiasm in my PhD work were: Miss Araba Baiden, Miss Eunice Eshun and Mrs Judith Owusu-Peprah. I am so grateful to these ladies for motivating me.

I express immense gratitude to Dr Kwabena Sarfo Sarfo-Kantanka, a senior lecturer at the Department of English, University of Cape Coast, for the interest he portrayed in the course of my PhD study. Dr Sarfo-Kantanka went the extra mile to purchase relevant books for me from the United Kingdom where he was pursuing his PhD. The books which are on the language of advertising helped me greatly at the literature review stage of my thesis.

DEDICATION

I dedicate this thesis to Afiba, my wife, and to my children: Obodai, Adjah, Oboshie and Nii-Torto for their love, tolerance, patience, motivation and encouragement. I also dedicate my thesis to Mrs Vivian Naa-Amoah Mensah, my elder sister, for taking the initiative to enroll me in school and to give me the requisite tutelage in my formative years. My thesis is also dedicated to Ex-WOI Robert Emmanuel Nii Amoo, my elder brother, for his immense contribution to my education and inculcating military discipline in me. Finally, I dedicate this thesis to my parents, Mr Amaziah Adjah Torto and Madam Beatrice Adoley Lomotey for showing me so much love and care.

CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

In this chapter, I present an overview of the study. The chapter commences with the background to the study which situates advertising both in historical context and in contemporary time. In this chapter, I also present the focus of enquiry of the study, the research problem, the research objectives, the research questions, the scope of the study, the assumptions underlying the study, the significance of the study, the motivation for the study and finally the outline of the thesis.

1.1.0 BACKGROUND TO THE STUDY

Advertising has been in existence for many years and it has evolved over time. In ancient Greece, Babylon, Egypt and the Roman Empire, advertising took the form of images, symbols and signs on walls and shops (Moriarty, Mitchell & Wells, 2009). This was to create the awareness about products and their places of manufacture. In ancient China, advertising was either verbal or by the use of musical instruments; later, advertising took the form of writings on signboards and posters. In the medieval period in Europe, advertising took the form of exhibition of finished products because many people could not read and write. Advertising was also like oral announcement at public places and this was to draw customers' attention. Art work on rocks and walls for advertising started in India many centuries ago (Bhatia, 2000). Advertising underwent changes during the Renaissance Period in Europe in the fifteenth and sixteenth centuries when advancement in printing gave rise to literacy. With the advent of an innovative

printing technology in Asia and Europe in the second half of the fifteenth century, printing was done on a large scale and people read extensively to broaden their intellectual horizon. Information dissemination was improved and advertising was given the needed publicity in the print media (Moriarty et al, *ibid*). Advertising, therefore, took the form of mass communication for commercial purposes in newspapers in America and England in the seventeenth and eighteenth centuries respectively. During the period of the Industrial Revolution in the eighteenth century, which saw a rise in the production of goods, advertising in the print media in the United States (US) and Europe helped manufacturers to disseminate information about their products to prospective buyers.

By the middle of the nineteenth century, advertising was mainly in the print media in Europe and America and it had become a serious business (Hower, 1949). Advertisers incorporated both pictorial images and language and these were employed as persuasive techniques in advertisements. Advertising assumed a broader dimension; it underwent development and expansion in Europe and the US. As a result, advertising agencies emerged in Great Britain, France, Germany, Italy and the US and they extended their activities to other parts of the globe (Ciochetto, 2013). By the middle of the twentieth century, American advertising companies had extended their activities to the United Kingdom, Germany, France and Italy and this resulted in innovation, development and expansion of advertising in these countries (Delulio, 2009). The modernization of advertising started from the later part of the nineteenth century in the US and this was characterized by creativity and innovation. Copywriters devised advertisements with pictorial images and words to appeal to the consumer's emotions, conscience, reasoning and senses. Advertising was modernized and given a new approach (Schultz, 2002).

Advertising increased at a fast rate in the twentieth century due to the advent of new technologies in the communication arena. With the establishment of radio stations in the US and Great Britain in the early parts of 1920, advertising was given the needed impetus (Smulyan, 1994). Television broadcasts were also established in the US and the United Kingdom by the middle of the twentieth century. Television broadcast broadened the scope of advertising in the 1950s. As a result, commercial television broadcast promoted many companies and made their businesses flourish. The introduction of cable and satellite television in the late 1980s and early 1990s, brought about advancement in advertising. Advertising on the Internet reached its peak in the last decade of the twentieth century. As a result, new avenues were opened for advertising to function and thrive and this promoted international trade. At the early part of the twenty-first century, many websites were created on the Internet and they were used as channels for online advertising.

In China, advertising as a form of marketing communication increased in the 1980s. When China joined the World Trade Organization in 2002, advertising became a fast growing industry in the country. This gave rise to many advertising agencies in China. In the twenty-first century, the use of English in Chinese advertisements has increased. English attracts the attention of the young generation in China to advertisements. By 2014, advertising in China was done on cell phones more than on television. Social networking sites in China were used to advertise products from both China and the western world (Stevenson & Wang, 2014).

In India, the liberalization of the economy in the last decade of the twentieth century had attracted foreign investors and advertisers to the country (O'Barr, 2008; Chandra, Griffith & Ryans, 2002). Advertising in India was in two categories: Advertising in newspapers in English was designed for the elite class who could afford expensive products because they were well

paid while advertisements in newspapers in the local languages advertised inexpensive products and were targeted at the low income earning population. As a popular and successful sport in India, the game of Cricket also promoted advertising in India to a very large extent.

In Africa, advertising was practiced in a traditional way up to the colonial era. During this period, foreign advertising companies brought about changes and innovation in advertising in Africa. This external influence gave rise to growth, development and modernity in advertising on the African continent. In the West Africa sub-region, advertising took traditional forms before the colonization period. The early forms of advertising in Nigeria were signs, paintings and public announcements (Kasie, 2007). Islamic migrants from other West African countries like Mali and Nigeria came to Ghana occasionally to sell traditional medicines. These foreign traders used magic as an advertising strategy. They would display magical powers in order to persuade buyers of the potency of their medicines (Asare, 2013).

The growth and development of advertising in Nigeria and Ghana occurred during the colonial era in the early part of the twentieth century. The colonial influence on advertising led to the creation of the West African Publicity Limited (WAPL) in 1928 (Kasie, *ibid*). The WAPL (an advertising agency) which emanated from the United African Company (UAC) was responsible for marketing communication and the coordination of economic activities of colonial expatriates in Nigeria, Ghana and other West African countries (Akatu, 1980). In Ghana, the WAPL installed billboards that displayed pictures advertising variety of foreign products. The WAPL used pictorial images as instruments of advertising in newspapers and cinemas. Advertising was also in the form of posters on trains, buses, trees and billboards by roads and streets (Atta, 2013). Advertising in the post-independence period in West Africa was more creative, innovative and sophisticated due to external influence from the western world. In the twenty-first century,

different communication networks are employed as channels for advertising: the print, electronic and Internet media.

1.1.1 Advertising in Modern Time

As advertising evolves over the years, it has become sophisticated and has assumed broader dimensions. In the past, advertising simply provided information on industries, manufacturers, products and services; however, today, persuasion has become an integral part of it. To achieve persuasion, advertising influences the thinking, feeling and behavior of the target audience. Advertising in modern time has gained prominence and has become essential due to competition in the world of business over goods and services (Skorupa & Duboviciene, 2015). Through advertising, industries, companies, firms and corporate organizations are able to inform the consuming public about the availability of goods and services.

Presently, in the realm of business, advertising is employed as a form of marketing strategy which targets potential customers. To a large extent, advertising makes it possible for manufacturers to sell their products to consumers. Since contemporary advertising is a form of mass communication, information about goods and services reaches as many people as possible and this goes a long way to promote businesses (Moriarty et al, *ibid*). In business circles, advertising enables companies and manufacturers to introduce new or improved goods and services to the target audience. Modern time advertising also serves as a reminder to existing customers about the memorable experience they had with a particular product. With the competition in the world of business, consumers are exposed to lots of information about the existence of relevant goods and services. Advertising influences the consumption decisions of

the populace; for instance, one advertisement informs the audience that a particular product is the best among other similar ones (Clow & Baack, 2012).

Advertising in modern time commences with the advertiser, the company or business entity that transmits the advertising message. The advertiser is also an individual from the organization who has the authority to oversee advertising matters. The advertiser has the mandate of the business establishment to liaise with advertising agencies concerning the production of an effective advertisement. In the world of advertising, the advertiser begins the advertising process in order to meet a certain business goal. An advertisement may be created in order to introduce a new brand to the consuming public or to provide some vital information about the function of a product. The advertiser is the architect or the brain child of an advertisement. The advertiser (the individual or company) has the final say about a number of issues including budget, planning, the creation and message of the advertisement, medium of communication, the target audience and the advertising agency (Moriarty et al, *ibid*).

In contemporary time, another essential component of advertising is the advertising agency. Its mandate is the actual construction of advertisements. The advertising agency is able to perform this task by employing experts in various advertising fields. The agency in advertising is responsible for the production, dissemination or transmission of advertisements in the media. Some well established business organizations have Advertising Agency Departments that concern themselves with the business of advertising. Such companies with internal advertising agencies are able to oversee and control advertising activities. Modern advertising is characterized by a group of experts and organizations who provide supporting services to advertisers, advertising agencies and media houses in the course of advertisement production (Moriarty et al, *ibid*). Today, different experts work behind the scenes in the production of

advertisements. Some of these experts, specialists and professionals who contribute to advertisement creation and production include: Copywriters, graphic designers, photographers, cameramen, visual artists, computer scientists, programmers, musicians, sound engineers, film directors, actors/actresses, celebrities, comedians, media consultants, marketers and researchers.

Due to modern technological development and many mass media communication channels advertising has attained great heights; it forms an integral part of our world today (Cook, 1992). Advertising in modern time is a complex form of communication that aims at achieving positive responses from a targeted audience through different kinds of mass media. The print and electronic media and the Internet are employed extensively in the transmission of advertising messages today. These days, other forms of information dissemination instruments such as billboards, cell-phones, trains, aircrafts, buses, buildings, stadia and movies are employed as advertising media. Nowadays, advertisers choose the appropriate media to disseminate the advertising message. In advertising, the media are the channels or vehicles for the spread of the advertising information to the target audience. There are a number of media houses or companies that are engaged by advertisers. The media houses (newspaper corporations, radio stations, TV studios, billboard firms) across the globe have departments in charge of the sale of advertising space or air-time. The media companies provide consultancy services to advertisers in terms of the choice of channels of communication and the production of effective advertisements. These days commercial advertising is paid for by the advertisers; however, media organizations do not charge for public service advertising (Moriarty et al, 2009).

In contemporary time, advertisements abound in the mass media. Wadhawan (2014) describes modern advertising as creative, innovative, competitive and persuasive. In present time, advertisements are artistic pieces of work since much thinking and imaginative ideas are put into

them. Creativity permeates the entire process of production of an advertisement. For an advertisement to be attractive and effective, the language, visual imagery, printing, auditory system, setting and dramatic effect are combined in a creative fashion. In its current form, every component of an advertisement, including the language, catches the attention of the audience. In modern time, language forms an integral part of advertising. Language constitutes our most significant means of communication (Vestergard & Schroder, 1985) and according to Kannan and Tyagi (2013) it has a strong influence on the way human beings behave. Copywriters employ attractive and memorable language for persuasive effect in advertisements. Myers (1997) and Cook (1996) are of the view that the manner in which copywriters use language for a particular effect is similar to the way language is employed in the world of poetry. In contemporary time, copywriters use language differently from the usual literal way (Dyer, 1982). In fact, the language of advertising is in its own class; Leech (1969) and Goddard (2002) describe it as a piece of literary genre.

From a general perspective, the language of advertising in modern time is simple and straightforward, on one hand. Copywriters sometimes use the literal and simple forms of language to communicate with their audience (Dyer, *ibid*). For instance, the English used in advertisements now, to some extent, contains simple sentences some of which are imperative, declarative or interrogative in their communicative functions. If the English is direct and plain, it is comprehensible and therefore attracts the attention of the audience. With the simplicity of the English language, the advertising message is literal, clear, attractive and memorable. The informality of the English of advertising, in one way, can be attributed to the fact that copywriters sometimes break the rules that govern the language by constructing short sentences some of which are incomplete yet they are made to function as fully-fledged grammatical

structures (Dyer, *ibid*). Other informal features of the English of advertising are the creation of new words and the misspelling of words. From another perspective, the language of advertising in modern time is figurative in nature, on the other hand. At this level, copywriters sometimes present the English of advertising in a way that departs from the usual standard use (Dyer, *ibid*). The rationale is to make the English language attractive to the audience. In this regard, copywriters may compare two unlike entities with the view of projecting the image of an advertised product. Copywriters may exaggerate the qualities of a product or associate human attributes to an inanimate object. Many other figurative expressions are employed by copywriters with the view of making the English language attractive to the consuming public. In contemporary time, words are indispensable in advertising. Copywriters use English words to supplement the visual message (Goddard, *ibid*). English words uplift the image of a brand and the organization. Copywriters choose words carefully; in fact, they economize words as it is done in poetry and the words contribute certain effect to the advertisement in its entirety. The English words used in an advertisement may paint a mental picture in the minds of the audience and this may make the message memorable (Torto, 2017). The English words in an advertisement may also appeal to the senses of the audience and this may make a potential consumer imagine an experience with an advertised product or service.

1.2 THE FOCUS OF ENQUIRY

Advertising is a type of communication whose ultimate goal is to persuade potential customers of the good qualities of products and services. There are various strategies that advertisers employ in order to persuade their customers to take purchasing decisions. One of them is the

designing of an advertisement in which the pictorial images and other graphic designs are prominent. Another persuasive technique is the use of language to transmit the advertising message. Although a number of persuasive strategies are available in advertising, language plays a pivotal role in the communication of information (Vestergard & Schroder, 1985; Dyer, 1982; Goddard, 2002). Copywriters employ language in an attractive way to achieve persuasion in advertisements.

The focus of the current study is the use of persuasive elements in the English employed in advertisements in newspapers in Ghana. The persuasive elements that are employed in the English of advertisements are figures of speech; copywriters utilize both tropes and rhetorical figures in the English of advertisements. The second set of persuasive elements that form part of the English of advertisements are Aristotle's three artistic proofs, namely, logos, pathos and ethos; these are used as rhetorical strategies. The third persuasive components of the English of advertisements are grammatical elements.

1.3 STATEMENT OF THE PROBLEM

The problem the current study seeks to address is whether the persuasive elements that form part of the English of advertisements in the Ghanaian print media use Aristotle's three artistic proofs, figures of speech and grammatical elements for persuasive effect. However, the literature reviewed in the Ghanaian context did not reflect these three thematic areas. The literature on studies conducted on the English of advertising in the Ghanaian context revealed multimodal approaches; a mixture of phenomena which encompassed the linguistic component, metaphor, pictorial imagery and gesticulations (Anim-Ayeko, 2012); discourse strategies, identity,

personalization, colloquialism, hedging, intertextuality, culture and ideology (Duah, 2007). As a solution to the research problem, persuasion was investigated using the three themes of the current study. In the first place, the current study investigated the extent to which Aristotle's three artistic proofs (Logos, pathos and ethos) were used in the English of advertisements in newspapers in Ghana for persuasive effect. Secondly, the study investigated the use of figures of speech in the English of advertisements for persuasion. Thirdly, the study researched into the use of grammatical elements in the English of advertisements for persuasive effect.

1.4 RESEARCH OBJECTIVES

The current study had a number of research objectives which were used to address the research problem. The first was to investigate the extent to which Aristotle's three artistic proofs were used in the English of advertisements for persuasive effect. It is worth noting that copywriters used Aristotle's three artistic proofs (logos, pathos and ethos) in the English of advertisements in the Ghanaian newspapers for persuasive effect. For instance, the use of logos in the English of advertisements persuaded through reasoning. On the other hand, the use of pathos in the English of advertisements appealed to the reader's emotions. The use of ethos in the English of advertisements, however, persuaded the audience by the character of the copywriter. The second research objective was to research into the use of figures of speech in the English of advertisements for persuasive effect. Copywriters used figures of speech in the English of advertisements for persuasive effect. The use of figures of speech (tropes and rhetorical figures) in the English of advertisements in the Ghanaian press was characterized by unusual use of English in which one thing was associated with another or

different things were compared. The use of figures of speech in the English of advertisements was a rhetorical strategy to attract the reader's attention and persuade them to take purchasing decisions. Figurative expressions in the English of advertisements created mental pictures and made the message vivid and memorable. The third research objective of the current study was to investigate the use of grammatical elements in the English of advertisements for persuasive effect. For instance, the use of imperative sentences in the English of advertisements urged and encouraged the audience to take purchasing decisions. Adjectives and adverbs were also used as descriptive words and they made the audience have a certain experience with respect to the advertized product or service.

1.5 RESEARCH QUESTIONS

In the current study, I analyzed persuasive elements in the English of advertising texts in newspapers in Ghana. I formulated the following questions to guide the study:

1. How are Aristotle's three artistic proofs employed in the English of advertisements in newspapers in Ghana for persuasive effect?
2. How are figures of speech in the English of advertisements in newspapers in Ghana used for persuasive effect?
3. To what extent are grammatical elements in the English of advertisements in newspapers in Ghana employed for persuasive effect?

The answers to these questions enabled me to establish persuasive elements in the English of advertisements in newspapers in the Ghanaian context. In attempt to address the first research question, Aristotle's Rhetorical Theory (Aristotle, 2007) was found to underpin the findings

emanating from the first question. The use of logos in the English of advertisements, for example, appealed to the rational side of the audience. On the other hand, the use of pathos in the English of advertisements appealed to the reader's emotions. Copywriters deliberately used strong emotive words to play on the reader's feelings. These words had an impact on the consumer's emotional state and elicited positive responses about the advertised product or service. The use of ethos in the English of advertisements, however, persuaded the reader by the character of the copywriter. When the audience was convinced that the copywriter was well informed, could be trusted and was interested in issues that concerned them, the copywriter gained credibility.

In order to address the second research question, the theory that was found to underpin the findings was the conventional Figurative Language Theory, developed by Dobrovol'skij and Piirainen (2005) to complement the Cognitive Theory of Metaphor (CTM) which was propounded by Reddy (1979) and developed by Lakoff, Johnson and their linguist colleagues (Lakoff & Johnson 1980, 1999; Lakoff 1993; Lakoff & Turner, 1989). The use of figures of speech (tropes and rhetorical figures) in the English of advertisements was characterized by unusual use of language. The figurative expressions in the English of the advertisements employed one or more figures of speech to complement and even modify the literal, basic meanings of lexical items with additional associations and interpretations. The use of figures of speech in the English of the advertisements departed from their literal meaning to create an image in the reader's mind.

Likewise, in order to address the third research question, Chomsky's (1965) Standard Theory of Generative Grammar was found to underpin the findings arising from the third question. It is worth noting that copywriters employed grammatical elements in the English of

advertisements for persuasive effect. They used short sentences and these had an impact on the reader. For instance, the use of imperative sentences influenced the behavior or action of the audience. The imperative sentences addressed the consumer directly; they interacted with the audience. Adjectives and adverbs were used as modifiers and they created mental pictures in the mind of the audience.

1.6 SCOPE OF THE STUDY

The scope of the current research delimits the focus and boundaries of the study. This was to ensure a fairly manageable scope of the entire research. In the first place, the study was limited to the English employed in advertisements in newspapers in Ghana. The rationale is that advertising in the print media takes many forms (visual images, graphic and color designs, and other print techniques); however, the English language is an essential component since it enables the audience to identify advertised products, grasp the message and remember it.

Secondly, the current study focused on Aristotle's three artistic proofs, grammatical elements and figures of speech in the English employed in advertisements in newspapers in Ghana. Aristotle's three artistic proofs (logos, pathos and ethos) constitute a persuasive theory which lent support to the current study. Grammatical and syntactic elements, tropes and rhetorical figures in the English of advertisements were analyzed to determine how persuasive they were.

From another perspective, the current study focused on advertisements in the print media in Ghana. The reason for this delimitation is that the Ghanaian press is in English and the current study is solely focused on the use of English in advertisements in newspapers in Ghana. Another reason for focusing on the print media in Ghana is that the electronic media (radio and television)

are multilingual; they use English and other Ghanaian languages in the broadcast of advertisements. My choice of newspapers was to avoid the introduction of the Ghanaian languages into the corpus.

Finally, in the current study, I focused on product advertisements in both state owned and private owned newspapers in Ghana. Product advertisements in the print media in Ghana were on beverages, food, provisions, clothing, cosmetics, medicines, cars, electrical appliances, electronic gadgets, cell phones, equipment, machinery and agricultural inputs. Product advertisements are normally created for the final customer or the individual that purchases the product for another person's use. Product advertisements persuade the audience to acquire and consume the advertized product. The choice of product advertisements is due to the fact that they are many and varied; I therefore had a wide spectrum of data to analyze.

1.7 ASSUMPTIONS UNDERLYING THE STUDY

In the current study, three main assumptions lend support to it. The first is that language forms an integral part of human experience (Turner, 2004). Language is therefore fundamental in knowledge construction and transmission across disciplines. In the sphere of advertising, English plays an essential role in persuading people to take purchasing decisions. Although advertising has many component parts, previous studies have revealed that it is the English language that enables the audience to identify a product and remember it (Nga, 2010; Dyer, 1982; Vestergaard & Schroder, 1985).

The second assumption underlying the current study is that every context of language usage is for a communicative purpose (Fairclough, 1992). In advertising, language forms an integral part

of almost every advertisement. In the Ghanaian context, the local languages are not used in newspapers; it is solely English. In Ghana, English is employed for the production of advertising texts in the print media. The English language communicates the advertising message to the consuming public. The English of the advertisements comprises the grammatical units, syntactic structures, figures of speech and Aristotle's three artistic proofs. As language has an immense influence on people and the way they behave (Kannan & Tyagi, 2013), copywriters in the Ghanaian press employ English for persuasive effect.

Finally, it is assumed, in the current study that the language employed in an advertising text is for persuasive effect. In advertising, the English language persuades by influencing people's intentions, beliefs, attitudes, behaviors and actions (Seiter & Gass 2010: 33). From one perspective, the English of advertising persuades through description which creates a mental image of a product and enables the audience to experience it (advertized product) through their five senses. From another angle, the use of figures of speech in the English of advertising also persuades by enticing the consumer to exercise their choices. Figurative expressions in the English of advertising are characterize by unusual meaning of words. They sometimes exaggerate the qualities of a product and thus draw the attention of the audience. Another persuasive function of the English of advertising is that it also appeals to the emotions and reasoning of the audience and thus influences their behavior.

1.8 SIGNIFICANCE OF THE STUDY

The significance of the current study can be perceived in a number of ways: In the first place, the study contributes to existing knowledge. Research has been conducted previously, in Ghana and other parts of the globe, on the use of English in advertising (Leech, 1966; Cook, 1992; Harris, 1989; Leah, 2001; Nga, 2010; Duah, 2007; Anim-Ayeko, 2012; Koteyo, 2015; Noriega & Blair, 2008; Pigott, 1996; Gerritsen et al, 2010; Bulawka, 2006; Goldstein, 2011; Romanenko, 2014; Skorupe & Duboviciene, 2015). The current study was on the use of English in advertisements in newspapers in Ghana. The study revealed that copywriters in the Ghanaian print media employed Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of advertisements. The current study, therefore, contributes to existing knowledge on the use of English in advertisements in the print media. From another perspective, the current study demonstrated that copywriters in the Ghanaian press employed Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of advertisements for persuasive effect. In this regard, the current study contributes to existing knowledge on the use of English in advertisements for persuasion. The current study also contributes to existing knowledge on the use of the three theories: Aristotle's Rhetorical Theory, Conventional Figurative Language Theory and the Standard Theory of Generative Grammar in research.

Another significance of the current study is that it fills the knowledge gaps in the literature. First, it is worth noting that previous studies on the use of English in advertising investigated the use of figures of speech in advertisements for persuasive effect (Leech, 1966; Nga, 2010; Anim-Ayeko, 2012; Adamu, 2009). The current study complements these studies by making a distinction between tropes and rhetorical figures in its investigation of the use of figures of speech in the English of advertisements in the Ghanaian print media.

1.9 CHAPTER OUTLINE

The current study comprises six chapters. The first chapter begins with background to the study which traces advertising from historic time to the present and explores its growth, development and innovation. This is followed by the focus of enquiry which explicates what the current study entails. The next segment of chapter one is the statement of the problem which acknowledges the fact that studies on the English of advertising in the Ghanaian print media do not incorporate all the three components of the English employed in advertising texts, namely: Aristotle's three artistic proofs, figures of speech and grammatical elements. The research objectives follow and they address the research problem by focusing solely on the use of English for persuasive effect in advertisements. Three research questions which will guide the study in its entirety also follow. The questions are based on Aristotle's three artistic proofs, figures of speech and grammar. The scope of the study is next and it delimits the boundaries and focus of the research. Another constituent of chapter one is the assumption underlying the study which is that every instance of language usage is for a communicative purpose. The significance of the study follows and this states that the current study contributes to existing knowledge and fills the gap in the literature. The penultimate segment of chapter one is the motivation for the study which is that there is no study in Ghana which is solely on the English of advertising. Chapter one ends with an overview of the study which summarizes the entire thesis.

The second chapter of the current study reviews the literature on the use of English in advertising in various contexts: United Kingdom, United States, Western Europe, Poland, Japan, Vietnam, Nigeria and Ghana. The review of the literature makes inter-textual connections, builds on and assesses existing knowledge. The review also identifies the knowledge gap in the literature.

Chapter three of the thesis presents three theories that underpin the current study. Each theory aids the research by lending support to the three research questions. The first theoretical framework is Aristotle's Rhetorical Theory which is based on his three artistic proofs, namely, logos, pathos and ethos. The second theoretical framework is the Conventional Figurative Language Theory by Dobrovol'skij and Piirainen (2005) and this is linked to the second research question on figures of speech. This theory lends support to the interpretation of figurative units in the English of advertisements. The third theoretical framework is the Standard Theory of Generative Grammar by Chomsky (1965) and this relates the third research question on grammar. This theory underpins the grammatical analysis of the English of advertising texts.

Chapter four of the current study is the research methodology. The chapter begins with the research design, which is qualitative given the interpretive nature of the current study. The other section of chapter four is a method of data collection which is qualitative documents as the data source of the current study is the print media. The chapter also contains the research sampling technique. The purposive sampling is chosen since it will enable the researcher to focus on specific characteristics of the data. Chapter four also presents reliability, validity and ethical issues. Reliability and validity are measures that will be taken to ensure the accuracy and credibility of the research findings. The ethical issues constitute matters of morality that may arise at the various stages of the current study. Chapter four ends with the analytical framework which is the qualitative content analysis approach to textual data analysis.

Chapter five analyzes and discusses the data collected. The chapter employs a qualitative content analysis technique for the analysis and interpretation of text data. The qualitative content analysis research method will be applied for the coding of themes, trends and patterns in the text data. In chapter five, all the three research questions are addressed in the analysis and discussion process. Chapter six is the conclusion and it is the final section of the thesis. The chapter presents a summary of the research findings. This is followed by the main contributions of the study to the body of knowledge, limitations of the study and finally, recommendations for future research.

1.10 CONCLUSION

In this chapter, I introduced the thesis by presenting an overview of the entire study. I commenced with information on the background to the study in which I placed advertising in historical context and continued with an exploration of it in contemporary time. Advertising had existed from ancient time till now. Today, it is in different forms and in varied media: print, electronic, billboards and Internet. Modern time advertising can be described as sophisticated and persuasive. In this chapter, I also provided information on the focus of enquiry of the study, the research problem, the research objectives, the research questions, the scope of the study, the assumptions of the study, the significance of the research, the motivation for the study and an outline of the chapters of the thesis. The next chapter deals with a review of the literature on the use of English in advertising in both Ghanaian and non-Ghanaian contexts

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

In this chapter, I situate the current study in the context of work done by other researchers on the use of English in advertising, with a view to showing how the present study is both similar and different from previous ones. The review of the literature engages other parallel studies and examines existing knowledge. The review also identifies the knowledge gap which needs to be filled. In this chapter, I review the literature on studies conducted on the use of English in advertising in the United Kingdom, United States of America, Western Europe, Poland, Japan, Vietnam, Nigeria and Ghana. I also review the literature on studies conducted on the use of English in advertising slogans.

Leech (1966) played a pioneering role in his research into the use of English in advertisements in the United Kingdom (UK). He analyzed the English employed in advertisements from different perspectives. The grammatical analysis revealed the use of words, phrases, clauses and sentences in the advertisements. The use of modifiers in the form of adjectives and adverbs were used extensively for the purpose of description of advertized products. From Leech (1966), minor grammatical units such as phrases and non-finite clauses were used as if they were independent or fully-fledged grammatical structures. The purpose of this approach was to attract consumers' attention. From the semantic perspective, Leech (1966) postulated that the meaning of some advertising texts could be arrived at as a result of a collective interpretation of the lexical items employed in the advertisement. According to Leech, the English used in the advertisements that he studied were both idiomatic and figurative. Indeed, figures of speech were used in the

advertising texts to either compare different phenomena or suggest a similarity and this created striking and memorable images. Human characteristics were bestowed on non-human entities in order to create mental pictures of advertized products. From the phonological perspective, Leech (1966) reported the use of sound effect devices in the English of advertising in Great Britain. This made the advertisements intriguing and attractive. Leech (1966) revealed that the rules governing the English language were violated in the advertising texts he analyzed in the media in the United Kingdom. According to Leech (1966) rules were broken at the orthographic level where words were spelt differently for the purpose of drawing attention to themselves. Harris (1989) points out that in the language of advertisements, linguistic rules are violated and this has a great impact on consumers. Leah (2001) researched into rule-breaking in a range of advertisements in French and English. Leah (2001) posits that linguistic violation is a tool advertisers use to make the product more attractive and to make the advertisement more effective.

Leech (1966) revealed the different components of the English of advertising in the media of Great Britain from the syntactic, morphological, grammatical, semantic, phonological and figurative perspectives. What is yet to be known is the use of Aristotle's three artistic proofs in the English of advertising for persuasive effect. The current study fills this gap in the literature by investigating the use of the three proofs of Aristotle (logos, pathos and ethos) in the English of advertising in the print media in Ghana.

Koteyko (2015) also did a study on the English employed in advertisements in the print media in the United Kingdom. The study covered a cross-section of the newspapers and magazines in Britain and an enormous database of advertisements was generated for analysis; the corpus comprised three hundred and sixty-four (364) advertising texts. Koteyko (2015) employed a

mixed method research design. She made use of numerical data and also interpreted and described the corpus of the advertising texts in her analysis. Koteyko (2015) adopted the multi-dimensional (MD) analytical framework of Biber (1988) in her linguistic analysis of the corpus. The MD model enabled her to represent the advertisement texts statistically based on the grouping of the grammatical units. It is worth noting that the MD framework had been applied to some linguistic investigations (Grieve et al. 2011; Biber 2006; Cao & Xiao 2013) but not to advertising. Koteyko (2015) bridged the gap in the application of the MD method to her analysis of the English of advertising in the British press. Koteyko (2015) employed the purposive sampling technique in the data collection process. In this regard, varied product advertisements were selected for the study; other data classifications were done based on the social status of the target audience of the advertising texts. The MD enabled the researcher to collect the data statistically and this was followed by a qualitative analysis as well. Then, the research corpus was categorized and labeled. This took the form of tagging and parsing as it was done in the British version of the International Corpus of English (Nelson et al. 2002).

The data analysis of Koteyko (2015) to a large extent could be described as mathematical, formulaic and graphic. The research yielded a number of findings: Koteyko (2015) discovered variations in the English employed in the advertisement corpus. Another research finding was that different grammatical units occurred in the varied advertising text and they exhibited different communicative functions. Koteyko (2015) also revealed that the English of advertisements in the British press reflected the sociolinguistics of the consuming public. Thus, the English employed in the research corpus considered the variations in gender of the audience. As a result, there were differences in the English used in the advertisement of a similar product to both men and women. While the English of the female advertisement was detailed and

descriptive, the male advertisement was brief and more straight-forward. From Koteyko (2015), it can be deduced that persuasion in advertising is sophisticated and it takes great effort to achieve it.

Koteyko's (2015) study and the current research were both similar and different in a number of ways: In the first place, both were based on a linguistic analysis of advertisements in the print media. However, they were different in terms of the research setting: While Koteyko (2015) was conducted in the UK, the current study was in Ghana. Secondly, both studies were focused on the use of grammatical units in the English of advertising. Nonetheless, the current study fills the gap in the literature by investigating the use of figures of speech and Aristotle's three artistic proofs in the English of advertising in the print media in Ghana. Thirdly, both studies were parallel in terms of the use of the data collection method of purposive sampling. However, in terms of the research design, Koteyko (2015) was both quantitative and qualitative while the current study was mainly qualitative. Finally, while Koteyko (2015) investigated the use of English to reflect gender distinctions in advertising, the current study was on the use of figures of speech and the logos, pathos and ethos in the English of advertising for persuasive effects.

Noriega and Blair (2008) did a psycholinguistic study of advertising to bilinguals in the United States (US). They set out to investigate whether the language that a copywriter advertized in, influenced the thinking process of the bilingual consumers in the US. The two researchers also hypothesized that an advertisement in the first language of bilinguals in the US might trigger thoughts about friendship, family relations, native country or domicile and this might lead to positive behavioural patterns. According to Linton (2004), the bilingual situation in the US is such that the immigrants speak their native languages at home and its environs while English is spoken at other settings outside the home domain. By this linguistic pattern, the bilinguals in the

US preserve their native languages. For Noriega and Blair (2008), in advertising, if different languages are employed they will elicit distinct attitudes and thoughts about the advertised products and services. Previous research on language choice in advertising and its effect on bilinguals revealed that if an advertisement was in the native language of bilinguals it was more effective. The fact is that bilinguals give the advertisements they can identify with much attention; they feel recognized, acknowledged and respected (Deshpande et al. 1986; Deshpande & Stayman 1994; Whittler, 1991). The choice of the native language of bilinguals by advertisers makes it easier for the bilinguals to comprehend the message of the advertisement. Prior studies revealed that if the message of the advertisement was in the bilinguals' second language, the bilingual might not be able to understand all the words of the advertisement (Luna & Peracchio, 1999, 2001). From another perspective, other studies revealed that some words in the native language of bilinguals appealed more to their feelings than words in the second language. This might be due to socio-cultural differences, in that, the culture of bilinguals might uphold certain concepts highly and this is realized linguistically (Luna & Peracchio, 2002, 2005). Noriega and Blair (2008) filled the research gap by investigating the extent to which language choice in advertising influenced the thinking of bilinguals in the US.

Noriega and Blair's (2008) study was two-pronged: In the first phase, the research engaged both the bilinguals' native-language and second language in the study. The bilinguals were to express their thoughts about two print advertisements in both languages. The research subjects were mature immigrants in the US who were pursuing a course in *English as a second language*. The purposive sampling technique was employed in the selection of respondents who were proficient in both their native language and the second language. The bilinguals' native languages that were captured in Noriega and Blair (2008) were: Turkish, Russian, Korean, Czech, Mongolian,

Spanish, Cambodian, Italian, French, Indonesian, Dutch, Japanese, Catalan, Vietnamese and Farsi. The thoughts of the respondents about the advertisements were coded from the perspective of Sauer et al. (1992). In the second segment of Noriega and Blair's (2008) research, the focus was on Spanish-English bilinguals who were literate in both languages. A native language context was created for Spanish while a second language situation was provided for English. The study was psycholinguistic in nature; respondents were to indicate their thoughts on the advertisements that were provided. The second part of the study also investigated the attitudes of respondents and this was conducted from the perspectives of Neese and Taylor (1994) and Putrevu and Lord (1994).

The findings of Noriega and Blair's (2008) research revealed that language influences the way we think about an advertisement and our decision to purchase an advertised product. This confirms the declaration of previous studies that language influences human thinking and cognition (Larsen et al. 2002; Marian & Neisser, 2000; Fivush, 1998). From Noriega and Blair (2008), advertisements that were in respondents' native language had more influence on thoughts related to friendship, family relations, country of origin and domicile than advertisements in the second language. Another finding of Noriega and Blair (2008) was that language has a relationship with context. From the study, the contextualization of the advertisement corpus, triggered positive thoughts about the advertisement, brand and purchasing intentions. The research results also revealed that the choice of language in an advertisement was essential as it influenced certain positive thinking processes which yielded positive attitudes. From Noriega and Blair's (2008) study it can be deduced that in the US advertisements in the bilinguals' first language trigger positive thoughts and attitudes and this enhances the effectiveness of the advertisement.

It is worth noting that Noriega and Blair (2008) and the current study were both based on print media advertising. The purposive sampling technique was employed in both studies for the purpose of data collection. However, in terms of the research design, Noriega and Blair's (2008) study was mainly quantitative; the corpus was analyzed mathematically and statistically and these were followed by interpretation and description of the data. The current study was mainly qualitative; it entailed analysis of textual data. From another perspective, while the current study was based on only English, Noriega and Blair (2008) involved English and the first languages of respondents. Noriega and Blair's (2008) research was also sociolinguistic to some extent as it covered the use of language in its social context. Noriega and Blair (2008) generally did a psycholinguistic study of advertisements for the bilingual community in the US. In their study, they investigated the thoughts bilinguals experience when they read advertisements. However, the current study fills the gap in the literature by investigating the use of grammatical elements, figures of speech and Aristotle's three artistic proofs as persuasive tools in the English of advertisements in the print media in Ghana.

Another research work in the US was Pigott's (1996) comparative study of British and American English employed in television (TV) advertising. In the study, Pigott discovered that the British advertisers employed subtle persuasive strategies in both the visual images and the words in TV advertisements. The British TV advertisers incorporated the life experiences of the UK audience, stimulated their emotions and enthusiasm and also appealed to their basic needs. According to Rothenberg (1989), the British copywriters applied features of film production to their TV advertisements and this made them highly dramatic. Rothenberg also described TV in the UK in the 1980s as creative and pleasurable. According to Pigott (1996), the dramatic genre that the British advertising agencies adopted was Burke's (1969) comedy style. This dramatic category

stressed setting and characterization in the TV advertisements. By the use of complex dramatic techniques and appropriate diction, British TV advertising agencies devised advertisements that were comic and humorous and Ehrenberg (1989) described them as entertaining. Pigott (1996) postulated that the British dramatic approach to advertising was more effective than the US since it yielded more positive responses.

From Pigott's (1996) study it can be deduced that the US TV advertisements were not as dramatic, comic, humorous and entertaining as the British. According to Pigott, the US advertising on TV had a number of flaws which made advertisements less effective than the British. In the first place, the US advertising agencies were more business oriented; their ultimate goal was to sell and reap financial gains. They used direct persuasive strategies which were quite aggressive. Secondly, the US TV advertisements had multiple scenes within them and the rapid changing of these scenes disturbed the focus and memory of viewers. According to Lang (1991), the right side of the human brain influences our visual memory while the left part has an impact on the auditory or verbal memory. Lang posits that scene changes on TV affects memory negatively. Due to the fast changing of scenes in the US TV advertisements, the various segments of the advertisements appeared on the screen for only a few seconds. As a result, the changes in the variety of visual images in the US TV advertisement interfered with the visual memory of viewers. On the other hand, the British TV advertisements did not undergo rapid scene changes and the advertisements stayed longer on the screen for the consumption of the audience. A third flaw in the US TV advertising was that US advertisers were influenced by the musical video technique on TV; however, this style was too fast for advertising. According to Pigott (1996), the musical videos appealed more to the sense of hearing of viewers than their sense of sight, while TV advertisements normally appealed more to the audience sense of sight

than hearing. Moyer (1989) supports Pigott's (1996) claim: After analyzing political campaign advertisements on TV in the US, Moyer (1989) concluded that visual images, almost invariably, are more attractive than the words. Moyer reported that in a presidential campaign advertisement on TV in the US, derogatory words against an opponent were rendered ineffective by visual images.

Pigott's (1996) study showed that in the last decade of the twentieth century, British TV advertisements were more effective than the US. This was because the former was more memorable, humorous and entertaining. Pigott agreed with Ogilvy (1983) who claimed that the British advertising industry was occupying the first position in the world. Pigott (1996) presented the way forward for the two advertising giants in the world and this was the collaboration between the US and British advertising agencies. For instance, the American advertisers were emulating the British dramatic techniques in TV advertising. The British advertising agencies on their part bought the best advertising agencies from the US. Pigott (1996) researched into the effectiveness of the English used in TV advertisements in terms of entertainment, humor and drama; however, what is yet to be known is the persuasive effect which is the ultimate goal of advertising. The current study fills the knowledge gap in Pigott (1996) by analyzing the use of grammatical elements, figures of speech and the logos, pathos and ethos in the English of advertising in newspapers in Ghana, for persuasive effect.

Gerritsen et al (2010) was a study on the effect of the use of English in product advertisements in five Western European countries (Germany, Spain, France, Netherlands and Belgium) where English is spoken as a second language. The review of the literature on the use of English in advertising in Western Europe shows that English is included in a large number of advertisements than any foreign language (Bhatia, 1992; Martin, 2002; Piller, 2003). According

to Gerritsen et al (2010), the reasons why advertisers employed English in product advertisements in the five non-Anglophone Western European countries under review were because they (advertisers) assumed that their audiences understood English and because English promoted the image and price of the advertized product. Gerritsen et al (2010) investigated the extent to which consumers comprehended the advertized message communicated in English and the effect of the use of English in advertisements on the image and price of the advertized products. From the literature, there were other reasons advanced by researchers, from a broad perspective, on the frequent use of English in European advertisements. One reason was the standardization approach in which English was incorporated in all product advertisements in Europe (Levitt, 1983; Onkvisit & Shaw, 1987). Other scholars were also of the view that uniformity in advertising would work in favour of the globalization of markets (Zou & Cavusgu, 2002). Another reason postulated for the use of English in European advertisements was because certain essential products were manufactured in America or Britain and it was more semantically prudent to describe the products in English (Friedrich, 2002; Takahashi, 1990) than in any of the native languages in Europe. The third reason why English was employed in European advertisements was due to its global nature (Bailey & Gorlach, 1986; Cystal 2003, 2004). Advertising Agencies therefore assumed that everyone in Europe understood English. Other researchers such as Piller (2003), Kelly-Holmes (2005), Takahashi, (1990) and Ustinova and Bhatia (2005) posited that the use of English in advertisements in Europe uplifted the image of a product. According to these researchers, English is associated with modernity, it is cosmopolitan, it is prestigious and it influences the price of an advertized product.

Although many studies (Martin, 2002; Piller, 2001; Gerritsen et al., 2000; Gerritsen et al., 2007) have showed that a large number of advertisements in Western Europe contain English, not

much is known about its effects. Gerritsen et al (2010) fill this knowledge gap in their investigation on the effect of English on educated women and the impact English has on the image and price of advertized products. The results of Gerritsen et al (2010) revealed that about forty percent of the English texts of the advertisements were not understood by the consumers. This implies that the inclusion of English in the advertisements of non-Anglophone Western Europe will not yield the requisite results since the majority of consumers may not understand the advertising message fully. The results of the study also proved that the use of English in product advertisements did not have any significant impact on the image and price of the advertized products.

There is a parallel between Gerritsen et al (2010) and the current study since both focused on the English used in product advertisements. However, the difference that existed between Gerritsen et al (2010) and the current study was that while Gerritsen et al (2010) researched into the extent of comprehension of the English employed in the advertisement in the Western part of Europe, the current study concentrates on persuasive elements in the English employed in advertisements in newspapers in Ghana. This is the knowledge gap that the current study fills in Gerritsen et al (2010).

Bulawka (2006) investigated the English employed in product advertisements that were published in magazines in Poland. The study revealed that about ten percent of the data of advertisements selected from Polish magazines was solely in the Polish language. A few other advertisements were in Polish and foreign languages like French, Italian and German. However, Bulawka (2006) discovered that the majority of advertisements in magazines in Poland were in both English and Polish. Copywriters in Poland employed a code-mixing strategy in the designing of advertisements; in the mixing of English and Polish, English was given prominence.

Bulawka (2006) revealed that the nature of the code-mixing of English and Polish in advertisements could be perceived in four different ways: The first was that Polish copywriters combined English and Polish lexical items to form compound words. The second was that some words in the advertisements could be described as having their base forms in English while their prefixes and suffixes were in Polish. The third was that copywriters changed English words into Polish words by spelling the English words based on the Polish orthographic system. The fourth was that some advertisements contained words, phrases, clauses, sentences and larger stretches of language in both English and Polish. The reason for the extensive use of English in Polish advertising, according to Bulawka (2006), is that English has entrenched itself in Poland and the Polish people hold English highly. English is regarded, in Poland, as an international language that has recognition and prestige. For Polish copywriters the use of English in Polish advertising confers an international, western or modern image on the advertized product and this attracts the attention of the audience.

Bulawka (2006) revealed the hegemony of English in Polish magazine advertising. The study unearthed the nature of code-mixing of English and Polish in advertisements in magazines in Poland. Other similar studies on code-mixing of English and other languages in advertising had been conducted by other researchers. For instance, Ustinova (2006) reported on Russian-English code-mixing in many TV advertisements in Russia. Martin (2002) and Bhatia (1992, 2004) observed that French Products were advertized in English and many other French advertisements incorporated English expressions and words. Lee (2006) noticed that in South Korea, English was highly recognized. The language of many advertisements is a combination of English and Korea. Ahn and Ferle (2008) also revealed that in South Korea when a product's name was presented in English and the other texts were in Korea, the advertisement becomes more

memorable and attractive. From the above review, the gap in the literature that the current study has identified is the persuasive effect of the use of English in advertising in the Polish print media. The present study fills the lacuna by analyzing the persuasive elements in the English employed in advertisements in newspapers in Ghana.

Goldstein (2011) analyzed the English employed in advertisements in both print and electronic media in Japan. Goldstein set out to investigate the function of the English used in Japanese advertising. The study was conducted from two broad perspectives: The first was an investigation into the communicative function of the English used in Japanese advertisements and the second was to find out if the English employed was only for decoration. Goldstein (2011) revealed that in the Japanese print media, foreign brands from non-English speaking European countries, like France and Italy, were advertized in English in Japanese magazines. The reason was to bestow a western image or modernity on the brands. Another reason for Japanese copywriters' use of English in non-Anglophone European brand advertisements was that many Japanese were attracted to products from America and English-speaking European countries.

Goldstein (2011) discovered that the English used in the Japanese advertisement of foreign brands performed both communicative and decorative functions. The English texts that were not understood by the Japanese audience just adorned the advertisement; they did not communicate any clear message. However, when the English text in the Japanese advertisement was just a simple word or a short familiar phrase, communication was achieved. Another instance where

communication was possible was the presentation of the Japanese version of the English text in the same advertisement. Where both English and Japanese were employed in an advertisement the English performs a dual function: Communication and adornment. Goldstein (2011) observed that some advertisements that presented Japanese brands were in English only. There were a number of reasons, according to Goldstein (2011), for the use of only English in a Japanese brand advertisement: One was to draw the attention of customers and the other was to uplift the image of the Japanese product so that the latter could gain comparative recognition with the foreign brands on the Japanese market.

According to Goldstein (2011), in the electronic media (with reference to television) advertisements involving many Japanese companies had slogans written in English on the television (TV) screen and an oral version in Japanese. In the TV advertisements both English and Japanese were used. The English, therefore, performed double function: communication and decoration. In this situation, the English was highlighted in order to draw the audience's attention. Goldstein (2011) revealed that in the TV advertisements in Japan, the simple and familiar English words were understood by Japanese audience. However, since some of the English lexical items were incomprehensible, English performed more decorative function than Japanese. Furthermore, in TV advertisements in Japan, a brand name in English was pronounced with a Japanese accent or an English word was transcribed in Japanese and pronounced in Japanese. Goldstein (2011) noted that a blend of English and Japanese was sometimes used in the advertising message. Copywriters in Japan apply these strategies in order to grab attention and transmit information.

Furthermore, according to Goldstein (2011) in a TV advertisement in Japan, a song which accompanied an advertisement was in English and it was sung by an American artiste. Goldstein

(2011) postulated that the lyrics might not be understood completely by the Japanese audience since the English was just to draw the attention of the audience to the advertized product. In another instance in a Japanese TV advertisement, a narrative at the background of an advertisement was in English and the latter was articulated with an American accent. Goldstein (2011) posited that the effect of the pronunciation of English words with an American accent was that a western image was conferred on the advertized brand. The English in this context just bestowed a foreign attribute on the advertisements.

It can be deduced from Goldstein (2011) that the English used in advertisements in the Japanese media performed both communicative and decorative functions. However, previous studies carried out by Dougill (2008) and Hyde (2002) revealed that the English employed in Japanese advertisements performed only decorative function. The authors were of the view that the English used in the Japanese advertisements was different from the functional English the Japanese audience employed in communication. On the contrary, Takashi (1990), Moeran (1985) and Mooney (2000) had discovered that the English employed in Japanese advertisements performed both communicative and decorative functions. Takashi (1990) dwells more on the decorative function of English. According to Takashi, the decorative functions of English were that the orthography of English is distinct from Japanese and this made the former outstanding and attractive. Another decorative function of English was that it is Western and modern. On the part of the communicative function of English in Japanese advertisements, Takashi (1990) posited that the advertisements contained simple English words, some of which were borrowed from English into Japanese. Pronouncing English words with a Japanese accent also contributed to the communicative function.

From the literature on the use of English in Japanese advertising, it is worth noting that studies conducted by researchers such as Moeran (1985), Takashi (1990), Mooney (2000), Hyde (2002), Dougill (2008) and Goldstein (2011) were focused on the communicative and decorative functions of English in Japanese advertisements. However, what is yet to be known in the use of English in Japanese advertising is the persuasive effect of the use of English; given that, persuasion is the ultimate goal of advertising. The current study fills this knowledge gap by investigating the extent to which grammatical elements, figures of speech and Aristotle's three artistic proofs in the English of advertising in the print media in Ghana are employed for persuasive effect.

Nga (2010) was a linguistic study of advertisements in English and Vietnamese. The study centered on both men and women's magazines. This approach introduced gender issues into the research. Nga (2010) discovered that the languages used in the advertisements contained figures of speech such as simile, metaphor, pun, personification, parallelism and euphemism. The current study shares the same opinion with Nga (2010) and also with Vestergaard and Schroder (1985) with regards to the important role of English in advertisements. However, issues of identity and pictorial images that were part of Nga (2010) were not investigated in the current study. The present research incorporated a new strand into its investigation by focusing on persuasion in the English of advertising. In the current study, persuasion was investigated at three pivotal levels: The first was Aristotle's three artistic proofs (logos, pathos and ethos), the second was the use of figures of speech and the third was the use of grammatical elements.

In the Ghanaian context, Duah (2007) did a linguistic study of advertisements in newspapers and radio broadcasts. The study discovered the use of colloquial expressions, hedging, cultural elements in the languages that were employed in the advertisements. In the study, the diction of

the advertisements contributed to their persuasive effectiveness since the selected words were comprehensible to the readers. Although Duah (2007) and the current study were both based on linguistic analysis of advertisements, a number of differences existed: while Duah (2007) was bilingual (English and Akan), the present study was monolingual (only English). Whereas the current study was on the print media (newspapers), Duah (2007) was on both print and electronic media (newspapers and FM radios). Other differences were that the current study investigated the use of Aristotle's three artistic proofs in advertisements, the use of figures of speech and the use of grammatical elements as persuasive strategies. These are the research gaps in Duah (2007) that the current study seeks to fill.

Anim-Ayeko (2012) also analyzed metaphors in the English of advertising in political advertisements that were published in some Ghanaian newspapers. Her study was limited to the metaphorical expressions which were linguistic, pictorial and gestural. The use of figures of speech in the English of advertising in the print media in Ghana was investigated in the current study. Figures of speech in the English of advertising depart from their literal meaning to create an image in the reader's mind. Figures of speech are characterized by unusual use of language and they are generally divided into rhetorical figures and tropes (Torto, 2010). Anim-Ayeko (2012) was focused on metaphors in political advertisements in the print media in Ghana. The other figures of speech that need to be known are rhetorical figures and other tropes. These are the research gaps in Anim-Ayeko (2012) that the current study seeks to fill.

Romanenko (2014) analyzed on-line advertising slogans in English. The study entailed a linguistic analysis of product and social advertising slogans. The focus of Romanenko (2014) on the English used in advertising slogans lends support to other studies on the important role of language in advertising (Skorupe & Duboviciene, 2015; Nga, 2010; Dyer, 1982; Vestergard &

Schroder, 1985). As an integral part of advertising, slogans are catchy and enticing; they draw the attention of the audience to what has been advertized.

Romanenko (2014) unearthed the linguistic features that characterized the on-line advertising slogans in English. From the phonological perspective, sound effect devices were employed in the slogans and these contributed to the sound quality of the advertisements which ultimately drew customers' attention to the object of the advertisement. In terms of the diction of the slogans, the study revealed that some of the words used in the advertising slogans were personal pronouns which addressed the audience directly. Other lexical items used in the slogans were adjectives which created mental pictures in the minds of readers. Some of the words could be described as slang; they were familiar words created by the copywriter to enhance comprehension of the slogans. At the syntactic level, Romanenko (2014) revealed that the sentential structures employed in the on-line advertising slogans performed communicative functions and this went a long way to appeal to the consumers to take purchasing decisions. Figurative expressions were also employed in the advertising slogans and these took the form of puns, allusions, idioms, tropes and rhetorical figures. What is yet to be known in the literature is the use of Aristotle's three artistic proofs in the English of advertising slogans. The current study fills this gap in the literature by investigating the extent to which Aristotle's artistic proofs are used for persuasive effect in advertisements.

Skorupe and Duboviciene (2015) also did a linguistic analysis of commercial and social advertising slogans in English. The study focused on slogans in advertisements since for the authors slogans form an integral part of advertisements and they contribute immensely to the transmission of the advertising message. By the aid of the random sampling technique, Skorupe and Duboviciene (2015) collected and analyzed a corpus of one hundred and ten (110)

advertising slogans in English. Unlike Romanenko (2014), the data for the study was collected from three sources: The print media, the electronic media and the Internet. Similar to Romanenko (2014), Skorupe and Duboviciene (2015) did a linguistic analysis of the corpus from the phonological and semantic perspectives. The study revealed that sound effect devices, associated with poetry, were employed in the advertising slogans in English and this made the advertisements memorable. Figures of speech, employed in literary art, were also discovered in the slogans and they made the advertisement attractive. Like Romanenko (2014), Skorupe and Duboviciene (2015) have contributed to the literature the awareness about the importance of slogans in advertising in general and particularly commercial and social advertisements. The sound effect devices and the figurative expressions employed in the advertising slogans in English from Skorupe and Duboviciene's (2015) study drew the attention of consumers to what had been advertized.

It is worth noting that the current study also did a linguistic analysis of advertisements but focused on the full English text of the advertisement and not just the slogan which is only a phrase or a short statement. Skorupe and Duboviciene (2015) discovered the use of tropes in the advertising slogans in English. The tropes made the English of the advertising slogans figurative. They involved the use of words to mean something different from the literal interpretation (Murfin & Ray, 1998). Generally, the use of tropes in the English of advertising slogans makes the language attractive and memorable. For instance, the use of personification makes the advertising slogan dramatic and descriptive. In fact, the personification device enables the potential consumer to relate to the advertized product and the advertisement is made real. The use of the simile device which is an implicit comparison of two unlike objects appeals to the imagination; this has a mnemonic effect on the audience. The use of metaphor which is an

explicit comparison of two dissimilar things appeals to the conscience and emphasizes the advertising message. The hyperbolic figure of speech introduces elements of exaggeration into the English of the advertising slogans (Cuddon, 1999). It has a humorous and emotional effect on the audience. Hyperbole helps the copywriter highlight the best qualities in advertisements. Tropes in the English of advertising slogans are striking. They capture the attention of the target audience (Leech, 1972). The current study fills the knowledge gap in the use of figures of speech in advertisements by investigating the use of rhetorical figures as well. Since grammar forms an integral part of the English language, the current study fills this linguistic gap by analyzing the use of grammatical elements in advertisements. Skorupe and Duboviciene (2015) set out to create the awareness of the effect of advertising slogans in English on consumers. They discovered that the advertising slogans were striking, catchy and mnemonic. However, since the ultimate goal of an advertisement is persuasion, the current study fills the gap in Skorupe and Duboviciene (2015) by focusing on the persuasive effect of the use of English in advertisements.

2.10 CONCLUSION

In chapter two, I reviewed the literature on the use of English in advertising with a view to establishing the position of the current study within the existing literature. The review of the literature revealed that a number of studies had been conducted on the English that copywriters employ in their advertisements. From the literature, previous studies on the use of English in advertising focused on concepts of grammar, syntax, morphology, semantics, phonology, culture, comprehension, figures of speech, psycholinguistics, entertainment, drama, communication, code choice, sociolinguistics, gender, identity and linguistic violation. However, it is worth noting that

from the existing literature, no study has incorporated all the three pivotal areas of the current study in one research. The current study therefore fills the lacuna in the existing literature by analyzing the persuasiveness in the use of grammatical elements, figures of speech and the three artistic proofs of Aristotle in the English of advertisements in the print media in Ghana. In the next chapter, I discuss the three theories that underpin the current study.

CHAPTER THREE

THEORETICAL PERSPECTIVES OF THE STUDY

3.0 INTRODUCTION

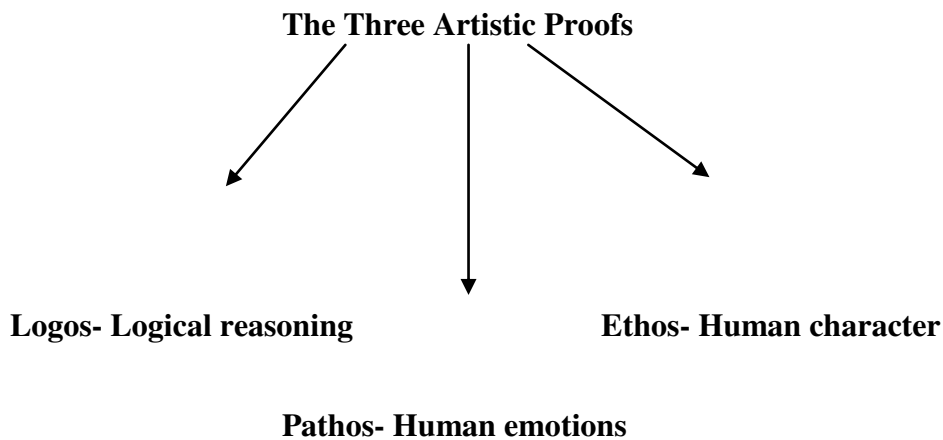
In this chapter, I present the three theories that lend support to the current study. The three theories are: Aristotle's Rhetorical Theory, the Conventional Figurative Language Theory and the Standard Theory of Generative Grammar. The first theory is about Aristotle's three artistic proofs and they underpin the use of logos, pathos and ethos in the English of advertisements in the Ghanaian press. The second theory supports the use of figurative expressions in the English employed in advertisements. The third theory is on the grammatical hierarchical structure and it renders support to the use of grammatical elements in the English of advertisements. The three theories are the pillars on which the three strands of the current study stand; they are therefore pivotal to the study.

3.1.0 ARISTOTLE'S RHETORICAL THEORY

The art of rhetoric in ancient Greece can be described as a stream of consciousness that entails the relationship between thought and expression. As a student and later a teacher in Athens, Aristotle took an interest in the art of rhetoric. Early in his career, and under the influence of Plato, Aristotle was critical of rhetoric as practiced in his time. Avoiding the moralizing perceptions of Plato, Aristotle's approach to rhetoric was both pragmatic and scientific. Aristotle laid the basis for the study of rhetoric and he defined it as the perception of the available means of persuasion (Aristotle, 2007). Rhetoric concerns itself with the way language is employed to

achieve persuasion. The aims of rhetorical analysis are the persuasive techniques a writer uses to achieve his aim and the impact the use of rhetoric may have on an audience. In the *Rhetoric*, Aristotle identifies three artistic proofs, namely, logos, pathos and ethos which according to him constitute the art of rhetoric. According to Aristotle, the available means of persuasion in discourse are based on the three kinds of proof: Logos (logical reasoning), pathos (human emotions) and ethos (human character). Aristotle's logical proof is based on logical reasoning in an argument, his pathetic proof is linked to the feeling or emotion the writing draws out of the audience, and his ethical proof refers to the manner in which the writer's character or attitude is manifested in the message (Griffin, 2000). The following is a diagrammatic representation of Aristotle's Rhetorical Theory:

Figure 1.0: Aristotle's Rhetorical Theory



Aristotle's Rhetorical Theory serves as a means to achieving persuasion in discourse. The theory has been applied to many researches that are investigating the theme of persuasion. Similar to the current study was the application of Aristotle's Rhetorical Theory to a research on the marketability of a product. In the study, Yang, Lee, Lee and Koo (2018) identified three main persuasive variables: credibility, emotive bonding and accommodation characteristics and they

evaluated their functions in establishing the trust of users. From the study, it can be deduced that the world of business is in need of maximum trustworthiness that is based on communication between clients and service providers in order to make feasible the persuasion of users. Hartelius and Browning (2008) applied rhetorical scholarship to the study of organizations. This cross of disciplines is intriguing in that the authors investigated the use of rhetoric by managers of organizations. The study demonstrated that management research conceptualized rhetoric as a theory and an action. It showed rhetoric as a managerial strategy for persuading people and as a framework for organizational discourses. The authors postulated in the study that organizational researchers who studied rhetoric characterized persuasive strategies as managers' most significant actions.

Murthy and Gosal's (2016) study portrayed the application of Aristotle's Rhetoric to industrial communication. The authors posited that effective communication is essential in the management of industries given the heterogeneous nature of the work force. They argued that when two or more professionals executed an industrial task, there should be coordination and understanding and this could be achieved through effective communication. Murthy and Gosal (2016) postulated that with the help of Aristotle's three persuasive appeals of rhetoric, industrial communication could be very effective. The authors were confident that the use of the three artistic proofs of Aristotle in the language of industrial communication would result in effectiveness of discourse. Newman's (1999) study was a justification of the application of the Aristotelian rhetorical theory to Scientific Communication. In the study, she compared a classical ancient theory with a contemporary practice with which it is associated. The author connected the Aristotelian rhetoric to the practice of Scientific and Technical Communication. For Aristotle's theory, rhetoric entails public address about the duties and responsibilities of the

people of ancient Athens, while Scientific and Technical Communication relates to a broader dimension of communicative acts. In spite of the differences, both disciplines are concerned about communication effectiveness, a situation that allows Aristotle's conceptualization of rhetoric to be extended to Scientific and Technical Communication. In Newman (1999), there is a transfer of the Aristotelian rhetoric to the field of Scientific and Technical Communication.

Aristotle's Rhetorical Theory has been used in a considerable number of persuasive researches. In the current study, I applied the Aristotelian Rhetorical Theory as a framework for analyzing persuasion in advertisements in the print media in Ghana.

3.1.1 Logos

Logos is a Greek term with many facets of meaning; it can simply mean a word, or, in a plural sense, it can refer to the words that constitute a discourse. Aristotle uses *logos* in the *Rhetoric* to refer to proofs available in the words, arguments, or logic of speech. The term *logos* can suggest intellect or rationality, generally. Having *logos* is said to be a distinctly human attribute that differentiates human beings from beasts. Randall (1960) writes that to act in accordance with *logos* is to act intelligently. According to Herrick (1997) *logos*, is the study of arguments or reasoning; a study related closely to logic. A writer's appeal to readers' sense of *logos* is the logical appeal and a writer can use two different kinds of logic: A writer can use inductive logic by presenting to their audience a number of parallel illustrations and then draw from them a general idea. On the other hand, a writer can employ deductive logic by presenting to their readers a few general propositions and then draw from them a specific statement of truth.

In advertising, *logos* is persuading by the use of reasoning. Like an argumentative text, the application of *logos* to an advertising message is an appeal to logical reasoning. In fact, the

messages of most advertisements that are communicated in the English language appeal to the rational side of the audience. If, for instance, a particular cream could transform a lady's skin and make her beautiful as a result, it follows logically that the reader could also benefit equally from the cream being advertised. The use of negatives in the English of advertising could also be employed to set precedence or a premise of an argument in advertising in order to advance the qualities of a product or service which distinguish it from the others. In the English used in advertising, experiences and examples are sometimes employed to draw conclusions and this is the application of inductive reasoning. In the English used in advertising *logos* is an appeal to the reasoning and intellect of the audience. The following advertising text illustrates the use of *logos* in the English of advertising in the print media in Ghana.

Voltic is Natural Mineral Water because the minerals are not added; they are from a natural source. Not all bottled water is natural mineral water.

So when in doubt look for Voltic Natural Mineral Water

Voltic, Naturally.

(The Mirror, Friday, May 27-June 2, 2016, P. 42)

The English of the advertising text above illustrates the use of *logos* by the copywriter. The English of the text of the advertisement is argumentative; it tries to persuade the consumer through logical reasoning. The copywriter introduces the argument with a declaration: *Voltic is Natural Mineral Water*. In this statement, *Natural Mineral Water* is complementing the subject *Voltic*. The copywriter then goes on to support his proposition with a major reason which is presented in the clause *because the minerals are not added*. This is followed by the supporting evidence: *They are from a natural source*. This implies that the minerals in the *Voltic* bottled water are not artificial additives but are derived from the water source. For the advertised

product to attract the attention of the audience, a comparative strategy is employed. In order to maintain a balance in the argument, the copywriter involves the competitors, that is, the other companies in Ghana which are also in the bottled mineral water business: *Not all bottled water is natural mineral water*. This part of the argument brings down the other bottled mineral water producers since the implication is that they add artificial minerals to their products. This downplaying strategy projects the natural quality of the *Voltic Mineral Water*. The concluding segment of the text restates the natural attributes of the *Voltic Mineral Water* and uplifts its image over and above the other bottled mineral water produced in Ghana.

3.1.2 Pathos

Aristotle defines *pathos*, in the *Rhetoric*, as the affective or emotional appeals that give persuasive messages their power to move an audience to action (Aristotle, 1991). Aristotle's interest in emotional appeals in writing has to do mainly with its ability to affect the judgment of readers. Fortenbaugh (1975) supports Aristotle's view and he posits that Aristotle means that when a reader responds to a writer's emotional appeals, it demonstrates a certain level of intelligence which can lead to persuasion. Good writers create a positive image in their words to the audience they are addressing, an image their target audience can identify with. An appeal to *pathos* causes an audience not only to respond emotionally but also to feel what the writer feels. *Pathos* therefore refers to the effect the message has on the feeling and cognition of the audience. It also has a rhetorical impact on the decisions and actions of readers (Ramage & Bean, 1998). A writer can appeal to the emotions of the reader in order to stimulate any desired state of emotion.

In the world of advertising, the use of *pathos* engages the readers or listeners emotions. The English employed in advertising draws on *pathos* to appeal to the audience; in other words, the

English language makes emotional appeals by playing on people's feelings. The English of advertising sometimes contain words which carry strong emotion; these words evoke strong emotional response in a consumer leading to positive decisions about products and services. Emotive words in the English of advertising, ultimately, tend to persuade the reader to change decisions and opinions. The English of advertising can make the audience feel good and special. The audience is influenced to identify with the best of experiences and is also made to feel that they deserve all the quality things that have been advertised. In advertisements, the English language is carefully used in order to appeal to a targeted audience. For instance, most advertisements present a special offer, the best of perfumes, genuine spare parts, the latest fashion, cheaper prices, smart phones, guaranteed results, free offers, total experiences and so forth. Sometimes, however, the English of advertising makes the audience feel that they cannot live without a particular product or service. For instance, the copywriter can appeal to the reader's feelings of fear by presenting the negative consequences of a disease if a particular advertised product is not utilized. The English of advertising makes a pathetic appeal by adjusting an audience's emotional state in order for them to respond positively to an advertised product or service. The following advertising text illustrates the use of pathos in the English employed in an advertisement published in a newspaper in Ghana. The English of the advertising text portrays the copywriter's use of pathos as it demonstrates an appeal to the emotions of the consumer for persuasive effect.

Scars?

Stretch Marks?

Skin tone issues?

Try;

“Like most women, I was worried about my body during pregnancy-putting on lots of weight and then getting stretch marks. So when I found out I was pregnant and stretch marks started developing, I went straight to the pharmacy and bought a bottle of Bio-Oil. It really was my savior-I used it throughout and I got absolutely no visible stretch marks at the end! The best part of it was that it took away that dry, rough feeling and left my skin feeling smooth and soft. My friend is now pregnant and the first thing I did was buy her a bottle of Bio-Oil!”

Bio-Oil helps reduce the possibility of pregnancy stretch marks forming by increasing the skin’s elasticity. It should be applied twice daily from the start of the second trimester. For comprehensive product information, and details of clinical trials, please visit bio-oil.com. Bio-Oil is available at pharmacies and selected retailers. Individual results may vary.

(The Mirror, Friday, May 27-June 2, 2016, P. 21)

The advertising text above opens with series of rhetorical questions: *Scars? Stretch Marks? Skin tone issues?* which appeal to the conscience and the feeling of fear of the audience. This is followed by an imperative clause *try* which urges readers to use the advertized product because it is the solution (*You, try Bio-Oil*). The copywriter then presents a narrative from the point of view of a woman who has used the advertized product (*Bio-Oil*) and has experienced positive results. Since the narrator of the story about the use of *Bio-Oil* has benefited from the product, it follows logically that if one buys and uses it one’s skin-related problems during pregnancy will be solved. The English of the advertising text under review stimulates both the imagination and the emotions of the potential consumers and moves them to take purchasing decisions. Many pregnant women experience scars, stretch marks and other skin problems after child-birth. The advertized product therefore comes as a solution to these problems of women that occur naturally during pregnancy. Women who are worried and apprehensive about skin-related problems during pregnancy will now heave a sigh of relief with the introduction of *Bio-Oil*.

3.1.3 Ethos

Ethos is a Greek word for character and it refers to how credible or trustworthy a writer can be. Aristotle defines the term *ethos* in his book *Rhetoric* as the persuasive potential of a speaker or writer's character or credibility (Aristotle, 1991). According to Aristotle, how a reader perceives a writer's character determines how credible or persuasive he or she becomes in the transmission of information. *Ethos* in rhetoric is the demonstration of a communicator's character or credentials. For persuasion to be achieved, the audience has to find the writer or speaker's character credible and trustworthy. Persuasion from *ethos* establishes the speaker's or the writer's good character. The effect of *ethos* on the audience is often called the argument's ethical appeal (Ramage & Bean, 1998).

In advertising, *ethos* is achieved by the trustworthiness and credibility of the copywriter and the English language projects these characteristics. The English used in advertisements comprises carefully chosen words and it is generally positive; copywriters focus on the good qualities and attributes of products and services and ignore the negative aspects. There are a number of ways in which the English of advertisements can be interpreted: It is a promise to cure all ailments, a solution to all problems and a change in one's life style for the better. The English of advertising persuades the audience to such an extent that they imagine themselves using the advertized products. English enables copywriters to communicate with their audience in such a way that the latter believe the advertized products will make them, for instance, slimmer, healthier, happier, more comfortable, more beautiful, more fashionable, more fanciful, more successful and so forth. Copywriters use English to gain the trustworthiness and credibility of the audience through

encouragements, assurances and promises they make. The ethical appeal which is achieved through the English language goes a long way to persuade the consumer to make purchasing decisions on products and services. In advertising, the ethical appeal can also be achieved by the reputation and credibility of the advertiser with respect to expertise in the field, previous record and integrity. The following advertising text extracted from a newspaper in Ghana illustrates the use of ethos in the English employed in an advertisement for persuasive effect.

Presenting Daewoo Trucks

We provide customized products where the customer can choose engine, gearbox, tire size and even types and that justifies our tag line "Design your Daewoo".

Korean precision engineering with best of European and American aggregates make our products winning combination to suit all your needs. Come visit us in Accra and Tema to experience world class products which come at lowest cost of ownership with optimally priced vehicles to affordable after sales service and parts.

(Daily Graphic, Monday, July 23, 2016, P. 43)

The English of the advertising text above depicts *ethos* since it tries to persuade by projecting a positive character of the copywriter. With brand new cars, normally, the component parts are assembled to form a complete vehicle before they are displayed in a show-room for potential buyers. However, from the above advertising text, the *Daewoo* Car Company is giving the potential customer the opportunity to construct their own car by choosing the essential parts of the car. This good-will is captured in the imperative sentence *Design your Daewoo*. This slogan of the company is persuasive and enticing in that potential clients will have trust and confidence in a car that has been produced based on their choice of the constituent parts. Another aspect of the advertising text that projects the *ethos* of the English employed is the technology of the *Daewoo* Car Manufacturing Company. The technology is drawn from Korea, Europe and America. This information makes the advertising message credible since these three countries

are known globally for outstanding expertise in car manufacturing and the production of high standard vehicles. At the concluding part of the text, the copywriter assures the audience of affordable prices of the *Daewoo* range of vehicles. The potential buyer is also promised low bills for after sale service of cars and reasonable prices of spare parts. The *ethos* in the English of the advertising text has persuasive effect on the reader as it portrays the copywriter as credible and trustworthy.

It is worth noting, at this juncture, that Aristotle's Rhetorical Theory was not sufficient enough to address all the three thematic areas of the current study. Aristotle's theory was limited to the use of logos, pathos and ethos in the English of advertisements in the print media in Ghana. However, two other theories, namely, the Conventional Figurative Language Theory and the Standard Theory of Generative Grammar were employed to support the use of figures of speech and grammatical elements, respectively, in the English of advertisements. The use of three theories in the current study also serves the purpose of extending knowledge.

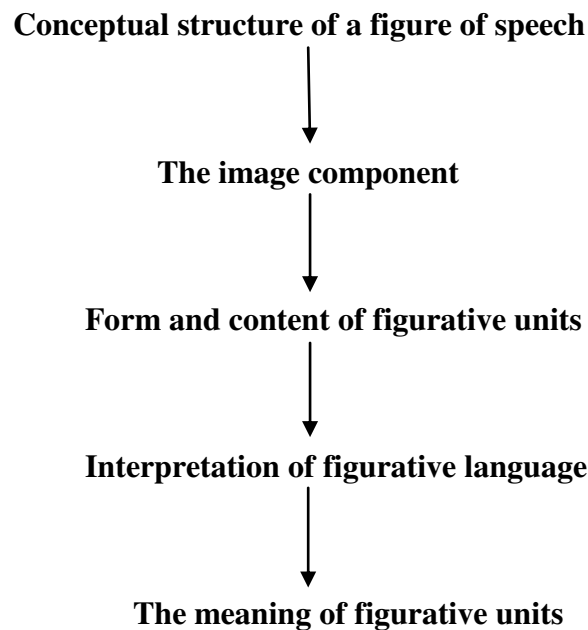
3.2 CONVENTIONAL FIGURATIVE LANGUAGE THEORY

The second theory that underpinned the current study was the Conventional Figurative Language Theory (CFLT hereafter). This theory was designed and developed by Dobrovol'skij and Piirainen (2005) to complement the Cognitive Theory of Metaphor (CTM) which was propounded by Reddy (1979) and developed by Lakoff, Johnson and their colleague linguists (Lakoff & Johnson 1980, 1999; Lakoff 1993; Lakoff & Turner, 1989). In the framework of CTM, the linguistic resources which were proposed proved to be appropriate for the analysis of different metaphorical expressions. The CTM is important for investigations into the realm of

figurative expressions as it provides the researcher with well-developed linguistic resources. However, Dobrovol'skij and Piirainen (2005) discovered that it was not absolutely adequate to describe idioms, metaphors and other figurative units using just the tools of CTM. Their reason for this was that CTM was not developed with the intention to analyze more complex features of the semantics of figurative units. According to Dobrovol'skij and Piirainen (ibid), CTM was aimed at investigating general stream of thoughts that govern different categories of conceptualizations. Dobrovol'skij and Piirainen (ibid) therefore developed a new theory, namely, the Conventional Figurative Language Theory, to fill the gap in CTM.

The Conventional Figurative Language Theory (CFLT) can be perceived as a major theoretical breakthrough in understanding the cognitive foundations of metaphors, idioms and other figurative units. CFLT applies to figurative language in two ways: imagery and semantics. According to Dobrovol'skij and Piirainen (2006), the thematic trend of CFLT is that there is a specific conceptual framework forming the basis of the meaning of a figure of speech. This conceptual structure, which the authors referred to as the image element, is based on mental imagery and is a constituent element of the content of a particular figurative unit. Dobrovol'skij and Piirainen (2006) defined the image component as a specific conceptual structure operating between lexical units and the denotative meaning of figures of speech. The image component, according to Granger and Meunier (2008), is a theoretical construct providing an improved account of the interaction between form and meaning in figurative units. CFLT stresses the image component as a specific conceptual structure and a relevant element of the meaning of figurative units. The following is a diagrammatic representation of the Conventional Figurative Language Theory:

Figure 2.0: The Conventional Figurative Language Theory



The Conventional Figurative Language Theory has supported linguists in analyzing figurative expressions in language. Dobrovol'skij and Piirainen (2018) discovered the reflection of idiom motivation in the Conventional Figurative Language Theory. The authors realized that most grammatical units were motivated to a certain extent. They referred to their denotative meaning through the meanings of their physical nature or their conceptual framework. The authors also postulated that apart from the quite small number of idioms in which no comprehensive connection could be realized between the literal conceptualization and the figurative meaning that would allow for a meaningful interpretation of a given expression, all other idioms have to be understood as transparent or motivated. Dobrovol'skij and Piirainen (2018) also discovered levels of motivation and semantic interpretation both from the point of view of a speaker with linguistic competence and from the perspective of the meaning of a particular lexical unit.

In Dobrovol'skij and Piirainen (2005), the authors proved that it was not feasible to fully depict idioms and other figurative expressions by employing, solely, the instrument of the Cognitive Theory of Metaphor (CTM). The Conventional Figurative Language Theory (CFLT) was therefore formulated to complement CTM. This was because the focus of CTM was to discover, generally, the thinking processes involving semantic interpretation of figurative units. It is worth noting that the main conceptual framework of CFLT is the semantic interpretation of figurative units which is based on mental imagery created by the meaning imbedded in the figure of speech in focus.

According to Piirainen (2001, 2004) the Conventional Figurative Language Theory can be applied to the field of gender-related linguistic usages. She postulated that there were various instances of gender-specific restrictions in the languages that she used in her study. Gender-related restrictions in language usage may be connected back to the origin and meaning of lexical units if the conceptual structure of a figurative unit was restricted to either a male or female gender. Piirainen (2001, 2004) concluded that the gender-related restrictions that pertain to the semantic structure of a figurative unit become the stable meaning of the figurative unit in question.

For the achievement of the complete description of the function of idioms and other figurative units, it is important to take cognizance of other concepts as well which in many circumstances govern the transition from literal to figurative. The Conventional Figurative Language Theory formulated by Dobrovol'skij and Piirainen (2005) unearths the relevant features of conventional figurative units such as idioms, proverbs, metaphors and other figures of speech. The present study employed the Conventional Figurative Language Theory which supported the analysis of figurative units in advertisements. The figurative expressions in the English of advertising

contain one or more figures of speech which alter the standard meaning (Murfin & Ray 1998). In the English of advertising, a figure of speech is a literary device that entails unusual use of the language to associate one thing with another or compare unlike entities. The use of figures of speech in the English of advertisements is a departure from the usual syntactic pattern of words or from the literal meaning of lexical items to create mental pictures (Abrams & Harpham, 2005). Many figures of speech occur in the English of advertising and they are generally divided into rhetorical figures and tropes. The use of rhetorical figures in the English of advertisements is a departure from the usual order of words. With rhetorical figures copywriters use words in a special way to create an effect without bringing about a significant change in the meaning of words. Antithesis, apostrophe, anaphora, parallelism, pun, rhetorical questions are some examples of rhetorical figures. On the other hand, the use of tropes in the English of advertisements is a departure from the usual literal meaning of words. Tropes bring about a change in the meaning of words; copywriters use words or phrases in such a way that they mean other things. Personification, metonymy, metaphor, synecdoche, simile are some examples of tropes. Figurative expressions in the English of advertising are creative syntactic structures which catch readers' attention and persuade them to take purchasing decisions on advertized products. The following illustration demonstrates the use of figures of speech in the English of advertisements in the print media in Ghana:

*WHO KNEW EFFICIENCY
COULD BE SO BEAUTIFUL*

To our designers, cars are art; born of truth and beauty and hundreds of thousands of their best ideas. Consider the BMW 5 Series. The technology behind our signature kidney grille is just as unique as the grille itself. While most grilles always stay open to cool the engine, ours use a technology called Air Vent Control, which opens and closes the vents behind the grille depending on conditions. Closed vents mean greater aerodynamics and better fuel consumption. It's just one of the many innovations on the BMW 5 Series: an Exploration of Beauty.

THE BMW 5 SERIES
AN EXPLORATION OF BEAUTY
(Daily Graphic, Thursday, September 22, 2011, P. 17)

The text above is an advertisement on the *BMW 5 Series* saloon car. The copywriter used figures of speech as persuasive strategies. The statement *cars are art* is figurative because it is metaphorical. The designing of the car has been compared to the creative work of an artist. The statement: *Born of truth and beauty* illustrates the use of the personification trope. The manufacturing of the *BMW 5 Series* car has been compared to child-birth. In addition, the copywriter conferred the virtues *truth and beauty* on the car and these are human attributes. The ideas that went into the making of the car were exaggerated: *hundreds of thousands of their best idea*. This illustrates the use of the hyperbole device. The grille frame in front of the car is compared to the human kidney: *our signature kidney grille*. Since the human kidney is one of the important body organs, the copywriter used the personification device to draw the reader's attention to the functions of the grille of the car.

It is worth stating, at this point, that Aristotle's Rhetorical Theory and the Conventional Figurative Language Theory were not adequate enough to address all the issues involving the three research questions that were formulated to guide the current study. The researcher employed the Standard Theory of Generative Grammar to lend support to the third research question on grammar.

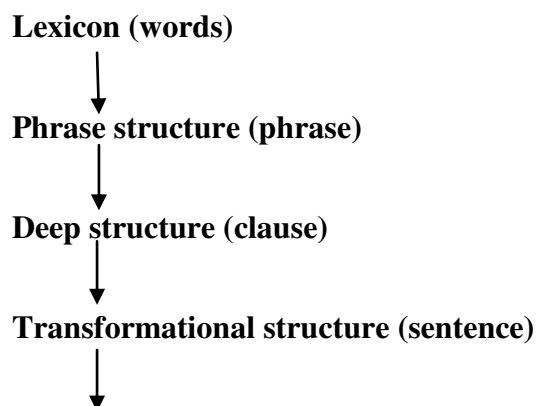
3.3 STANDARD THEORY OF GENERATIVE GRAMMAR

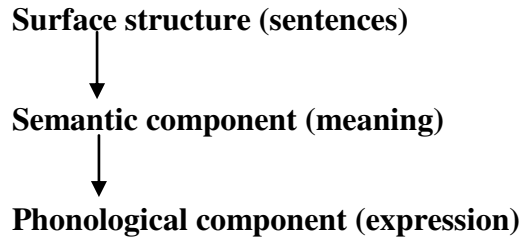
The third theory on which the current study was based was the Standard Theory of Generative Grammar (hereafter, ST) which was presented in Chomsky (1965). According to ST, a grammar

of human language consists of a number of interactional segments: lexis, syntax, semantics, and phonology. For an expression to be meaningful, the grammar provides a structure which starts with a member of the highest grammatical unit (The sentence) and ends with a semantic structure (representing meaning) and a phonological structure (representing expression). As the highest syntactic structure, the sentence consists of all the grammatical units below it: the clause, phrase, word and morpheme. The construction of a meaningful expression in ST begins with the phrase-structure (The base) which is part of other grammatical units such as the clause and the sentence which are at the deep structure level. The semantics of a syntactic structure is the meaning that is communicated by the combination of the lexical items and this according to Chomsky is at the level of transformational structure where sentences of varied status are composed. The possible combinations of sentences at the transformational structure stage moves the grammar to the level of surface structure where the user is able to use the language to express their thoughts, desires, feelings and actions. Langendean (1998) contributes to ST in his definition of grammar as a complete analysis of the lexicon, morphology and syntax of a language. The following is a diagrammatic representation of the Standard Theory of Generative Grammar:

Figure 3.0: Standard Theory of Generative Grammar

Grammar = Lexicon, syntax, semantics, phonology





The Standard Theory of Generative Grammar by Chomsky (1965) has been employed in many researches involving language. Barman (2012) used the theory in his research article on the philosophy of language. Chomsky's grammatical theory continues the process of analytical philosophy which focuses on language in its investigation. According to Barman (2012), Chomsky is one of the most prominent linguists of the second half of the twentieth century and he still makes an impact in the field of theoretical linguistics. For Barman, Chomsky has made a radical change in Linguistics owing to his theory of Transformational Generative Grammar (TGG) in which he highlights the cognitive mechanisms of generating sentential structures with the use of our internal knowledge of grammar. Chomsky's contribution in the area of syntax has gone a long way to highly influence linguistic philosophers. From Barman's (2012) perspective, Chomsky employs logic and mathematics in his linguistic analysis which yields a unique kind of language. In the process of theorizing in language, Chomsky creates rules that are capable of generating all the possible combinations of lexical units in the formation of grammatical sentences of human language.

Chomsky's Standard Theory influenced the philosophy of many linguists; notable among them was Smith (1999). According to him, Chomsky's grammatical theory is a watershed in the history of linguistics. For Smith, Chomsky revolutionized linguistic philosophy, where language is pivotal in the process of theorization. Lycan (2008) observed that Chomsky's influence in language development had resulted in immense contribution by philosophers of language to

grammar, syntax and theoretical linguistics. D'Agostino (1986) analyzed Chomsky's philosophical linguistic doctrines in detail. He highlighted Chomsky's philosophical ideas in linguistics: Intellectualism, individualism and rationalism. He went on to show that these philosophies went a long way to infiltrate the linguistic world, posed a challenge to existing theories and to create new channels of knowledge.

Chomsky's work portrays great knowledge in linguistics and has implications for modern psychology, philosophy, science, advertising and other disciplines. Chomsky's Standard Theory of Generative Grammar applies to all languages, universally. His linguistic theory was employed in the current study since, like the English employed in advertising, the Standard Theory of Generative Grammar is about a grammar of human language, which consists of a number of interactional segments: lexis, syntax, semantics and phonology.

3.4 CONCLUSION

In this chapter, I presented the three theories that underpin the current study, namely: Aristotle's Rhetorical Theory, the Conventional Figurative Language Theory and the Standard Theory of Generative grammar. With the first theory, the three artistic proofs of Aristotle (logos, pathos and ethos) were discussed in relation to the use of English in advertising. The second theory was presented as a support to the use of figures of speech (tropes and rhetorical figures) in the English of advertising. The third theory was analyzed in connection with the use of the

grammatical units (sentences, clauses, phrases and words) in the English of advertising. The three theories were employed in the current study to help the researcher address the research questions. The theories therefore have a relationship with the three thematic areas of the current study. The next chapter deals with the research design, methodological procedures, reliability and validity, ethical considerations and analytical framework.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 INTRODUCTION

Chapter four presents the methodological procedures, approaches and techniques of the current research. Given the interpretive and subjective nature of the current study, the qualitative research design was employed. The chapter presents the data collection processes and the selection of sampling units. It also contains the analytical framework of the study which is the qualitative content analysis approach to data analysis.

4.1 RESEARCH DESIGN

The current study was based on the qualitative research design as it enabled the researcher to describe, explain and interpret collected data (Williams, 2007; Cohen, Manion & Morrison, 2000). The qualitative research design is generally based on social constructivism (Berger & Luekmann, 1967; Lincoln & Guba, 1985). The social constructivist school of thought assumes that people try to comprehend the world in which they exist and they do this conceptualization from personal perspectives. Under normal circumstances, the goal of a qualitative study that is based on a social constructivist perspective is to depend largely on the views of the research participants on the situation under investigation. Therefore, the aspect of qualitative research that concerned the present study was the assumption made by Crotty (1998) that qualitative research is largely subjective; the investigator derives meaning from his interpretation of the data collected. Qualitative researchers collect data themselves through observation, interview and

examination of documents. According to Creswell (2009), qualitative researchers make interpretations of what they observe, hear and understand; therefore, given the interpretive nature of the current study, the qualitative research design was deemed relevant.

There are a number of approaches or methods to qualitative research. However, Leedy and Ormrod (2001) recommend the following five: case study, grounded theory, ethnography, phenomenology and content analysis. Creswell (2003) describes how these approaches meet different research needs. For example, case study and grounded theory methods are applied to researches into human activities and situations while ethnographic research analyzes the broad cultural behavior of individuals or groups. Narrative and phenomenological research can also be used to study individuals. The current study employed the content analysis approach to qualitative research.

Content analysis has a long history in research. Initially, researchers used the content analysis approach in either a quantitative or qualitative research (Berelson, 1952). Later, content analysis was employed basically as a quantitative research methodology, with text data coded and described statistically. In recent times, the potential of content analysis as an analytical approach to qualitative research for studies in the medical field has gained currency and this has led to a rise in its use in many qualitative studies (Nandy & Sarvela, 1997). The current study employed the qualitative content analysis approach as a method for the analysis of text data. The reasons were that content analysis enabled the researcher to conduct a comprehensive analysis of the subject matter of specific textual material for the identification of research trends, patterns and themes (Leedy & Ormrod, 2001). Secondly, content analysis provided access to information and understanding of the phenomena under investigation (Downe-Wambolt, 1992).

4.2.0 SAMPLING

The nature of qualitative research is such that the researcher is able to purposefully select participants, sites, documents and other research materials which will enable him or her to conceptualize the research problem and questions (Creswell, 2009). Given the qualitative nature of the current research, a purposive-sampling technique was employed in the process of data collection and this enabled the researcher to concentrate on specific features of the corpus that suited his research interest. The choice of purposive sampling for the present study was influenced by Gledhill, Abbey and Schweitzer (2008) who postulate that purposive sampling is more often chosen by many researchers in gathering data for qualitative study and by Palys (2008) who concludes that the purposive sampling method is closely related to qualitative research. Teddlie and Yu (2007) also describe purposive sampling as qualitative and purposeful.

The type of sampling used in the current study was convenience sampling (Guetterman, 2015).

4.2.1 Selection of Sampling Units

There are different genres of advertisements in the print media in Ghana and these are: Business, public service, corporate, institutional, political, educational, religious, cultural, agricultural, industrial and classified. However, in the current study, I focused on product advertisements which comprised beverages, food, provisions, textile materials, clothing, cosmetics, medicines, cars, furniture, mechanical tools, bottled water, watches, building materials, electrical appliances, electronic gadgets, cell phones, equipment, machinery and agricultural inputs. Product advertisements are categorized under commercial advertising where companies advertise not

only a commodity but also their image or identity (Leech, 1966; Vestergaard & Schroder 1985). Product advertisements are normally created for the final customer or the individual that purchases the product for another person's use. The ultimate goal of product advertisements is to influence or persuade the audience to acquire and consume the advertised product. The choice of product advertisements was due to the fact that they were convenient in order to "save time, money and effort" (Miles & Huberman 1994:28 as cited in Guetterman, 2015:127).

4.2.2 Sample Size

In the current study, I collected three hundred and fifty-two (352) advertisements from four Ghanaian newspapers, namely, Daily Graphic, Mirror, Daily Guide and Ghanaian Times. These four newspapers publish a variety of advertisements many of which are in the product category which is the focus of this study. Out of the 352 number of advertisements collated, 304 were sampled and a database was created for codification. The sampling was purposefully done and this was based on the sufficiency of lexical items in the advertisements and the number of product advertisements in the data. Finally, five coding categories were created: Aristotle's three artistic proofs (logos, pathos and ethos) figures of speech and grammatical elements.

4.3.0 DATA COLLECTION

The procedures involved in data collection in qualitative research are: observation, interview, documents and audio-visual (Creswell, 2009). The data collection type that was chosen for the current study was qualitative documents. The rationale for the choice of documents is that the data source of the current study is the print media which is a subcategory of documents as Creswell (ibid) postulates. According to Creswell (ibid) there are two data sources that are associated with the qualitative documents data collection type. The first is public documents

which comprise newspapers, magazines, minutes of meetings and official reports. The second data source is private documents which consist of personal journals, diaries, letters and e-mails. The public documents were selected as the current study entails analysis of the English used in advertisements in newspapers in Ghana.

4.3.1 Data Collection Process

The process of data collection commenced with the search for newspapers. I made an initial verbal enquiry at the Public Affairs Directorate of the University of Cape Coast, Ghana, where I was informed about the variety of newspapers which were supplied to the Directorate on daily basis. Following the positive response I received from the administrator, I wrote a letter to the Director of the Public Affairs Directorate of the University of Cape Coast to formally solicit permission and approval to use the stock of newspapers in their archives for my research. When the approval was given for the use of the newspapers for the collection of data, two junior administrative members of staff of the Public Affairs Directorate were made to collate the newspapers the Directorate had received in the year 2017. I therefore had an enormous source of data to sample.

As part of the data collection process, a group of research assistants from the Department of Communication Studies, University of Cape Coast, Ghana, was given orientation on the sampling of the newspapers. The research assistants who were pursuing a course in advertising were taught how to select product advertisements from the other types of advertisements. Furthermore, the research assistants were told to choose advertisements that contained sufficient lexical items as some advertisements had scanty linguistic items or were made up of just pictorial

images. To ensure that the students selected the right advertisements, I was present at the background to guide and interact with them. I personally assessed the appropriateness of the sampling done by the research assistants. I also did a further check on the sampled advertisements and discarded the inappropriate ones. The product advertisements selected from the newspapers were photocopied and a text database was created for coding.

4.4 RELIABILITY AND VALIDITY

Reliability and validity are measures that both qualitative and quantitative researchers take in their investigation to determine the authenticity and rigour of their findings (Creswell, 2009). However, Stenbacka (2001) describes the notion of reliability as one of the quality concepts in qualitative research and according to Patton (2002) validity and reliability are two factors which any qualitative researcher should be conscious about while planning a study, interpreting research outcomes and evaluating the quality of the study. According to Golafshani (2003), in qualitative paradigm, reliability and validity in research are described in such terms as trustworthiness, rigorousness and quality.

Validity in qualitative research implies that the investigator determines the accuracy of the research findings by employing certain steps while reliability in qualitative research indicates that the researcher's approach can be compared with researchers engaged in other research works (Gibbs, 2007). For qualitative researchers to check if their approaches are consistent or reliable, they need to document the procedures of their case studies and to document as many of the steps of the procedures as possible (Yin, 2003). A number of suggestions have been made by Gibbs (2007) regarding reliability procedures in qualitative research, three of which were adopted by

the current study. One of the reliability procedures was that I checked the data for obvious mistakes, for instance, by collating the English of the advertising text according to the research focus and themes. The second was that I coordinated communication among the research assistants by monitoring the data collection. The third was that the data collection and analysis were comparable with other researchers who have conducted similar studies.

Validity is one of the strongholds of qualitative research and it dwells on the determination of the accuracy of the research findings from the standpoint of the investigator, research subjects or the audience (Creswell & Miller, 2000). The qualitative researcher actively incorporates validity strategies, which according to Creswell (2009) should enhance the researcher's ability to assess the authentication of the findings as well as convince readers of the accuracy. Based on Creswell's (2009) validity strategies, three steps were taken in the current study to ensure the validity of data and analysis. The first was the triangulation of distinctive data sources of information. This involved interpretation of evidence from the different sources and the use of it to construct thematic trends. To ensure triangulation in the present study, multiple sources of data from both government and privately owned newspapers in Ghana were utilized. If themes are established based on collating several sources of data, the process can be regarded as adding to the validity of the study. The second step that was taken in the current study to ensure validity was the use of description to convey the findings. When qualitative researchers provide detailed description of the setting, or provide several perspectives about a theme, the results become more realistic, trustworthy, authentic and credible (Creswell & Miller, 2000). The third validity strategy was the clarification of the bias researchers bring to the study. Good qualitative research contains comments by the investigator about the manner in which his or her subjective analysis

of the data is influenced by their world view. In the current study, this self-reflection created an open and honest analysis of data and discussion of results.

4.5 ETHICAL CONSIDERATIONS

Ethical issues in research involve what is morally right and wrong in the investigation process. A variety of ethical issues may develop during the stages of writing a thesis, ranging from the identification of the research problem to the discovery of the findings. Ethical issues apply to qualitative, quantitative and mixed methods research and to all genres of research (Creswell, 2009). In the process of qualitative research, investigators need to envisage issues of ethics that may emerge in the course of their studies (Hesse-Bieber & Leaney, 2006) and actively address them in their research plans. For the current study to be ethical, any type of communication in relation to the research was done with honesty and transparency. Ethical questions are apparent in such issues as authenticity and credibility of the research report and these were adhered to in the current investigation. In the current qualitative research, I promoted the integrity of the study and guarded against misconduct that might reflect on my institution (Isreal & Hay, 2006). The following were other ethical issues that also applied to the current qualitative study.

In qualitative research, the research problem is identified from the outset. The research problem stems from a specific area of the study where there is a gap in knowledge. Ethical issues may arise when the research problem is identified. In the current study, the research problem provided benefits beyond satisfying the researcher's curiosity or personal agenda. Apart from the research problem, the purpose of the study is another issue that occurs at the early stages of the qualitative study. In this regard, I kept to the intended purpose of the current study throughout the various stages of the research process. Another ethical issue which was addressed in the current study

was that any deception or hyperbolic statement concerning the goals of the study was avoided (Bryman & Bell, 2007).

In a qualitative study, one ethical issue that may arise during data collection involves gaining the agreement of individuals in authority (gatekeepers) in order to have access to data. In the current study, I wrote a letter to the Director of the Public Affairs Directorate of the University of Cape Coast, Ghana, to obtain permission in order to have access to newspapers which were the main sources of data for the current study. I also applied for ethical clearance from the University of South Africa where I was pursuing my PhD programme.

In the analysis and interpretation of data in qualitative research, ethical issues emerge that call for good decisions. Less rigorous interpretation of data may change the results and create a violation of ethics. In the interpretation of data, the current study presented accurate account of information and a high level of objectivity was maintained in the discussion and analysis of the research results.

Other ethical issues in qualitative research that the current study addressed involved the potential of suppressing, falsifying or inventing findings to meet the investigator's needs. Neuman (2000) posits that these fraudulent practices are not acceptable in the professional research arena, and they constitute unethical behavior. In the current study, I guarded against the fraudulent practice of altering or discriminating in the interpretation of findings to correspond with predetermined research goals. In the current study, I allowed the data to dictate the findings, in contrast to personal views or biases.

Another ethical issue in qualitative research is plagiarism which is the act of presenting information or ideas as one's own. In other words, taking authorship of the writing of others is

tantamount to plagiarism and it is unethical. From another perspective, the presentation of another person's research design, written material or other texts is a form of plagiarism. Properly citing other authors in the current study removed the potential to commit plagiarism. In the current study, all academic works consulted or referenced were acknowledged duly.

4.6.0 ANALYTICAL FRAMEWORK

The analytical framework of the current study is the qualitative content analysis (QCA) approach to the analysis of text data. Content analysis offers researchers the opportunity to analyze textual data in a way that suits their research interest (Cavanagh, 1997). There are a number of analytical approaches in content analysis ranging from interpretation to textual analysis and qualitative researchers choose the suitable type (Webber, 1990; Rosengren, 1981). Qualitative content analysis (QCA) is an analytical technique that enables the researcher to interpret textual data through a coding process; it also offers the researcher the opportunity to derive themes and trends in the study (Hsieh & Shanon, 2005).

The QCA analytical approach focuses on the linguistic features as well as the semantics of the text (Lindkvist, 1981; McTavish & Pirro, 1990; Tesch, 1990). With QCA, textual data might be lexical items in print or electronic form and they might have been derived from interviews, survey questions, narratives, focus-group discussions or print media (Kondracki & Wellman, 2002). In the application of the QCA technique, the researcher does not just determine the lexical density of the texts but he or she conducts a thorough linguistic analysis of the texts data (Webber, 1990). The QCA technique was deemed suitable for the current study due to the following three reasons: In the first place, the current study involved the collection of advertising

text data for analysis. Secondly, although press advertising is varied in composition, the current study did a linguistic study of advertisements by focusing on the English used. Thirdly, I engaged with the text data and the themes and patterns which emerged from them.

Hsieh and Shannon (2005) identified three approaches to the qualitative content analysis technique: Directed, summative and conventional. According to Hsieh and Shannon, all the three approaches are employed by qualitative researchers for the purpose of interpreting text data. Another common feature of the three approaches is that they are associated with a coding process which entails the organization of textual data into categories (Webber, 1990); these categories are the ideas that are expressed directly in the text data. In the directed approach to qualitative content analysis the coding of categories is dependent on existing theory or the findings of previous research. The directed approach may help extend or complete a theory or prior research. With the directed approach, the researcher would commence the analysis with predetermined codes. He would identify key themes or variables from the existing theory or previous research and use them as initial coding categories (Potter & Levine-Donnerstein, 1999). The current study did not employ the directed approach because it did not make use of predetermined categories. The themes and patterns were allowed to flow from the text data.

A summative approach to qualitative content analysis entails identifying and counting certain words in a text and interpreting the context in which the words are used. The summative approach is two-pronged: It is quantitative since it involves the quantification of certain keywords. It is qualitative as it entails the interpretation of the semantics of words. The current study did not deem the summative approach suitable since the latter makes use of numerical data processing technique; the present research is mainly qualitative.

With the conventional approach to qualitative content analysis, coded categories emanate directly from the text data (Hsieh & Shannon, 2005). The researcher engages with the data in the analytical process (Kondracki & Wellman, 2002). Data analysis begins with a thorough reading of the texts in order to have a general idea of their contents (Tesch, 1990). The data are read closely in order to derive codes (Miles & Huberman, 1994; Morgan, 1993; Morse & Field, 1995). The codes are categorized based on emerging themes, trends or patterns. In the coding process, lexical items that capture key concepts are highlighted. At this stage, the researcher makes notes of his initial impressions and thoughts about the analysis. Labels for the codes are derived from themes or concepts in the text data. Codes are organized into categories which are put into thematic groups (Coffey & Atkinson, 1996; Patton, 2002). The current study chose the conventional approach to qualitative content analysis as the most suitable analytic technique for the analysis of advertising text data from newspapers in Ghana.

4.6.1 Coding Categories

Coding is a feature of the qualitative content analysis framework. Coding is a system in which text data are organized into categories or units based on the themes that emanate from the corpus (Webber, *ibid*). In the coding process, labels (codes) are used to identify the grouping of emerging themes. In the coding categorization process of the current study, I put the product advertisements that were selected from the newspapers into sampling units or groups based on the ideas they depicted. One group of advertisements exhibited the use of grammatical elements for persuasive effect and I labeled it *Ad GR*. Another unit of product advertisements portrayed the use of figures of speech for persuasion and I coded it *Ad FS*. The third set of product advertisements demonstrated the copywriter's use of Aristotle's three artistic proofs for

persuasive effect and I labeled them *Ad LO*, *Ad PA* and *Ad ET* respectively. The following table illustrates the coding categories of the advertising texts data:

Table 1: Coding Categories

UNITS	THEMES	CODES
1.	Grammar	Ad GR
2.	Figures of Speech	Ad FS
3.	Logos	Ad LO
4.	Pathos	Ad PA
5.	Ethos	Ad ET

4.7 CONCLUSION

In this chapter, I presented the research methods employed in the study. Since the current study was based on interpretation, description and explanation of data, the qualitative research design was adopted. The purposive sampling technique was used given the subjective nature of the study. The data collection approach selected for the current study was the document type as the data source was newspapers. Key methodological issues in qualitative research such as reliability, validity and ethical considerations were also discussed. The analytical framework of the present study was the qualitative content analysis approach to textual analysis. The analytical framework enabled the researcher to employ a coding system in the analysis of the advertising text data. In the next chapter, I present the analysis of data and the discussion of the research findings from the perspectives of the three research questions.

CHAPTER FIVE

DATA ANALYSIS AND DISCUSSION OF FINDINGS

5.0 INTRODUCTION

In the previous chapter, I presented the research design, sampling techniques, data collection procedures and the analytical framework of the current study. In this chapter, I employ the coding system to categorize the data base on the themes, trends and patterns that emerge from the advertising text corpus. In the coding process, the advertising texts that exhibit Aristotle's three artistic proofs are labeled Ad LO, Ad PA and Ad ET respectively. On the other hand, the text data that demonstrate the use of figures of speech are coded Ad FS while those that portray the use of grammatical elements are coded Ad GR. In this chapter, I shall analyze the advertising texts data and discuss the research findings. These will be done from the perspectives of the three research questions that I formulated to guide the study.

5.1 RESEARCH QUESTION ONE: *How are Aristotle's three artistic proofs employed in the English of advertisements in newspapers in Ghana for persuasive effect?*

In this section, I analyze the Ad LO, Ad PA and Ad ET coded texts data and I discuss the findings concurrently. This will be done in relation to research question one posed above. The findings here indicate that grammatical elements in the English of advertisements in newspapers in Ghana are underpinned by Aristotle's Rhetorical Theory to persuade readers about a particular

phenomenon. In the current study, copywriters in the Ghanaian press employed Aristotle's three artistic proofs, namely, logos, pathos and ethos in the English of advertisements for persuasive effect. Through the sampling process, the advertising texts that exhibited the use of Aristotle's three artistic proofs were coded Ad Lo, Ad PA and Ad ET respectively.

From the corpus, the advertising texts that demonstrated the use of logos were labeled Ad LO.

The following text is an illustration from the Ad LO texts category:

Growing the profitability of the cocoa farmer in Ghana

Yara's Asaase Wura and YaraLiva Nitrabor are the ultimate nutrition package for improving the yield and quality of cocoa trees and their pods.

Asaase Wura contains the perfect balance of the nutrients to improve the performance of cocoa trees.

YaraLiva Nitrabor is the optimal source of soluble calcium plus boron for cocoa trees, as a supplement to Asaase Wura to be applied when the cocoa tree flowers.

By improving cell structure and strength, YaraLiva Nitrabor reduces the risk of black pod disease and flower abortion and therefore increases the yield. The quality level of the produce is also increased giving fresher and heavier pods.

This improves significantly the profitability and livelihood of the Ghanaian cocoa farmer.

(Daily Graphic, Tuesday, May 9, 2017, P. 37)

The text above has been structured like an argument. It is trying to persuade the reader through logical reasoning. The text is introduced by a headline which expresses a proposition *growing the profitability of the cocoa farmer in Ghana* and serves as the thesis for the argument. The headline is a non-finite present participial clause. The absence of the subject element creates a gap which is filled by the two agricultural chemical products *Asaase Wura* and *YaraLiva*

Nitrabor. This strategy captures the attention of potential customers from the outset. The first paragraph is a declaration of the value and significance of the two products in focus: *Yara's Asaase Wura and YaraLiva Nitrabor are the ultimate nutrition package for improving the yield and quality of cocoa trees and their pods*. It can also be realized from this paragraph that the images of the two agricultural inputs have been uplifted over and above other similar products and this gives them the recognition as the best. The second paragraph states a reason why *Asaase Wura* stands out as the best: *Asaase Wura contains the perfect balance of the nutrients to improve the performance of cocoa trees*. Here the chemical is portrayed as indispensable to the well-being of the cocoa plants. The copywriter also exaggerates the value of the chemical in order to entice buyers. The third paragraph presents scientific facts as supporting evidence to the effectiveness of the *YaraLiva Nitrabor* chemical: *YaraLiva Nitrabor is the optimal source of soluble calcium plus boron for cocoa trees*.

Paragraph four of the above text adds another scientific evidence to buttress the efficacy of the *YaraLiva Nitrbor* chemical: *By improving cell structure and strength, YaraLiva Nitrabor reduces the risk of black pod disease and flower abortion and therefore increases the yield. The quality level of the produce is also increased giving fresher and heavier pods*. The reference to *black pod disease* and *flower abortion* which are threats to cocoa trees appeal to the feeling of fear of cocoa farmers and this might compel them to purchase the products. Another attractive feature in the paragraph is the personification device employed in the phrase *flower abortion*. Since abortion is associated with the destruction of foetus in humans a mental image is created about the extent of damage of the cocoa fruits. Paragraph four ends with the assurance that the application of the *YaraLiva Nitrabor* chemical will result in high yields of quality cocoa. The fifth paragraph functions as the conclusion of the argument in which the copywriter declares that

the application of the two chemicals to the cocoa trees will culminate in improvement in income and standard of living of the cocoa farmer. The reason technique employed in the Ad LO text above makes the argument logical as it is based on evidence. The use of logos in the English of the text makes the advertisement persuasive as the targeted audience (cocoa farmers) views the copywriter as knowledgeable and dependable.

The Ad LO text above demonstrates the use of logos by the copywriter to persuade the audience. The text is like an argument; the copywriter tries to persuade through logical reasoning. The text begins with a declaration of the importance of the advertized products and this uplifts their image over other similar products. The copywriter then uses reasons and scientific facts as supporting evidence. This makes the copywriter's assertions credible and persuasive. The copywriter concludes the textual message with a declaration which drives home the benefits of the advertized products to the potential customer. The ensuing Ad LO text also illustrates the copywriter's use of logos:

For durable & leak-free homes, always remember to use Dr Fixit waterproofing solutions.

Building structures face several problems through their life span like cracks in walls, rainwater seepage, leakage through roofs and rising dampness. These problems can reduce the life of structures considerably.

Dr Fixit has a wide variety of state-of-the-art products and solutions for all waterproofing & repair needs, from foundations to roofs. Dr Fixit waterproofing solutions help to create an envelope around the structure to protect it from dampness & other structural damages caused due to water leakage.

(Daily Graphic, Thursday, January 26, 2017, P. 12)

From the above text, the copywriter uses logical reasoning to persuade the reader. The text opens with a declaration which establishes the value and significance of the *Dr Fixit* products; there is

also an element of assurance for the potential buyer. The copywriter then goes on to appeal to the reasoning of the audience by presenting a number of problems associated with the structure of buildings: *cracks in walls, rainwater seepage, leakage through roofs and rising dampness*. What can be deduced from this strategy is that if one's building structure is affected by these problems then it follows logically that the building would suffer from negative consequences. The copywriter therefore uses deductive reasoning in his persuasion.

The copywriter also presents another reason why the *Dr Fixit* products provide the solutions to problems related to the structure of buildings: *Dr Fixit has a wide variety of state-of-the-art products and solutions for all waterproofing & repair needs, from foundations to roofs*. This serves as supporting evidence to the argument concerning the fact that the *Dr Fixit* products are the ultimate solutions to building structural problems. In order to make the presentation attractive, the copywriter exaggerates his claims. This technique goes a long way to influence prospective customers who have problems with the structure of their buildings to buy and try the *Dr Fixit* range of products. The final segment of the text is another reason to buttress the ongoing argument: *Dr Fixit waterproofing solutions help to create an envelope around the structure to protect it from dampness & other structural damages caused due to water leakage*. The copywriter uses a metaphor in his presentation in which he compares the application of the *Dr Fixit* products to the enveloping of materials. By this comparison, a mental picture is created about the complete protection of the structure of the building from problems.

It is worth noting that the name of the products *Dr Fixit* is striking. The abbreviated title *Dr* has a human feature and the sense of its use connotes the application of therapy in the medical field. The title *Dr* makes the reader to imagine the *Dr Fixit* products as human beings who will solve all their building structural problems. Furthermore, the name *Fixit* is a coinage; it's a blend of the

verbal item *Fix* and the pronoun *it*. The name *Dr Fixit* is to draw the attention of potential customers to the capabilities and effectiveness of its products. Another attraction in the English of the above advertising text is the personification of the building structures: *Building structures face several problems through their life span, and these problems can reduce the life of structures*. The copywriter refers to the building structures as if they were humans who have life. By the use of this personification device the copywriter tries to draw the attention of the audience to their buildings and their associated problems.

The second Ad LO text also illustrates the use of logos by the copywriter for persuasive effect. The copywriter adopts the argumentation style by using logical reasoning to persuade the reader. The text opens with a declaration of the significance of the advertized products in order to grab the attention of the audience from the outset. The copywriter appeals to the reasoning of the audience by presenting the building structural problems that the advertized products will solve. The reason technique employed in the text makes the argument logical as it is based on evidence.

From the corpus, the category of advertising texts that demonstrated the copywriter's use of pathos was coded Ad PA. The following advertising text is an illustration from the Ad PA texts category:

Counterfeit products.

A lot more dangerous than you can think.

Wahl is the number # 1 professional grooming brand in the world, which is why fakes are produced. Trading fake products is a criminal offence and its usage can be dangerous. Wahl recommends you buy original Wahl products from our trusted and authorized distributor Melcom Limited.

(Daily Graphic, Thursday, May 18, 2017, P. 21)

The text begins with two statements: *Counterfeit products, a lot more dangerous than you can think* which arouse a feeling of fear and anxiety in the reader. The copywriter is drawing the reader's attention to hair clips that are on the markets but are not genuine. The copywriter also cautions the reader about the risk involved in using other hair clips other than the advertized one (Wahl). The potential buyer will therefore have no alternative than to accept the advertiser's advice. The aim of the copywriter is to influence the audience to take notice of certain facts which may evoke emotional reactions. The copywriter tries to get the public worried since there will be negative results if they do not make the right choice of hair clip.

The next section of the text is a sentence in which the copywriter uplifts the image of the advertized brand by exaggerating its attributes: *Wahl is the number # 1 professional grooming brand in the world, which is why fakes are produced*. However, the copywriter lowers the image of other hair clips by referring to them as *fakes*. This word has a strong emotional effect on readers and it suggests unpleasant consequences. The word *fake* can go a long way to influence potential buyers of hair clips to take decisions in favor of the advertized product. The expression *grooming brand* contributes to the good qualities of the advertized hair clip and suggests that it is refined, authentic and genuine. The copywriter goes on further to play on the emotions of the audience in order to attract them to the advertized hair clip: *Trading fake products is a criminal offence and its usage can be dangerous*. At this point, the reader may be forced to accept the emotional appeal of the copywriter as there are negative consequences. The reader may consider the unpleasant effect that may follow and they may be compelled to agree with the advertiser's claims. After exposing the reader to the repercussions of using hair clips other than Wahl, the

copywriter then presents the advertized product as the ultimate choice for potential buyers of hair clips.

The Ad PA text above illustrates the use of pathos by the copywriter for persuasive effect. The copywriter appeals to the emotions of the audience in order to persuade. In the above text, the copywriter arouses a feeling of fear and anxiety in the audience by drawing the reader's attention to the risk involved in using other hair clips other than the advertized one. The copywriter uses certain words that evoke emotional reactions from the audience and this is a strategy to draw their attention to the advertized product. The following Ad PA text also demonstrates the copywriter's use of pathos:

Hypertension and Diabetes

The silent sudden killers

The best way to prevent or control them is close monitoring of yourself. To do this, you need Digital Blood Pressure Monitor, Glucose Meter etc.

(Daily Graphic, Monday, July 31, 2017, P. 5)

The text is introduced by two medical conditions: *Hypertension and Diabetes* which are feared by many people because they are dangerous and they can end one's life. Capitalizing on the fear people harbor about these two medical conditions, the copywriter describes them as *the silent sudden killers* with the view to evoking a strong emotional response in the audience. This is a deliberate use of words that express strong feelings to play on the emotions of people suffering from the two medical conditions. These emotive words go a long way to make the audience feel concerned about the negative consequences of the two illnesses, which could compel them to purchase and use the advertized medical products. The next segment of the text *the best way to*

prevent or control them is close monitoring of yourself suggests that the arousal of fear is targeted at patients suffering from the two medical conditions and members of the general public who would like to take preventive measures against the two illnesses. By this strategy, the copywriter aims at widening the scope of potential customers of the medical products. The text ends with a direct address to the audience to purchase the medical products (*Digital Blood Pressure Monitor, Glucose Meter*) as unpleasant effect may occur if they are not utilized.

In the second Ad PA text, the copywriter appeals to the feeling of fear of the audience in order to persuade. The copywriter uses two dangerous medical conditions to arouse the feeling of fear in the audience. There is also a play on the emotions of patients suffering from the two medical conditions and this can move them to purchase the medical devices. The presentation of the negative consequences of the two medical conditions may compel the audience to buy the medical products. The ensuing Ad PA text demonstrates a pathetic appeal by the copywriter:

No chance for back pain!

Get ErgoMED Office Chairs

ErgoMed Office Chair is designed with you in mind.

ErgoMed Office Chair comes with a ventilating mesh back to control body heat buildup, a fine-adjustable lumbar pad, and a synchronized mechanism which enables you to work comfortably and efficiently over a longer period of time without pain.

Get the chair that supports your work style.

Get ErgoMed!

(Daily Graphic, Tuesday, May 16, 2017, P. 9)

The first line of the above text *No chance for back pain* suggests that the target audience for the advertisement are adults since the advertised product is a chair designed for an office and it is adults who sit for long hours in offices who normally experience back pain. The first line also implies that the advertised product *ErgoMed Office Chair* will serve everyone's purpose. If a potential buyer experiences back pain, the chair will provide relieve; on the other hand, it can also prevent a user from experiencing back pain. The copywriter assures the potential buyer that the chair will take care of all back pain problems, as if the chair were some device that will provide physiotherapy. The second line of the text is imperative. It urges the reader to purchase the chair because they will benefit from it: *Get ErgoMED Office Chairs*. The third line of the text establishes a relationship with the audience, individually, and makes them feel personally addressed: *ErgoMed Office Chair is designed with you in mind*. The next segment of the text presents the features of the *ErgoMed Office Chair*. These features entice the reader to the therapeutic chair and make them want to own one so that they can benefit from its use.

Towards the end of the Ad PA text above, the copywriter plays on the reader's feeling of pain in another way. This is captured in the relative clause *which enables you to work comfortably and efficiently over a longer period of time without pain* whose antecedent is the sentence which describes the distinctive features of the advertised product: *ErgoMed Office Chair comes with a ventilating mesh back to control body heat buildup, a fine-adjustable lumbar pad, and a synchronized mechanism*. The relative clause evokes an emotional response from the potential customer and urges them to buy and try the chair that will not make the customer experience any back pain. From the above advertising text, it can be realized that the use of pathos leads to successful persuasion. Back pain is not a pleasant experience so if one considers the negative

effect of such a feeling, one will be persuaded to use a chair that will solve one's back pain problems.

The third Ad PA text shows an appeal by the copywriter to the feeling of pain in the audience in order to persuade. The advertized chair provides the therapy for back pain. This suggests that the reader may experience back pain if they do not use the advertized chair. The copywriter uses the words that evoke emotional reactions from the audience. There is a play on the reader's feelings with the presentation of a chair that takes care of all the back pain of the prospective buyer. The following Ad PA text further shows the copywriter's use of pathos:

Fire filing cabinets

Fire & data safes

Fire resistant safe, data safe, fire filing cabinet, hotel safe, private security box, fire & burglary safe, high security safe, deposit safe, security chest, key cabinet.

A safe is the best solution against fire and thefts.

Insurance could replace most of your furnishings, but important documents such as deeds, wills and certificates would be lost.

Fire accidents could also destroy photographs, jewellery and other irreplaceable items in a moment.

There is only one effective way to protect your valuables against fire. Keep them in a fire safe.

Most people would agree that a safe is the best solution. Sizes and models are available for all purposes.

(Daily Guide, Tuesday, January 10, 2017, P. 9)

In an event of fire or theft, sometimes people lose very important documents or valuable items, forever. The copywriter, therefore, proposes safes as the ultimate solution to loss of important items in fire or theft: *A safe is the best solution against fire and thefts.* In order to persuade the targeted audience to buy the safes, the copywriter arouses the feeling of fear and insecurity of the

audience by presenting the negative consequences that will ensue if the advertized safes are not utilized: *Insurance could replace most of your furnishings, but important documents such as deeds, wills and certificates would be lost.* The targeted audience has no alternative than to accept the solutions proposed by the copywriter since they will not like to experience the negative effects of the absence of: *A fire & burglary safe, a fire resistant safe or a high security safe.*

In the above text, the copywriter also uses comparison to aid his pathetic appeal to the audience in order to persuade. The copywriter compares an insurance policy taken to protect one's property to the advertized safes. His argument is that an insurance policy cannot replace certain documents and valuables that will be lost in a fire accident. This analogy appeals to both the emotions and the reasoning of the reader. The reader is placed in a compelling position to choose the safes since without them negative consequences can befall the potential customer. The phrase *irreplaceable items* appeals to the reader's emotions and reasoning and this contributes to the persuasive process immensely. Having appealed to the feeling of fear and insecurity of the targeted audience, the copywriter goes on to present the ultimate solution to the loss of important documents and valuable items in the event of fire: *There is only one effective way to protect your valuables against fire. Keep them in a fire safe.*

In the fourth Ad PA text, the copywriter appeals to the feeling of fear and insecurity of the audience to persuade. The copywriter arouses this feeling in the audience by presenting the negative consequence that will occur if the advertized safes are not used. By this, the reader is placed in a position to accept the proposed solutions: The purchase of safes to protect documents against fire and theft.

From the advertising text database, the category of texts that portrayed the use of ethos was coded Ad ET. The ensuing text is an illustration from the Ad ET texts category:

Blubio natural health remedies

German quality food supplements

(100% natural and organic)

Blubio Spirulina Complex: Helps to strengthen the immune system

Blubio Women Care: Helps to promote longevity in women, skin quality, menopause health

Taking Blubio Spirulina and Women Care daily helps to promote good health and long life.

(Daily Graphic, Monday, May 15, 2017, P. 29)

The first line of the text contains an attractive nominal phrase (*natural health remedies*) which implies that the advertized products *food supplements* do not contain artificial chemicals which may have side effect on the consumer. The third line of the text in parenthesis suggests that the health products are purely natural (*100% natural*). The figure *100%* can be described as whole or absolute and in the above text it implies authenticity or wholesomeness. It also suggests that there are no additives and chemicals in the *food supplements*. The copywriter is certain and sure of himself. The reader is forced to believe the copywriter's description of the *food supplements* and this can entice the reader to buy the products. In the above text, the word *organic* suggests that the crops that produced the *food supplements* were cultivated with animal and plant waste materials and not artificial chemical fertilizers. The phrase *German quality* as used in the above text indicates the country of origin of the *food supplements*. Germany is a developed country

where high quality products are manufactured. It follows logically that the advertized *food supplements* are of good quality.

It is worth noting that one type of the advertized food supplements *Blubio Spirulina Complex* is good for the human immune system whose medical function is to help the human body fight against diseases and illnesses. This shows that the copywriter is concerned about the health of the reader. The second type of food supplement *Blubio Women Care* is good for the skin of women, menopausal issues and can make women live long. The properties of the second food supplement are very dear to women. It is assumed that women are concerned about the conditions of their skin and especially about menopausal issues of their health. With the second type of food supplement, the copywriter assures women of a life devoid of intermittent sicknesses and diseases. The final segment of the advertising text is promising and assuring: *Taking Blubio Spirulina and Women Care daily helps to promote good health and long life.* The message of the Ad ET text above becomes credible due to the benefits the audience will gain from the consumption of the *Blubio food supplements*. The audience can be persuaded by the credibility of the message of the copywriter and this can lead to purchasing decisions.

The Ad ET text above exhibits the use of ethos by the copywriter to persuade the audience. The use of ethos in the text persuades by the character of the copywriter and this refers to how credible or trustworthy he or she can be in the English of the advertising message. In the above text the copywriter seems certain and sure about the information on the advertized food supplements. This makes the audience believe what the copywriter is saying which can lead to purchasing decisions. The next Ad ET text also makes an ethical appeal to the reader:

Inesfly

Insecticide Floor Cleaner

Exterminate all crawling insect pests including cockroaches, ants, spiders etc.

Protect your floors from insect pests for up to 1 week.

Effective for cleaning all dirt including oil and grease

Safe for humans and pets

(Daily Graphic, Thursday, June 22, 2017, P. 28)

In the above text, the copywriter assures the reader of the effectiveness of the *Inesfly Insecticide Floor Cleaner* which performs dual tasks: The *Inesfly* product can kill all crawling insect pests and clean the floor thoroughly, simultaneously. The reason for this duality in function is because the *Inesfly* product contains both detergent and insecticide chemicals. The insecticide component is capable of protecting the floor against insect pests for a whole week: *Protect your floors from insect pests for up to 1 week*. The *Inesfly* product cleans intensively and thoroughly all kinds of dirt including oily and greasy stains: *Effective for cleaning all dirt including oil and grease*. The copywriter overstates the effectiveness of the *Inesfly* product in order to paint a mental picture of its efficacy and capabilities: *Inesfly, exterminate all crawling insect pests, effective for cleaning all dirt*. These hyperbolic expressions go a long way to entice the reader to buy and use *Inesfly*. The copywriter also assures the reader that *Inesfly* is not poisonous and therefore not detrimental to both human and animal life: *Safe for humans and pets*. Considering the information that the copywriter provides about the *Inesfly* product, it can be deduced that the copywriter is certain and sure of himself. This may make the reader think that the reason for the copywriter's attitude is because of the effectiveness of *Inesfly*. The copywriter gains trust and credibility in the English used in the textual message which may result in persuasion and subsequent purchase of the *Inesfly Insecticide Floor Cleaner*.

The second Ad ET text also illustrates the use of ethos by the copywriter for persuasion. In the text, the copywriter gains credibility and trust by assuring the reader of the effectiveness of the advertised product. The copywriter appears to trust the efficacy of the product and this is the reason why he is so sure of what he is saying. The copywriter gains credibility and trust by being very sure of his information. The third Ad ET text also portrays the copywriter's use of ethos:

"I believe in solar, I chose UMAWA"

(Prof Ablade Glover, Artist Alliance Gallery, Labadi, Accra)

Wonder what solar power has got to do with convenience, security, enormous savings and even your pension?

Lets prove it to you, the German way!

UMAWA! Solar power everyday

(Daily Graphic, Monday, May 15, 2017, P. 5)

The text begins with direct speech *"I believe in solar, I chose UMAWA"* (*Prof Ablade Glover, Artist Alliance Gallery, Labadi, Accra*). The subject of the discourse is Professor Ablade Glover, an academic and a renowned artist. In this text, the copywriter uses a celebrity to give credibility to the information on the *UMAWA solar energy product*. If an intellectual like Prof. Glover has used the solar energy product, then it must be of high quality; the reader can just emulate the eminent professor. Another aspect of the text that makes the message credible is the reference to Germany as the country of origin of the *UMAWA solar energy device*. Germany is a developed country which is well known for quality electronic devices. The audience may buy the solar energy product since they are sure of an efficient and durable product. The copywriter poses a rhetorical question in the textual message: *Wonder what solar power has got to do with*

convenience, security, enormous savings and even your pension? The answer to this question is obvious given the credibility the solar energy product has gained from the celebrity endorsement by Prof. Glover and Germany as the manufacturing country. The copywriter assures the reader that the *UMAWA solar energy device* is convenient to use; it is safe, secured, affordable and economical.

The third Ad ET text shows that the copywriter persuades by gaining credibility from the audience. In the text, the copywriter uses a celebrity to give credibility to the advertising message. If a renowned person has used the advertized product, it follows logically that the product meets a certain standard and the reader can also use it. Another aspect of the textual message that gives credibility to the copywriter is the reference to Germany as the country of origin of the advertized solar energy product. The ensuing Ad ET text exhibits another ethical appeal:

The All-New Nissan Qashqai.

Ride to new urban heights

The ultimate city crossover. With its sleek sporty contours, advanced safety features, spaciousness and adjustable driving positions, the Qashqai delivers dynamic ride and handling that gives you total control.

The Nissan Qashqai is your enhanced urban driving experience waiting to happen.

Get empowered today, Visit Japan Motors today.

Dynamic design, advanced technology, inspired performance.

(Daily Graphic, Thursday, January 26, 2017, P. 8)

In Ghana, Japan Motors is recognized as the manufacturer and the main distributor of brand new Nissan car series. Since the company has reputation in the production of high quality cars, the *Nissan Qashqai* that has been advertized, gains credibility. The information that the copywriter

has provided in the above text on the *Nissan Qashqai* is given credibility by the brand and the car manufacturing company. The audience can be persuaded by the new Nissan car advertized by Japan Motors. In other words, the reader tends to believe all that the copywriter has said concerning the advertized car. From the information provided by the copywriter, it can be deduced that the new *Nissan Qashqai* is a modern car that can be driven everywhere in the city: *The All-New Nissan Qashqai, Ride to new urban heights.* The *Nissan Qashqai* looks like a racing-car, it has enough airbags, adequate interior space, power steering and it is stable on the road: *With its sleek sporty contours, advanced safety features, spaciousness and adjustable driving positions, the Qashqai delivers dynamic ride and handling that gives you total control.* The *Nissan Qashqai* is manufactured based on the well-known Japanese technology. The copywriter invites the reader to experience the driving of the car and promises excellent mechanical performance.

In the fourth Ad ET text, the copywriter persuades by also gaining credibility from the audience. The copywriter makes an ethical appeal to the audience by presenting a reputable company that has acquired a track record of high expertise in the car manufacturing industry. The message on the advertized car is given credibility by the brand and the car manufacturing company. The reader therefore tends to believe all that the copywriter has said concerning the Nissan Qashqai car that has been advertized. The following Ad ET text also demonstrates the use of ethos:

No cartridges

No hassle

No brainer

We've changed consumer printing forever. Our EcoTank ITS printer comes with up to three years' worth of ink included. And with no cartridges to buy or change, you can expect print savings of up to 90%. See all the benefits of our revolutionary new printer at epson.eu/ecotankits

(Daily Graphic, Tuesday, October 24, 2017, P. 21)

The above Ad ET text commences with a set of parallel structures that are expressing assurances. The copywriter promises potential customers in the printing industry a positive change that will enhance their businesses. However, the copywriter overstates this proposition in order to attract readers' attention to the message: *We've changed consumer printing forever*. In the next sentence, the copywriter assures the prospective customer of adequate quantity of ink in the advertized printer that can last for a period of three years: *Our EcoTank ITS printer comes with up to three years' worth of ink included*. Given that the ink component of a printer is the most essential, the potential customer can take a purchasing decision on the advertized printer based on the profit that can be made within the first three years of operation. Since the *EcoTank ITS printer* that is advertized has an in-built cartridge, the copywriter assures the prospective customer of saving the monies that will be used in buying cartridges for future use or investment: *And with no cartridges to buy or change, you can expect print savings of up to 90%*. The figure 90% suggests that the copywriter is certain and sure about the extent of savings that will be accrued by the potential customer. The last section of the above Ad ET text provides a website (*Epson.eu/ecotankits*) where the targeted audience can verify the information on the benefits of the *EcoTank ITS printer*. The website makes the message of the copywriter credible and trustworthy. The ethical appeal in the English of the above text, to a large extent, has persuasive effect on the targeted audience.

In the fifth Ad ET text above, the copywriter persuades by his character. The copywriter gains both trust and credibility from the audience and he uses these as persuasive strategies. The copywriter promises prospective customers in the printing industry a positive change in their

business enterprises. The copywriter also assures the audience, in another instance, of adequate internal ink storage system in the advertized printer. The copywriter also provides a website where the benefits of the printer can be verified and this makes the potential customer trust and believe the advertising message.

5.2 RESEARCH QUESTION TWO: *How are figures of speech in the English of advertisements in newspapers in Ghana used for persuasive effect?*

The findings from the advertising database indicate that the figures of speech used by Ghanaian copywriters for persuasive effect are underpinned by the Conventional Figurative Language Theory. In the current study, the use of figures of speech in the English of the advertising texts made it possible for copywriters to present the English language in an unusual and attractive way. Figurative expressions in the English of the advertising texts gave the language a meaning different from the literal interpretation. This had persuasive effect on the audience as the figurative English was striking and it created a mental picture about the advertized products. The advertising texts that reflected the use of figures of speech was coded Ad FS. The following section is an analysis of the textual data and a discussion of the findings and this will be done from the perspective of research question two.

The Ad FS coded texts category exhibited the copywriters' use of figures of speech for persuasive effect. The following Ad FS text serves as illustration:

LG Dual Cool

The moment you turn on the LG Dual Cool, you'll be blown away. First, by its faster cooling then once more, by the energy it saves you. LG's Dual Cool air conditioner with dual inverter compressor means you can save energy and enjoy faster cooler air.

(Daily Graphic, Monday, May 29, 2017, P. 33)

The main clause of the first sentence of the above text *you'll be blown away* has been presented in a metaphorical sense. In this metaphor, the meaning of the clause is figurative; it has changed to benefits that the potential buyer will derive from the use of the advertized product and these are: *First, by its faster cooling then once more, by the energy it saves you.* The copywriter has used the clause *you'll be blown away* in a certain sense which makes it mean something else. By the use of the metaphor, the copywriter is comparing two unlike entities the *action of air* and *benefits* to suggest a similarity between them. This metaphorical use of English has enabled the copywriter to create an unexpected link between two different things and this is so striking that the reader's attention is drawn to the message of the text. However, for the reader to comprehend the advertizing message, a critical thinking or reasoning is required. The use of the metaphor in the above text creates images in the reader's mind and this makes the message of the text more vivid. The metaphor in the English of the text also paints a word picture for the reader and they are able to imagine the benefits of the advertized product the *Dual Cool air conditioner*. The copywriter ends the message of the text by employing the repetition rhetorical device to emphasize the benefits of the advertized product: *LG's Dual Cool air conditioner with dual inverter compressor means you can save energy and enjoy faster cooler air.* The copywriter repeats the energy saving and the faster cooling benefits of the advertized product and the repetition device highlights and reinforces the advertising message.

From the Ad FS text above, the copywriter employed metaphor to persuade the audience. The use of metaphor makes the English figurative and attractive. By comparing two unlike things to suggest a similarity between them, the copywriter engages the reader in a thoughtful consideration of the advertized product. In a similar text from the Ad FS coded category, the copywriter also uses the metaphorical trope as a persuasive strategy:

The New Nissan Almera

Sees the unforeseen

With clever engineering and technology, the new Nissan Almera makes reversing a breeze with rear parking sensors that ensure even the tightest parking spots become a precision exercise.

Modern styling

Spacious interior

Economical

(Daily Graphic, Tuesday, October 17, 2017, P. 8)

The text above opens with the personification figure of speech in which the copywriter confers a human attribute on the car which is the subject of the advertising text. By the use of the personification trope, the copywriter presents the car as a human being with supernatural powers: *The New Nissan Almera sees the unforeseen*. The car has been portrayed as a kind of prophet or fortune-teller to herald the news of *the rear parking sensors* of the *New Nissan Almera*. The text commences on a note of attraction to the new feature of the car. In the above text, the clause *the new Nissan Almera makes reversing a breeze with rear parking sensors* departs from the usual

standard meaning; it is metaphorical. The copywriter makes a direct comparison of two dissimilar things *reversing* and *a breeze* to suggest an identity between them. The copywriter presents one thing as another and this creates a striking image in the reader's mind. The metaphor yields another meaning which is the safety that is assured when the *Nissan Almera* is driven in a reverse direction. The metaphor in the English of the text is enticing. The reader may want to experience the reversing technology of the advertized car.

The copywriter makes use of another metaphorical expression in the English of the text. In the following relative clause *that ensure even the tightest parking spots become a precision exercise* the copywriter compares two unlike entities *the tightest parking spots* and *precision exercise* to suggest a similarity between them. This is also a comparison that presents one thing as another. By the use of this metaphor a mental image is created about the safety and security of the reversing mechanism of the *New Nissan Almera*. This implies that with the *rear parking sensors* of the car, the potential buyer will not hit the back of the car against a stationary object. The copywriter identifies a likeness between two dissimilar things to achieve a rhetorical effect.

Apart from the personification and metaphor in the English of the Ad FS text above, the copywriter also makes use of the synecdoche figure of speech. With the use of synecdoche, the copywriter presents part of the car the *rear parking sensor* to represent the whole of the *New Nissan Almera*. Part of the car has been used as a representation of the entire car. In other words, the copywriter has turned the *rear parking sensor* into something else. There has been quite a radical use of the English of the text as the use of synecdoche makes the English of the text figurative. The use of synecdoche paints a picture in the mind of the reader. In another sense, every part of the car like the *rear parking sensor* guarantees the safety of the owner.

The second Ad FS text above also demonstrates the copywriter's use of metaphor to persuade the reader. By the use of metaphor, the copywriter establishes unexpected connection between two dissimilar things. The metaphor in the English of the text creates an image of the advertized product in the reader's mind.

From the Ad FS coded texts category, another figure of speech emerged:

The all-new Kia Picanto 2017

If the city makes you feel young and alive, and you're eager to explore new places, you've found a soul mate in the Picanto. It may be small, but its roomy inside, and its full of big ideas.

(Daily Graphic, Tuesday, July 28, 2017, P.45)

In the above text, the clause *you've found a soul mate in the Picanto* illustrates the copywriter's use of the personification figure of speech. In this clause, a human attribute has been conferred on the *all-new Picanto* car. The copywriter describes the car as a soul mate of the potential buyer. The car has been referred to as if it were alive. The copywriter has presented the *Picanto* car as a representation of something else. The car has been associated with human beings. The use of the personification device departs from the standard meaning of the English of the text to create an image in the mind of the audience. The copywriter personifies the *Picanto* car in another clause: *It's full of big ideas*. By the use of the personification trope, the copywriter describes the car as though it were human; the car has been described as another. A human attribute has been bestowed on it. The use of the personification device is a departure from the usual literal meaning of the English of the text. It paints a word picture of the car and this has a

persuasive effect on the reader. The association of two unlike entities (a car and a human being) makes the personification figure of speech striking and attractive to the reader.

The Ad FS text above exhibits the copywriter's use of the personification literary device for persuasion. The copywriter confers human attributes on the advertized car. The use of the personification figure of speech is a departure from the literal meaning of English. The copywriter has moved the English to the figurative level and this attracts the attention of the reader to the advertized product. In the ensuing Ad FS text the copywriter also employs the personification literary device:

Thrives under pressure

Nissan Hardbody

Reliability you can trust

The Nissan Hardbody loves making the hard yards.

Having earned an enviable reputation for its rugged performance, proven reliability and low running cost The Nissan Hardbody is your trusted business partner.

Capable, reliable, durable, safe.

(The Ghanaian Times, Monday, April 24, P. 2)

The text begins with an attribute of the advertized product *thrives under pressure Nissan Hardbody* which portrays the car as robust, tough and rugged. In the next line, the copywriter uses the metonymy device as a strategy to draw the reader's attention to the car. The copywriter applies the literal term *reliability* to the *Nissan Hardbody* car with which it has become closely associated. In the fourth line of the text the declarative sentence *the Nissan Hardbody loves making the hard yards* illustrates a personification of the car. The copywriter presents the car as

if it were human and capable of showing emotion and exhibiting other human attributes. This creates a striking image of the car.

The present participial modifier *having earned an enviable reputation* has been used by the copywriter to mean something else. The words portray the *Nissan Hardbody* vehicle as a human being who is capable of achieving prominence. The copywriter turns the modifier to reflect human attributes. The personification trope was used in another sense in order to make the English of the text attractive. For instance, in the clause *the Nissan Hardbody is your trusted business partner*, human qualities have been bestowed on the car. The personification device involves unusual use of the English of the text which associates two different entities. This is a departure from the standard meaning of words which makes the English of the advertising text figurative. The personification literary device makes the English of the text attractive. This creates a mental picture about the advertized product. The final line of the text is a presentation of a series of adjectives which are aimed at describing the car and drawing the reader's attention to its exceptional qualities.

The second Ad FS text also illustrates the copywriter's use of personification to persuade the reader. The copywriter refers to the car as if it were human; the car has been associated with human beings. The personification figure of speech has made the English attractive and this draws the attention of the potential customer to the advertized car.

Another Ad FS coded texts category that emerged from the corpus is illustrated below:

Quality in a sachet

Cool, fresh and clean

Introducing Voltic Cool Pac, lovely voltic quality at an affordable price. With cool pac's treated water...

Enjoy the high quality standards that Voltic (Gh) Limited is famous for.

Why compromise on Quality?

(The Mirror, Friday, January 6-12, 2017, P.26)

The first line of the text *Quality in a sachet* illustrates the copywriter's use of the metonymy trope. In this phrase, the name of one thing *quality* is used to represent another thing, *water*. Similarly, the name *sachet* is applied to the final product *Voltic Cool Pac* with which it has become closely related. In this situation the copywriter turns one concept into a representation of another. There is an association between the name used and the thing that it stands for. The quality of water is essential in mineral water production and a distinction is made between water that is good and pure and untreated water. The word *sachet* is also associated with *Voltic Cool Pac* which is the final product in a sachet form. The metonymy literary device has been placed at the initial part of the text and this grabs the attention of the reader and prepares them for the other attributes of the sachet mineral water.

The second line of the text contains series of adjectives cool, fresh and clean which draw the reader's attention to outstanding qualities of the *Voltic Cool Pac*. After attracting the attention of the audience by the use of the metonymy device and modifiers, the copywriter then introduces the advertized product and emphasizes the quality of the sachet mineral water: *Enjoy the high quality standards that Voltic (Gh) Limited is famous for*. The copywriter ends the textual message with a rhetorical question whose answer is obvious and it compels the reader to provide the answer: *Why compromise on Quality?* The use of the metonymy figure of speech makes the

English of the textual message figurative. The English is attractive since it is different from the usual literal meaning.

From the Ad FS text above, the copywriter employs the metonymy figure of speech for persuasive effect. The use of metonymy in the text demonstrates the use of the name of one thing to represent another with which it has become closely associated. This is an unusual use of English to attract the attention of the reader to the advertized mineral water. In another Ad FS text below, the metonymy trope is illustrated:

Unbox luxury at the most flexible payment terms

Nissan X-Trail

Premium style

Versatile

Capable

(The Ghanaian Times, Monday, January 23, 2017, P. 2)

In this context, the copywriter turns the word *luxury* to mean something else which it is closely associated with. The word *luxury* which is a descriptive term for certain class of sophisticated and expensive cars has been used to represent the car itself. By associating one thing with another, the copywriter has used the English of the text in an unusual way and this creates an image in the reader's mind about the advertized product. The imperative verb *unbox* has been used in a metaphorical sense. The copywriter compares the *Nissan X-Trail* to a parcel in a box whose tape will have to be cut for the car to be unveiled. The use of the metaphor means that the copywriter identifies a similarity between these two different objects. The comparison in the

metaphor implies that the car is being presented as another. This engages the reader's mind and creates a mental picture. The reader's attention has been drawn to the car by the use of the metonymy device in the first line of the text. The metaphorical use of the word *unbox* also contributes to the enticement of the reader to the car. The other aspect of the text which comprises a nominal phrase and two adjectives function as modifiers to project the image of the car: *Premium style, versatile, capable*. This reinforces the positive attitude of the audience towards the car.

This second Ad FS text above also illustrates the use of the metonymy figure of speech by the copywriter. It is worth noting that in the use of metonymy the copywriter turns one thing into a representation of another; there is an association between the thing used and what it represents. The figurative nature of the use of metonymy creates an image in the mind of the reader of the advertized car. A third example from the Ad FS coded texts category also demonstrates the use of the metonymy figure of speech:

Samsung Galazy Grand Prime Plus

The Dream just got better

Make it grand with 4G

Buy any Galaxy Grand Prime 4G compatible phone and get free 800MB data for 6 months.

(The Ghanaian Times, Tuesday, May 16, 2017, P. 23)

The second line of the text *The Dream just got better* illustrates the metonymy literary device. The word *Dream* was used to represent the *Samsung Galaxy Grand Prime Plus* mobile phone. In this context, the name of an abstract concept has been used to represent a different entity. The copywriter relates dream to mobile phone and the two have been associated. With the

proliferation of mobile phone production, it is the desire, wish or dream of everyone to own the latest and more sophisticated type. This association of two different concepts makes the English of the text different and attractive. Another attractive feature in the English of the text is the copywriter's use of alliteration in the name of the Samsung mobile phone *Galaxy Grand* and *Prime Plus*. The repetition of identical consonantal sounds at initial positions as in *Galaxy Grand* and *Prime Plus* is a rhetorical device and it contributes to the attraction of the audience to the phone. The use of the alliteration device adds emphasis to the advertising message and makes it memorable. The copywriter goes on to employ the imperative mode to urge the reader to take action: *Buy any Galaxy Grand Prime 4G compatible phone and get free 800MB data for 6 months*. The imperative sentence influences the behavior of the audience to a large extent.

The third Ad FS text above also illustrates the use of metonymy to persuade potential customers. From the text, the copywriter uses the name of one thing to represent another. There is a deliberate association of two different entities. The use of metonymy is a departure from the standard meaning in English to create mental pictures of the advertized phone.

From the Ad FS coded texts category, another figurative theme emerged:

Trane, a world leading brand offers a broad range of energy efficient air-conditioning systems, suitable for every kind of application from residential to commercial and Hi-Tech environment.

The Trane ducted unit is the most versatile of all air conditioning systems and the ultimate climate control solution for hotels. It allows you to cool multiple/common areas using one system. Ideal for villas, hotels, open-plan offices and small office buildings.

(Daily Graphic, Wednesday, October 18, 2017, P. 11)

From the first line of the above text, the copywriter presents an appositive structure which is describing the brand name *Trane: A world leading brand offers a broad range of energy efficient air-conditioning systems*. However, the copywriter deliberately exaggerates his description in order to draw the reader's attention to the *Trane air-conditioning systems*. By overstating his description the copywriter turns the English of the text to mean something else. This makes the English figurative and it creates an image in the reader's mind. The first sentence of the text also contains another example of hyperbole: *Suitable for every kind of application from residential to commercial and Hi-Tech environment*. The copywriter overstates the importance of the *Trane air-conditioning system* to add emphasis and to attach more weight to his assertion.

In the next sentence, the copywriter over expresses the quality of the *Trane* brand by presenting more than the truth about it: *The Trane ducted unit is the most versatile of all air-conditioning systems*. The copywriter also exaggerates the features and functions of the advertized products: *The ultimate climate control solution for hotels*. The use of the hyperbole figure of speech makes the English of the text attractive and engaging.

The Ad FS text above demonstrates the use of the hyperbole trope to persuade the reader. In the use of hyperbole, the copywriter deliberately exaggerates his description of the advertized air-conditioning systems for rhetoric effect. The copywriter overstates the qualities, features and functions of the advertized products in order to draw the reader's attention. Another Ad FS text that demonstrates the use of the hyperbole literary device can be seen below:

Hisense King Kong

The strongest phone ever

The Hisense King Kong has full HD-IPS display, an attractive sleek phone that comfortably fits in one hand.

The Hisense King Kong can be safely immersed in water up to 1.5 meters deep for 30 minutes.

Dust protection against ingress of particles sealed rubber edges and a shock-resistant glass screen provide for perfect smash protection

Hisense, everyday prices for everyday people

(Daily Graphic, Monday, May 22, 2017, P. 95)

The text is introduced by the name of the advertised product *Hisense King Kong* mobile phone. The name of the cell phone is striking because *King Kong* is an allusion to a famous movie. This is an implicit reference to a literary production. The use of the allusion rhetorical device appeals to the reader to share their knowledge. This strategy associates the reader with the advertising message. The use of *King Kong* by the copywriter also illustrates the alliteration device. The repetition of the same consonant sound /k/ in succession attracts the potential customer's attention to the advertised phone.

Having grabbed the attention of the reader to the *Hisense King Kong* phone, the copywriter then strongly states its quality in the second line: *The strongest phone ever*. This exaggeration is to project the image of the phone over and above other brands of mobile phone on the market. The copywriter makes an extreme claim for the phone in order to attract the attention of readers. The third sentential structure of the text also illustrates a deliberate overstatement of a unique feature of the phone: *The Hisense King Kong has full HD-IPS display*. In expressing the water-proof quality of the phone, the copywriter presented more than the truth about the safety of the phone: *The Hisense King Kong can be safely immersed in water up to 1.5 meters deep for 30 minutes*. At the final segment of the text, the copywriter also deliberately exaggerates the other features of

the phone for attraction and emphasis. The line *dust protection against ingress of particles* is hyperbolic because it is overstated and this creates a striking image. In the line *a shock-resistant glass screen provide for perfect smash protection*, the quality of the glass covering the surface of the phone has been over expressed. The use of the hyperbole literary device departs from the literal meaning to create a mental picture of the attributes of the advertized phone. For instance, the reader can imagine a phone whose main screen is fortified so that it will never get cracked or smashed. The use of the hyperbole figure of speech has made the English of the advertising text figurative.

The second Ad FS text exhibits the use of hyperbole by the copywriter for rhetorical effect. The copywriter uses exaggeration to project the image of the advertized phone over others. In the above Ad FS text, the copywriter strongly states the qualities of the advertized phone and makes extreme claims for the phone in terms of its attributes. By overstating the features of the phone, the copywriter turns the English of the text to mean something else. The use of hyperbole makes the English of the text attractive and engaging.

From the Ad FS coded texts category, a different figure of speech emerged:

Diamond Cement

Trusted quality cement

Higher grade

Super fine cement

Most affordable priced cement

Diamond Cement; The Builder's choice!!

(Daily Guide, Friday, February 10, 2017, P. 1)

In the text above, the copywriter repeats the word *cement*, the advertized product, throughout the text. Repetition is a rhetorical figure and its use makes the English of the text striking. The use of the repetition device is a departure from the usual order of words in English. It thus engages the reader and creates an image in their mind. The repetition of *cement* is for emphasis. By the use of this rhetorical device the image of the advertized product is uplifted in the text and this draws the attention of the audience. Repetition also highlights the advertising message and plants the name *cement* in their mind for consideration.

The Ad FS text above exhibits the use of the repetition rhetorical device for persuasive effect. The repetition of the advertized product is for emphasis and projection of its image. The use of repetition departs from the usual order of words in English to create mental pictures of the advertized product. The following Ad FS text also illustrates the copywriter's use of repetition for rhetorical effect:

Novamether

The ideal antimalarial

Novamether...

The best choice to treat malaria!

Novamether... excellent tolerance & efficacy in a novel pack!

(Daily Graphic, Wednesday, September 27, 2017, P. 7)

In this text, the copywriter deliberately repeats the advertized product *Novamether* in order to draw the attention of the reader to it. The repetition device employed in the text is attractive because it departs from the standard arrangement of words in English. The repetition style in the

text has created a consistent syntactic pattern. The copywriter presents the advertized product and it is followed in a consistent manner by a descriptive appositive structure: *Novamether, the ideal antimalarial; Novamether, the best choice to treat malaria; Novamether... excellent tolerance & efficacy in a novel pack!* The repetition device, as it were, fixes the advertized product in the mind of the reader and this has a mnemonic effect. It emphasizes and reinforces the advertising message. The copywriter employs the repetition rhetorical device to stress the importance of the advertized drug.

In the second Ad FS text, the copywriter employs the repetition rhetorical figure to draw the reader's attention to the advertized product. The repetition device highlights the importance of the advertized product. It reinforces the advertising message and makes it memorable.

Another Ad FS coded texts category that emerged from the corpus is illustrated below:

End of discussion

The all new Honda Accord

2.4L I-VTEC engine, 17 alloy wheels, push button start, display audio, Bluetooth connectivity, USB port, smart key entry, electronic parking brake, rear view camera, reverse parking sensors.

(Daily Graphic, Wednesday, February 22, 2017, P. 37)

The text is introduced by the expression *end of discussion* which is commonly used in Ghana. It is employed for communication in movies and in both the print and electronic media. The expression has become a cliché; it is a stereotyped phrase which is used so often that it has lost its appeal. The copywriter has used it in this text since it has become so attractive in the English used in Ghana; in fact, it draws attention to itself. The expression is not used in ordinary

discourses as it has lost its vitality due to overuse. The cliché in the text is a departure from the usual order of words in English; it has been employed in this context for rhetorical effect. The copywriter used the cliché rhetorical device to draw the reader's attention to the advertized product: *The all new Honda Accord*. Having introduced the new car in a rhetorical fashion, the copywriter then presents its unique features: *2.4L I-VTEC engine, 17 alloy wheels, push button start, display audio, Bluetooth connectivity, USB port, smart key entry, electronic parking brake, rear view camera, reverse parking sensors*. These are descriptive phrases that are painting a word picture about the qualities and properties of the new *Honda Accord* car. The imagery created is picturesque enough to entice the potential customer to take a purchasing decision on the advertized car.

The Ad FS text above portrays the use of cliché by the copywriter for rhetorical effect. The cliché in the text above is a stereotyped phrase that has been used so often that it has lost its vitality. The use of the cliché device departs from the usual arrangement of words in English. The copywriter employed it in order to attract the attention of the audience to the advertized product. The Ad FS text that follows also exhibits the use of the cliché rhetorical device:

The car that shows the world you've arrived

Chevrolet Cruze

Powerful Turbo engine with

Start/stop technology

Climate control

Rear park

Assist ABS sunroof

Daytime running lights

5-star Euro NCAP safety rating

(Daily Graphic, Monday, August 7, 2017, P. 41)

The text commences with a noun phrase: *The car that shows the world you've arrived*. The headword of the phrase is the *Chevrolet Cruze* saloon car that has been advertized. The relative clause *that shows the world you've arrived* is functioning as the post-modifier of the car. The relative clause contains a stereotyped expression *you've arrived* which illustrates the use of cliché in the text. In Ghana, this descriptive clause depicts an individual who has attained the ultimate or is successful in life. This cliché expression has been overused and has lost its impact. Although it is a worn-out expression, paradoxically, it does not appear in ordinary conversational discourses. The cliché expression *you've arrived* calls attention to itself. The copywriter uses it in this advertising text for rhetorical effect. The use of this cliché is a departure from the literal English meaning. It has been used in such a way that it means something else. The use of the cliché is striking and it has an alluring effect on the English of the text. Having employed the cliché rhetorical device to grab the attention of the reader to the advertized saloon car, the *Chevrolet Cruze*, the copywriter then presents the outstanding features of the car: *Powerful Turbo engine with Start/stop technology, climate control, rear park, assist ABS sunroof, daytime running lights, 5-star Euro NCAP safety rating*. These features describe the car vividly and create an image in the mind of the reader. They stimulate interest in the car and attract the attention of potential buyers.

The second Ad FS text above also shows the copywriter's use of cliché for persuasive effect. The cliché expression in the above text has been overused; it has lost its original appeal. The cliché

has become a worn-out expression and has therefore lost its impact. The copy writer employs it in the above text in order to draw the reader's attention to the advertized car.

In the following Ad FS coded texts category, a figure of speech emerged:

uPVC windows with net

Our uPVC

Doesn't fade

It doesn't rust

It doesn't recoil

It has soundproof

It's durable & stronger

It doesn't produce heat (Daily Graphic, Thursday, March 23, 2017, P. 9)

The text contains similarly constructed grammatical structures; they are parallel constructions with identical syntactic patterns. The parallel structures in the text can be seen below:

Our uPVC doesn't fade

It doesn't rust

It doesn't recoil

These similar syntactic structures comprise a subject element and a verb phrase. The use of the parallelism rhetorical device makes the English of the text figurative. The parallelism in the text shows a departure from the usual arrangement of grammatical structures in English; however, the copywriter has employed it to make the English of the text attractive to the readers. The repetition of the parallel structures is also for emphasis of the qualities and attributes of the advertized product, the *uPVC windows*. The other syntactic structures in the text also contribute

to portraying the qualities of the advertized windows: *It has soundproof, It is durable & stronger, It doesn't produce heat.*

The Ad FS text above demonstrates the copywriter's use of parallelism for persuasive effect. The copywriter makes use of similarly constructed grammatical structures in order to attract the reader's attention to the advertized product. The use of parallelism is a departure from the usual order of grammatical structures in English. The copywriter consciously employs parallelism for rhetorical effect. The ensuing Ad FS text also exhibits the use of the parallelism rhetorical device:

High Security Doors @ MPC Ltd.

High security Turkish external doors all sizes available

Good quality Chinese external doors all sizes

Good quality internal wooden doors

Good quality internal glazed wooden doors

Best quality at best prices

Good quality glazed bathroom doors

(Daily Graphic, Monday, July31, 2017, P. 96)

The text depicts identical grammatical structures which form a syntactic pattern of nominal phrases:

Good quality Chinese external doors all sizes

Good quality internal wooden doors

Good quality internal glazed wooden doors

Good quality glazed bathroom doors

These similar syntactic structures have the advertized products *Doors* as their headwords. The repetition of the advertized products lays emphasis on their qualities. The copywriter's use of parallel structures makes the English of the text attractive to the reader. The use of the parallelism rhetorical device departs from the usual order of grammatical structures in English and this draws the reader's attention to the advertized products. The parallel constructions engage the reader's mind. The repetition of the parallel structures is for emphasis of the quality and type of doors. The similarly constructed grammatical structures create mental pictures and they reinforce the advertising message.

In the second Ad FS text the use of the parallelism rhetorical figure makes the English of the text unusual. The text exhibits identical grammatical structures in succession in order to attract the attention of the reader to the advertized products. The repetition of the parallel structures is for emphasis of the qualities of the advertized doors.

Another Ad FS coded texts category that emerged from the corpus is illustrated below:

Latex Foam

... Your partner for life

Why would you buy an inferior mattress?

As human beings, we spend about one-third of our lives in bed. If you're going to spend that much time in bed, wouldn't you rather be lying on a mattress that is just right for your body?

Be smart! Treat yourself well! Don't spend one-third of your life sleeping on the wrong mattress... or else...

(Daily Graphic, Monday, May 15, 2017, P. 18)

The text commences with the personification of the advertized product: *Latex Foam, Your partner for life*. The *Latex Foam mattress* has been presented as if it were a human being who is capable of companionship. The English is striking because it has been turned to make it mean something else. There is also the use of the hyperbole trope in the clause: *Your partner for life*. The duration within which the *Latex Foam mattress* will be put to use has been exaggerated. The potential buyer of the mattress will use it for their entire lives. This deliberate overstatement adds emphasis to the advertising message. The copywriter's use of the personification and the hyperbole tropes at the initial part of the text grabs the reader's attention to the rest of the textual message that follows.

The third line of the text above is an interrogative sentence; it is a rhetorical question figure of speech: *Why would you buy an inferior mattress?* This question is figurative; it has an obvious answer. It compels the audience to provide the answer and to perceive issues from the point of view of the copywriter. The rhetorical question engages the reader's mind to think and reflect. In the next sentence, the copywriter makes an assertion about the length of time human beings spend in bed: *As human beings, we spend about one-third of our lives in bed*. This is followed by another rhetorical question device: *If you're going to spend that much time in bed, wouldn't you rather be lying on a mattress that is just right for your body?* This interrogative structure is not the usual literal question that expects an answer from the audience. This rhetorical question has an implied answer; in fact, it has only one real obvious response. The rhetorical question has been constructed by the copywriter to force the reader to supply the answer.

Having compelled the reader to provide the answer to the rhetorical question, the copywriter then proceeds to address the audience directly to create a personal effect. The audience is urged to act in two different ways: *Be smart! Treat yourself well!* In the next imperative sentence, the

copywriter uses the down-playing strategy to make the *Latex Foam mattress* an obvious choice for the audience: *Don't spend one-third of your life sleeping on the wrong mattress*. Finally, in order to compel the audience to take a purchasing decision, the copywriter ends the textual message with an incomplete statement: *or else...* This ellipsis created is a strategy to force the audience to consider the possible negative consequences of using a mattress that is not manufactured by *Latex Foam*.

From the Ad FS text above, the copywriter employs the rhetorical question device to persuade the audience. The rhetorical question posed in the text has an obvious answer. The copywriter turns the question to mean something else. The rhetorical question device is a persuasive strategy; it compels the reader to provide the answer. In another Ad FS text, the copywriter also employs the rhetorical question device:

Do you know that dentist recommend changing your toothbrush every 3 months?

Changing your toothbrush every 3 months helps reduce the risk of cavities and bad breath.

Switch to new pepsodent toothbrushes for clean teeth and a healthy mouth.

(The Mirror, Friday, June 30-July 6, 2017, P. 7)

The rhetorical question which is positioned at the initial part of the text is not the usual literal interrogative sentence in English; indeed, it is figurative: *Do you know that dentist recommend changing your toothbrush every 3 months?* Although this rhetorical question does not require an answer from the reader, it has an embedded answer which is the only logical one. The rhetorical question has been asked for effect only. It engages the audience and makes them think. A question whose answer is obvious can lead the audience to a certain conclusion. In the context of the above text, the copywriter has designed the rhetorical question in such a way that it forces the

reader into a position where they have no alternative than to supply the answer to the question. In order to make the answer to the rhetorical question credible, the copywriter goes on to present the benefits of the advertized product: *Changing your toothbrush every 3 months helps reduce the risk of cavities and bad breath.* Capitalizing on the fear people have for cavities and bad breath, the copywriter appeals to the reader's emotions as well. The copywriter ends the text with an imperative sentence that urges the reader to consider using the new pepsodent toothbrush: *Switch to new pepsodent toothbrushes for clean teeth and a healthy mouth.* With the imperative sentence, the copywriter addresses the audience directly and places them in a position where they have no other choices.

In the second Ad FS text, the copywriter demonstrates the use of rhetorical question for persuasion. The rhetorical question is not the literal grammatical construction that expects a response from the audience. In the above text, it has an implied answer; it forces the reader to supply the answer. The rhetorical question engages the reader, in that, a question whose answer is obvious leads the reader to a particular conclusion.

From the Ad FS coded texts category, a figurative theme emerged:

Bridgestone: Your journey, our passion

The Turanza

Minimises road noise

Maximises driving comfort

Broad range from 13 to 18

Excellent roadholding and handling

(Daily Graphic, Friday, March 10, 2017, P. 11)

The text begins with a slogan of the advertising company: *Bridgestone: Your journey, our passion*. The words of the slogan create a personal effect; they establish a friendly relationship between the copywriter and the customers. In order to draw the reader's attention to the advertised product (*The Turanza Bridgestone Tyre*) the copywriter employs the antithesis rhetorical device: *Minimizes road noise, Maximizes driving comfort*. This rhetorical figure makes the English of the text attractive. The antithesis demonstrates a departure from the usual order of words in English and this creates a rhetorical effect. In the antithesis, there are ideas that are directly opposed: *minimize* is in contrast with *maximize* and *road noise* is also in contrast with *driving comfort*. The antithetical device has similar syntactic structures which creates a rhetorical balance. The use of antithesis in the English of the above text draws the attention of the audience to the advertised product as the English is presented in an unusual way. The last line of the text demonstrates the copywriter's use of the hyperbolic trope: *Excellent road holding and handling*. In this coordinated structure, the copywriter overstates the attributes of the Bridgestone tyre to add emphasis to the textual message.

The Ad FS text above exhibits the use of the antithesis literary device for rhetorical effect. The use of the antithesis rhetorical device entails the juxtaposition of similar syntactic structures that are directly in contrast. The use of antithesis is a departure from the usual arrangement of words in English to create a striking image in the mind of the reader. The text below also illustrates the use of antithesis:

Everything you need-nothing you don't

Nissan NP300 Hardbody: Proven for business

Look no further than the Nissan NP300 (AL007) Hardbody when you require capability, reliability and a proven return on investment. Backed by solid aftersales support and competitive cost of ownership, the NP300 (AL007) Hardbody means business you can bank on, time and time again.

Proud heritage

Proven capability

Low cost of ownership

(Daily Graphic, Tuesday, January 17, 2017, P. 8)

The text is introduced by an antithetical statement which is different from the usual order of words in English: *Everything you need-nothing you don't*. In this antithetical statement, two ideas are directly opposite in meaning: *Everything* is in contrast with *nothing*, while *you need* is also in contrast with *you don't (need)*. The opposing ideas are presented in an identical grammatical structure creating a rhetorical balance in the antithetical statement. The use of antithesis in the text is a departure from the standard syntax of English. It is aimed at capturing the attention of the audience to the advertized product from the onset of the textual message.

Having grabbed the attention of the audience by this captivating English, the copywriter then presents the advertized product: *Nissan NP300 Hardbody*. The copywriter uses an imperative sentence to communicate directly with the audience, urging potential customers to consider the *Nissan NP300 Hardbody* when they are ready to purchase a pick-up vehicle since it has unique attributes and features: *Look no further than the Nissan NP300 (AL007) Hardbody when you require capability, reliability and a proven return on investment*. The copywriter goes on to make promises to the potential customers regarding after sales services and the business prospects of the car: *Backed by solid aftersales support and competitive cost of ownership, the NP300 (AL007) Hardbody means business you can bank on, time and time again*. The final

segment of the text comprises nominal phrases which are functioning as modifiers of the car and also describing it: *Proud heritage, Proven capability, Low cost of ownership.*

The second Ad FS text above also illustrates the use of antithesis by the copywriter for persuasive effect. In the use of the antithesis rhetorical device, two ideas in identical grammatical structures have been placed side by side to create a rhetorical balance. The use of antithesis in the text is a departure from the usual arrangement of words in English. It has been employed to capture the attention of the audience to the advertized product.

Another Ad FS coded texts category that emerged from the corpus is illustrated below:

The Suzuki Grand Vitara

Ride the rough with comfort

Expand your boundaries

Go anywhere in style

On the move-mind at rest

Revolution in cross-country

(Daily Graphic, Tuesday, February 14, 2017, P. 4)

The first line of the text is the name of the advertized car: *The Suzuki Grand Vitara*. The second line is an imperative sentence which exhibits the use of paradox by the copywriter. However, the phrase *the rough* illustrates the use of the metonymy figure of speech. In this metonymic phrase, the literal term for one thing *rough* is applied to another *road* with which it has become closely associated due to the continuous relationship that exist between the two terms. In another sense, the noun phrase *the rough* is in contrast with the prepositional phrase *with comfort*. The

juxtaposition of the two phrases makes the line paradoxical in that the two phrases contradict each other and this makes the meaning of the line absurd. However, if one examines or interprets the contradiction, one realizes that the statement makes sense. Using the second line of the text as illustration, it can be realized that a rough road connotes discomfort, displeasure and uneasiness, but, because of the nature of the advertized car, the *Suzuki Grand Vitara*, even though the road may be rough, the car has good shock absorbers, it is stable and weighty, so the ride will be comfortable, pleasurable, easy and enjoyable. The use of figures of speech in the second line of the text makes the English figurative and attractive. The figures of speech draw the reader's attention to the car. They make the reader think and they create mental images.

Having attracted the attention of the reader through the use of the figurative English in line two of the text, the copywriter goes on to address the reader directly in an assertive way. The third line of the text is an imperative sentence whose implied subject is the reader: *Expand your boundaries*. The copywriter is urging the reader to own the advertized car since it has more features to be experienced. The fourth line of the text is also an imperative statement: *Go anywhere in style*. It is speaking to the reader in an aggressive manner. The statement is assuring the reader that the *Suzuki Grand Vitara* can be driven on any road. The fifth line of the text is also assuring the reader that it is safe to drive the car; there will be no mechanical faults: *On the move-mind at rest*. The last line of the text presents a new attribute of the advertized car. The impression created is that the car is reliable and it is capable of taking the prospective owner to any part of the country, irrespective of the distance and nature of the road: *Revolution in cross-country*.

In the Ad FS text above, the copywriter employs paradox for a rhetorical effect. In the use of paradox, the copywriter juxtaposes two contradictory phrases which make the English absurd.

However, the analysis reconciles the contrast and the English then makes sense. The use of paradox engages the reader and creates images of the advertized car in the reader's mind.

From the Ad FS coded texts category, another figurative theme emerged:

Brand new DAF EURO 3

Take Ghana further

DAF CF85, 460HP 8x4, HARDOX 22.5m3, EURO 3

Your best return on investment: Carry more spend less

Stronger, longer, faster (Daily Graphic, Monday, July 31, 2017, P. 95)

.

The copywriter uses the first line of the text to present the name of the advertized product: *The Brand New DAF EURO 3*. The copywriter used the second line of the text to address the vehicle directly: *Take Ghana further*. The copywriter uses an imperative statement to instruct the truck to take an action. The copywriter uses the apostrophe rhetorical device to speak to the truck as if it were human being who is capable of comprehending and replying; the truck has been turned into a human being. By the use of the apostrophe device the *DAF EURO 3 Truck* which is the object of the apostrophe has been personified. The use of the apostrophe device is striking; this attracts the reader's attention to the *DAF* truck. By apostrophizing the truck, the English has been made figurative; it departs from the literal meaning.

Having drawn the attention of the reader to the advertized truck, the copywriter proceeds to present the *DAF Truck Series* for the consideration of the potential customers: *DAF CF85, 460HP 8x4, HARDOX 22.5m3, EURO 3*. The copywriter then presents the attributes of the

advertized truck; it is profitable and rewarding to own the *DAF* truck: *Your best return on investment: Carry more spend less*. The reasons that can be derived from the English of the text are that the *DAF* truck is long enough to carry more materials. It is very strong to convey heavy loads in great quantities. It is fast enough to go so many trips and to cover long distance journeys in no time: *Stronger, longer, faster*. The comparative adjectives that conclude the text are for attraction, description and elevation.

The Ad FS text above exhibits the use of the apostrophe rhetorical figure for persuasion. In using apostrophe, the copywriter addresses the advertized vehicle directly; as if the truck were a human being capable of understanding and responding. By the use of apostrophe, the copywriter has turned the truck into a human being. The apostrophized statement makes the English of the advertising message attractive. The use of the apostrophe creates an alluring image of the *DAF* truck in the mind of the reader.

In the following Ad FS coded texts category, a different figure of speech emerged:

Binatone

Simply better

The most trusted brand

Beauty and the breez...

Limited edition

New flat grill

(Daily Graphic, Thursday, December 14, 2017, P. 5)

The text commences with the brand name of the advertized electric fan: *Binatone*. This is followed by an adjectival phrase *simply better* and a noun phrase *the most trusted brand* which are describing the advertized product and projecting its image. In the middle of the text, the copywriter places the phrase *beauty and the breez...* which resembles the title of the famous fairy tale: *Beauty and the Beast*. This subtle literary allusion is striking in that it has turned one thing into a representation of another. It engages the reader's mind and makes them apply their knowledge of the fairy tale. The use of the allusion rhetorical device is to attract the attention of the audience to the advertized product. The text ends with two nominal phrases *limited edition* and *new flat grill* which are functioning as modifiers and describing the *Binatone* fan.

The Ad FS text above demonstrates the use of allusion by the copywriter for persuasive effect. The use of allusion in the text is an implicit reference to a literary art. This is a rhetorical strategy to get the reader involved in the advertising message as they are expected to share their knowledge. The use of the literary allusion makes the English figurative. There is a departure from the literal meaning and this draws the attention of the audience to the advertized product.

5.3 RESEARCH QUESTION THREE: *To what extent are grammatical elements in the English of advertisements in newspapers in Ghana employed for persuasive effect?*

The findings from this study indicate that the grammar in the English of the advertisements of copywriters in Ghana is underpinned by Chomsky's Standard Theory of Generative grammar. Owing to the fact that the target audience are educated Ghanaians, the copywriters capitalized on the internal knowledge of English of the audience to communicate their advertising message. The copywriters employed the grammatical units such as words, phrases, clauses and sentences

in the transmission of information. The advertising texts corpus revealed various grammatical thematic trends. The text data that exhibited the use of grammatical elements for persuasive effect were coded Ad GR. In the ensuing section, I analyze the texts data and discuss the findings from the perspective of research question three.

The Ad GR coded texts category demonstrated the copywriters' use of grammatical elements for persuasive effect. The following text illustrates one of the grammatical themes that emerged:

SAMSUNG Gear S3

Don't think.

Become.

Do more with your watch. Buy a Gear S3 today and free your hands from your hand-set. Make and receive calls with the Gear S3.

Buy a Gear S3 today and discover more.

(Daily Graphic, Tuesday, March 14, 2017, P. 31)

In the above text, the copywriter communicates the advertising message about the advertised product, the *Samsung Gear S3*, by the use of imperative structures. The second line of the text (*Don't think*) is an imperative verb phrase and the third line *Become* is an imperative verb. Each verbal item has an implied subject which is the second person pronoun, *You* and this transforms them into simple imperative sentences (*You*), *don't think* and (*You*), *become*. By the use of these imperative structures, the copywriter is communicating directly with the audience, individually. The copywriter is ordering the audience, as it were, to take action. In the first imperative sentence *don't think* the copywriter is telling the reader not to doubt their desire or ability to own

the *Samsung Gear S3* watch. In the second imperative sentence *Become* the copywriter urges the reader to buy the latest gadget in order to look fashionable and modern.

The second segment of the text consist of a series of imperative sentences; each of these has an implied subject which is the second person pronoun *you*. By the first imperative sentence *Do more with your watch* the copywriter is encouraging the reader to take action. The next structure is a compound imperative sentence: *Buy a Gear S3 today and free your hands from your handset*. These are two imperative sentences being joined together by the coordinating conjunction *and*. By the first part of the compound imperative structure *Buy a Gear S3 today* the copywriter is talking to the reader directly and, as it were, ordering them to purchase the multipurpose watch–phone gadget. This imperative sentence makes the reader feel as if they have no other choice than to purchase the advertised product. The second part of the compound imperative sentence *free your hands from your handset* has a personal effect on the reader. The copywriter is urging the reader to put away their cell phones and embrace the dual purpose gadget that can function as a watch and a mobile phone. The next imperative compound structure *makes and receives calls with the Gear S3* has two imperative verbs *make and receive* and with these the copywriter is speaking to the audience in two different ways: the audience can make calls with the *Gear S3* watch and they can receive calls with it. By this style, the copywriter has compressed the information and this makes the message concise. The use of the imperative sentences enables the copywriter establish a friendly relationship with the audience; this makes each potential customer feel personally addressed.

The third segment of the above text also consists of a compound imperative sentence: *Buy a Gear S3 today and discover more*. The copywriter has intentionally repeated the first part of the compound structure in order to drive home more emphatically the need for the audience to have

the new watch–phone device. The repetition is also to reinforce the awareness of the *Samsung Gear S3* watch. The second part of the compound imperative sentence *Discover more* informs the reader about other features, qualities and functions of the *Gear S3*. This creates suspense which will entice the reader to buy the *Gear S3* watch in order to satisfy their curiosity and expectancy. This imperative sentence and others in the text are short in structure and this makes them readable, comprehensible and mnemonic.

The Ad GR text above exhibits the use of imperative sentences by the copywriter for persuasive effect. The use of imperative sentences communicates directly with the audience. The imperative sentences urge the audience to act in a certain way. They place the audience in a position in which they do not seem to have any other choice than to agree with the copywriter. The imperative sentences are concise in nature and this makes them communicate in a quick manner. Another text from the Ad GR coded texts category that also demonstrates the use of imperative sentences can be seen below:

Egg-cite
Your meals
Eat eggs, grow well
Did you know...
Eggs are high in quality animal protein and contain all the essential amino acids that humans need.
Eat responsibly.
(Daily Graphic, Thursday, March 2, 2017, P. 35)

The text begins with the structure *Egg-cite your meals* which grabs the attention of the reader from the outset. The copywriter has coined a new word with *egg*, the advertised product. The coined–word *egg–cite* resembles the English word *excite*. The copywriter did this on purpose in order to draw the reader’s attention to the advertised product.

The imperative sentence *egg—cite your meals* has an implied subject who is the reader of the text. The copywriter addresses the reader directly and this produces a personal effect. By the imperative sentence, the copywriter is urging the reader to add eggs to their food in order to enjoy the good taste. The next imperative sentence in the text is short in structure: *Eat eggs*. It is telling the reader, in an assertive way, to consume eggs in order to benefit from its taste and nutritional value. The imperative sentence *eat eggs* attracts attention to itself because of its short structure. Due to its short nature, it is easy to read and it is also memorable. Another imperative sentence in the text is *Grow well*. This also has an implied subject who is the person the sentence is speaking to directly. The copywriter is talking to the reader about the ultimate benefit of eating eggs and he does this in an aggressive manner. This style of communicating with the audience in a short imperative sentence enables the copywriter to be concise in the presentation of his message.

In the middle of the text above, the copywriter reinforces his message on eggs consumption by creating a rhetorical question which does not require an answer from the audience as the answer is obvious: *Did you know...Eggs are high in quality animal protein and contain all the essential amino acids that humans need*. This rhetorical question goes a long way to compel the audience to accept the copywriter's views on the properties of eggs. The text ends with another imperative sentence *Eat responsibly* which also speaks to the reader directly. The copywriter advises the reader to consume eggs in moderation to avoid any negative consequences like obesity and cholesterol. The copywriter ends with an imperative sentence since it will enable him to reach a mass audience. With the imperative sentence communication is instantaneous and quick.

In the second Ad GR text above, the copywriter demonstrates the use of imperative sentences for rhetorical effect. The imperative sentences in the text have implied subjects who are the readers

of the advertising message. By this strategy the copywriter is able to speak directly with the readers. The imperative sentences attract attention to themselves since they are short in structure. They are readable and they facilitate recall. The copywriter uses the imperative sentences to communicate with the audience in an assertive manner.

From the Ad GR coded texts category, another grammatical theme emerged:

We focus on the best

We have a long tradition of bringing you the best products and services. Now come for one of the world's finest;

Mobil Motor Oil

Available at selected Allied Service Stations.

Mobil Lubricants are recommended by top automobile manufacturers.

Your vehicles last longer and perform better with Mobil Lubricants.

(Daily Graphic, Thursday, March 30, 2017, P. 37)

The text begins with a declarative sentence *we focus on the best* which is simply making a statement of fact. This sentence is short; it is attractive, straight forward, readable and memorable. This simple declarative sentence communicates instantly and quickly. The next sentence is also declarative: *We have a long tradition of bringing you the best products and services*. The sentence is making an emphatic statement. It is simple and understandable. The reader is able to decode the message easily. In order to speak to the reader more directly, the copywriter constructs an imperative sentence: *Now come for one of the world's finest; Mobil Motor Oil available at selected Allied Service Stations*. This sentence has a personal effect on the reader; it attracts the attention of the reader to the advertised product *Mobil Motor Oil*. The imperative sentence is urging the reader to take a purchasing decision on the advertised product. The sentence places the reader in a position where their choice is limited to the *Mobil Motor Oil*. The next declarative sentence *Mobil Lubricants are recommended by top automobile*

manufacturers makes a general statement about the advertised product. This sentence is simple and comprehensible. The copywriter presents the English in a clear and literal manner. The sentence is easy to read and it facilitates recall. The last sentence of the text is also declarative: *Your vehicles last longer and perform better with Mobil lubricants*. The copywriter addresses every reader personally and establishes a friendly relationship with them. The copywriter, by this strategy, engages the reader and draws their attention to the advertising message.

The Ad GR text above illustrates the use of declarative sentences by the copywriter for persuasive effect. The declarative sentences make factual statements about the advertised product. They are simple, comprehensible and they communicate instantly. The declarative sentences are presented in a clear and literal manner to facilitate reading and recall. The copywriter also employs the imperative sentence in order to communicate more directly with the audience and to influence their behavior. The following text from the Ad GR coded texts category also illustrates the copywriter's use of declarative sentences for rhetorical effect:

*The Riso KZ 30 Printer & Digital duplication
Breaks new ground in fast, economical, high-quality printing
There's no energy-intensive heater –which means no warm-up time
Enjoy hands-clean operation with sealed ink cartridges that just twist into place.
It is compatible with a wide range of paper weights from 50-128gm 2 and 4-step adjustment of
paper feed pressure to match
The easy-to-read control panel makes operation both, simple and intuitive.
(Daily Graphic, Tuesday, February 14, 2017, P. 3)*

The text commences with a simple declarative sentence: *The Riso KZ 30 Printer and Digital duplication breaks new ground in fast, economical, high quality printing*. The sentence makes a general factual statement about all the attributes of the advertised product *The Riso KZ 30 Printer and Digital Duplication*. Owing to the fact that the sentence is clear, literal and easy to read, the audience is able to understand and capture the message. The next string of words is a

complex declarative sentence: *There's no energy-intensive heater—which means no warm-up time.* In terms of its communicative function, the sentence is stating a basic fact about the unique quality of the advertised printer. On the other hand, the sentence is complex because it consists of two clauses: A main clause *there's no energy-intensive heater* and a subordinate clause *which means no warm-up time.* The two clauses are short in structure and they state two different facts. The two clauses complement each other in terms of the information they are communicating.

The third sentence of the text above is an imperative sentence: *Enjoy hands-clean operation with sealed ink cartridges that just twist into place.* It is speaking to the reader directly at a personal level. This technique draws the reader closer to the advertising textual message. By the use of the imperative sentence, the copywriter addresses the audience individually. This enables the copywriter to communicate to as many people as possible. The English of the sentence urges the reader to act in an assertive way.

The next sentence is a simple declarative type: *It is compatible with a wide range of paper weights from 50-128gm 2 and 4-step adjustment of paper feed pressure to match.* It is stating a fact about the advertised printer's use of paper. The sentence has an emphatic effect since it is contributing to the description of the printer. Like the other imperative sentences in the above text, this is also simple and comprehensible. The last sentence of the text is also the declarative type: *The easy-to-read control panel makes operation both, simple and intuitive.* The sentence consists of only one independent clause; it is therefore a simple sentence. In terms of structure, the sentence is fairly short. It has an impact on the reader since they can easily grasp the message. Because the English of the sentence is straight forward and understandable it has a mnemonic effect on the reader.

The second Ad GR text also shows the use of declarative sentences by the copywriter to persuade. The declarative sentences communicate directly with the audience and they facilitate understanding of the advertising message. The declarative sentences are stating the basic facts about the advertized products and this draws the attention of the reader to the qualities and attributes of the advertized printer.

In the following Ad GR coded texts category a grammatical theme emerged:

Arrive in extreme comfort in the Nissan Urvan and Civilian buses. Built to make you cherish your long journeys. Enjoy the spacious legroom, comfortable seats and advanced features
Comfortable interior
Superb fuel economy
Smooth riding
(Daily Graphic, Wednesday, May 17, 2017, P. 21)

In this text, the copywriter is advertising two vehicles: *The Nissan Urvan and Civilian buses*.

The copywriter has used series of adjectives to modify the nouns in the text. Below are examples from the text:

Extreme comfort
Long journeys
Spacious legroom
Comfortable seats
Advanced features
Comfortable interior
Superb fuel economy
Smooth riding

The adjectives are describing the nouns that they modify and this creates a word picture about the features and attributes of the two advertised vehicles. The adjectives enable the copywriter to unveil the exceptional qualities of the *Nissan Urvan* and the *Civilian buses*. This makes the audience develop positive attitudes towards the two vehicles.

From the Ad GR text above, the copywriter employs adjectives to persuade the audience. The adjectives are employed to modify the nouns that come after them. The copywriter uses the adjectives to draw the reader's attention to the outstanding qualities of the advertised products.

The next text also exhibits the use of adjectives by the copywriter for persuasive effect:

Shield Paints

Creating that long lasting smile

We take pride in providing you with brilliant colours that guarantee unique designs, amazing colours with flawless finish

With over 1500 colours available

(Daily Graphic, Tuesday, March 21, 2017, P. 18)

The text above is advertising *shield paints* and the copywriter has used series of adjectives to create a word picture about the qualities of the advertised paints. The following phrases illustrate the copywriter's use of adjectives in the text:

Long lasting smile

Brilliant colours

Unique designs

Amazing colours

Fawless finish

The adjective are modifying the nouns that follow them. These adjectives are descriptive words; they paint a word picture about the attributes of the advertised products. The adjectives enable the copywriter to present the unique qualities of the paints. This makes the audience adopt positive attitudes towards the advertised paints. The adjectives are picturesque in nature; they create images in the minds of the audience.

The adjectives in the second Ad GR text are modifying the nouns that follow them. They help the copywriter describe the advertised products as they paint a word picture. The use of the adjectives makes the audience develop positive attitudes towards the advertised paints.

In the ensuing Ad GR text, the copywriter uses adjectives and an adverb to persuade:

Trane, environmentally responsible Air conditioning
Trane close control units
Precise temperature control
Designed for continuous operation
Energy efficient and environmentally responsible
(Daily Graphic, Wednesday, August 2, 2017, P. 3)

The following phrases demonstrate instances of the use of adjectives in the text:

Close control units
Precise temperature control
Precise humidity control
Continuous operation
Energy efficient

The adjectives provide extra information on the features of the advertised air-conditioner. The adjectives draw the reader's attention to the exceptional qualities of the air-conditioner. They make the reader develop a positive attitude towards the advertised product. The adjectives create an attractive image of the product. The copywriter also makes use of an adverb in the text; this is presented in the phrase: *Environmentally responsible*. The adverb *environmentally* is modifying the adjective *responsible*. The adverb is adding more information to the attributes of the *Trane air-conditioner*. The adverb makes the reader think positively about the advertised product. The adjectival phrase *environmentally responsible* has two other persuasive effects on the reader. Firstly, it is personifying the air-conditioner; the copywriter has bestowed a human attribute (responsibility) on the air-conditioner. This creates an image in the mind of the reader.

Secondly, the phrase has been repeated for emphasis and this reinforces the advertising message. The third Ad GR text demonstrates the use of adjectives and an adverb for persuasive effect. The adjectives provide additional information about the features and qualities of the advertised air-conditioner. They create an alluring image of the advertised product in the reader's mind. The adverb used in the text is modifying the adjective and it is adding extra information to the

exceptional attributes of the advertized product. In the next Ad GR text, the copywriter also employs an adverb for rhetorical effect:

The all new Mitsubishi Pajero Sport

First class, road or not

The world is yours in the new Pajero Sport. Whether confidently exploring rough terrain in the wilderness or attracting admiration on city streets, you'll be traveling first class all the way.

(Daily Graphic, Thursday, March 2, 2017, P. 79)

In the above text, the phrase, *confidently exploring*, illustrates the use of the adverb *confidently* which is modifying the verb *exploring*. The adverb is adding more information about the action of the verb; the adverb indicates the manner in which the action of the verb is done. The adverb *confidently* makes the reader feel a certain way about the *Mitsubishi Pajero Sport* car. In the above text, the adjective *new* has been used to modify the advertised car *the all new Mitsubishi Pajero Sport*. In the phrase *rough terrain*, the adjective *rough* is modifying the noun *terrain*. The adjectives create attractive images of the car.

The fourth Ad GR text portrays the use of an adverb and series of adjectives for rhetorical effect. The adverb is adding more information about the action of the verb. The adverb persuades by making the reader feel a particular way about the advertized car. The adjectives modify the nouns that follow them. They have a rhetorical effect on the audience by creating attractive images about the advertized car. The fifth text from the Ad GR coded category also exhibits the use of adjectives and adverbs and this can be seen below:

Crompton Greaves heavy Duty Electric Motors

Fully copper wound & energy efficient. Used in Agro Processing Mills, cement, plastic and other industries, block making, vibrators, mixers, etc.

Extremely robust and long lasting

(Daily Graphic, Wednesday, August 9, 2017, P. 3)

From the text, the phrase *fully copper wound* demonstrates the copywriter's use of the adverb *fully* which is modifying the verb *wound*. The adverb attaches additional information to the manner in which the action of the verb was done. This creates an image in the reader's mind and makes them imagine an experience with the advertized product.

In the phrase *extremely robust* the copywriter also employs an adverb to complement a particular quality of the advertised product. The adverb *extremely* is modifying the adjective *robust* and it is adding more information about the degree or extent to which the *electric motors* that have been advertised are efficient. The adverb in the above adjectival phrase contributes to the description of the advertised product by creating a picture in the reader's mind. It also makes the reader feel a certain way about the *electric motors* leading to purchasing decisions. The copywriter also makes use of series of adjectives which paint a word picture about the advertised products. The following are the instances of the copywriter's use of adjectives in the above text:

Heavy duty
Energy efficient
Long lasting
Extremely robust

The adjectives in the above phrases are: *heavy, efficient, long, lasting, robust*. These adjectives provide extra information about the advertised product and they also portray various qualities of the *electric motors*. The adjectives reinforce the reader's positive attitude towards the advertised products. Being picturesque in nature, they create attractive images of the *electric motors*. The adjectives add emphasis to the advertising text message and make it memorable.

The fifth Ad GR text illustrates the use of adverbs and adjectives for persuasive effect. The adverbs are adding more information about the action of the verbs and the quality of the adjectives. The adverbs contribute to the description of the advertized products and they help

create mental images. The adjectives provide extra information about the advertised product. They project the qualities of the electric motors advertised and draw the reader's attention to them. The use of the adverbs and adjectives makes the audience think and feel certain ways about the advertised products.

Another Ad GR coded texts category that emerged from the corpus is illustrated below:

Hyundai Truck & Bus
New thinking
New possibilities
Ready stock
Genuine parts
After sales services
Dedicated & competent team
Free specialist Driver Training Services
(*Daily Graphic, Tuesday, May 23, 2017, P. 31*)

In the above text, the copywriter uses nominal phrases to deliver the advertising message. Each phrase consists of a pre-modifier and a noun as the headword. The first line of the text in which the copywriter presents the advertised products is a nominal phrase that has a pre-modifier *Hyundai* which is the name of the advertiser. There are two advertised products: *Hyundai Truck* and *Hyundai Bus*. Lines two and three of the text *New Thinking, New Possibilities* have the adjective *new* functioning as the pre-modifier of the noun heads *thinking* and *possibilities*. Lines four and five *Ready stock* and *Genuine parts* have the adjectives *ready* and *genuine* pre-modifying the noun heads *stock* and *parts*. These nominal phrases are short in structure. The copywriter uses them because they can be read easily. The nominal phrases are concise and they inform in a quick way. The sixth line *after sales Services* consists of a time adverbial, *after sales*, which is pre-modifying *services*. Line seven *dedicated and competent team* comprises a

compound pre-modifier *dedicated* and *competent* and a noun head *team*. The last line *free specialist driver training services* has four pre-modifiers of the noun head *services*. The copywriter uses nominal phrases because they attract the attention of the audience to the advertised products. The nominal phrases enable the copywriter to present the advertising message in a brief and concise manner for easy communication.

In the above Ad GR text, the copywriter uses nominal phrases for persuasive effect. The nominal phrases are short and concise and they communicate in a quick manner. They are easy to read and they have a mnemonic effect on the reader. The following text also illustrates the use of nominal phrases by the copywriters for persuasive effect:

Suzuki Baleno
1.4L Automatic
Push to start button
LED Headlamps
Reverse sensors
16 Alloy wheels
Powerful stance, enhanced safety, iconic body and innovative features
Light up the way with the All-New Suzuki Baleno
(Daily Graphic, Wednesday, October 4, 2017, P. 61)

The text commences with the name of the advertised car: *Suzuki Baleno*. This is followed by the phrase *1.4L Automatic* which is functioning adjectively and modifying the *Suzuki Baleno*. The third line of the text *push to start button* is a nominal phrase which consists of a pre-modifier *push to start* and a noun head *button*. The fourth line *LED headlamps* is also a nominal phrase in which *LED* is functioning as a pre-modifier. *Reverse Sensors* and *16 Alloy wheels* are also nominal phrases. These series of nominal phrases are describing the advertised car in different

ways. They are providing information on the car in a brief and concise manner. This makes the English readable and easy to understand. The copywriter continues with a chain of nominal phrases which are made up of pre-modifiers and nouns as headwords: *Powerful stance, enhanced safety, iconic body and innovative features*. These nominal structures function as descriptive phrases of the advertized car. They paint various word images in the mind of the reader. These nominal phrases are attractive; they draw the attention of the audience. By their short nature, the nominal phrases employed by the copywriter communicate instantaneously and with impact. The nominal phrases above enhance the readability and comprehension of the advertising text message. They also make the message memorable. The copywriter concludes the text with an imperative sentence in order to communicate with the audience at a more personal level: *Light up the way with the All-New Suzuki Baleno*. With the use of this imperative sentence the copywriter gets the opportunity to speak directly to the audience, individually. Having painted a word picture about the *Suzuki Baleno* to the audience, the copywriter uses the imperative sentence to urge the reader to take a purchasing decision on the advertised car.

In the second Ad GR text above, the copywriter also employs nominal phrases to communicate the advertising message. The nominal phrases are describing the advertized car from different perspectives. They create a word picture about the car and the reader is able to imagine the car. By their short structure, the nominal phrases easily attract the attention of the potential customers. The nominal phrases communicate instantly and with impact. They facilitate readability of the advertising message.

From the Ad GR coded texts category, another grammatical theme emerged:

Nissan X-Trail
Life's waiting. Cross/over

Every moment counts. With the Nissan X-Trail it's no different, giving you everything you need in a crossover plus more. Capable, premium and even more versatile, the Nissan X-trail keeps you in control. With class-leading flexibility, seating 7, you can crossover in style. Any time. Any place.

*Premium style, versatile, capable
(Daily Graphic, Thursday, September 21, 2017, P. 4)*

The text begins with the name of the advertised car, the *Nissan X-Trail* and this is followed by the statement *life's waiting* which creates the impression that the people of Ghana have been expecting the car. The next statement *cross/over* is imperative in nature and by this the copywriter is urging the audience to get ready (financially, emotionally and physically) to experience a new car with special features. The first statement of the third line of the text *every moment counts* encourages the reader to be consistent in their preparedness and readiness for the new car. For the rest of the text, the copywriter uses the second person personal pronoun to talk to the audience directly about the qualities and features of the *Nissan X-Trial*. This is a rhetorical strategy which has a personal effect on the audience. The copywriter starts with the statement *with the Nissan X-Trial, it's no different, giving you everything you need in a crossover plus more* which promises the reader, in a hyperbolic manner, a car that possesses all the features they desire. The use of the second person pronoun in the statement engages the reader at a personal level and this establishes a friendly relationship between the copywriter and the audience.

In the next statement, the copywriter uses series of adjectives to describe the car: *Capable, premium and even more versatile* and these create images in the reader's imagination. The use of the second person pronoun in the main clause *the Nissan X-Trial keeps you in control* attracts the reader's attention because they have been personally addressed. The readers feel special and good about themselves as the advertising textual message addresses them directly. In the next statements, *with class leading flexibility, seating 7, you can crossover in style any time any*

place, the copywriter promises favorable terms and conditions regarding the purchase of the car at their convenience. This shows that the copywriter has concern about the well-being and the standard of living of the audience. The copywriter concludes with a summary of the attributes of the car to reinforce the advertising textual message: *Premium style, versatile, capable*.

The Ad GR text above exhibits the use of the second person personal pronoun by the copywriter for persuasive effect. With the use of the second person pronoun, the copywriter speaks directly to the reader. The use of the second person pronoun engages the reader at a personal level and establishes a cordial relationship between the copywriter and the audience. The second person pronoun brings the reader very close to the advertising message and this can make the potential customer take a purchasing decision on the car that has been advertized. The Ad GR text that follows also demonstrates the use of the second person personal pronoun for rhetorical effect:

The new Kia Cerato 2017

Add a dose of extraordinary to your life

Perhaps you never thought innovation, technical excellence and exceptional style could all come together in an affordable passenger car. But finally, they do. Let the new Cerato take you places you've only imagined.

(Daily Graphic, Thursday, July 27, 2017, P. 19)

The copywriter introduces the text with the name of the advertized car: *The new Kia Cerato, 2017 model*. This is followed by an imperative sentence *add a dose of extraordinary to your life* which is speaking directly to the reader. The statement has a personal effect on the audience and makes them have a positive attitude towards the advertized car. The personal contact that has been established makes the audience feel special which implies that the advertising message was created for their attention. It can be concluded that the audience get attracted to the car because they have been personally addressed. Having grabbed the attention of the audience from the

outset, the copywriter continues to talk to them in a friendly manner: *Perhaps you never thought innovation, technical excellence and exceptional style could all come together in an affordable passenger car. But finally, they do.* The copywriter makes the statements interactive by the use of the second person pronoun. This makes the audience feel personally involved in the advertising message. The statements engage the audience in a personal way and appeal to their thinking. Having presented an outline of the unique attributes of the *Kia Cerato* car and assured the audience of its affordability, the copywriter addresses the audience directly in the final statement of the text: *Let the new Cerato take you places you've only imagined.* The copywriter speaks to the audience in an assertive manner about the multi-purpose nature of the new *Kia Cerato*.

In the second Ad GR text above, the copywriter also demonstrates the use of the second person pronoun for persuasive effect. The use of the second person pronoun enables the copywriter to address the reader at a personal level. The reader gets attracted to the advertized car because they have been spoken to directly and individually. The use of the second person pronoun engages the reader and makes the advertising discourse interactive.

5.4.0 CONCLUSION

In this chapter, I analyzed the textual data I collected and discussed the research findings from the perspectives of the research questions I formulated to guide the study. The data analysis revealed that copywriters in the print media in Ghana employed Aristotle's three artistic proofs, namely, logos, pathos and ethos in the English of advertisements for persuasive effect. Another discovery from the corpus unveiled the use of figures of speech (both tropes and rhetorical

figures) in the English of advertisements for persuasion. From the data analysis, I also discovered that copywriters in the Ghanaian press employed grammatical elements in the English of advertisements for persuasive effect. At the end of this chapter, the research questions that I created to keep the study in focus were all addressed. The next chapter is the concluding segment of the thesis where I present a summary of the research findings, the main contributions of the study to the body of knowledge, limitations of the study and finally recommendations for future research.

CHAPTER SIX

CONCLUSION

6.0 INTRODUCTION

The main focus of the current study was to investigate the extent to which copywriters employ English to achieve persuasion in advertisements in newspapers in Ghana. The study researched into the use of Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of advertisements for persuasive effect. In the current study, it was reported that copywriters employed the English language in advertisements in the newspapers in Ghana in an attractive and assertive manner for rhetorical effect. In this concluding chapter of the thesis, I present a summary of the research findings which will be followed by the main contributions of the study to the body of knowledge, limitations of the study, recommendations for future research and finally a conclusion for the chapter.

6.1 SUMMARY OF FINDINGS

In this section, I present a summary of the research findings and this will be done from the perspectives of the three research questions that I formulated to guide the current study.

From the perspective of the first research question, the study revealed that copywriters in the Ghanaian press employed Aristotle's three artistic proofs (logos, pathos, and ethos) in the English of advertisements for persuasive effect. The analysis of the Ad LO texts revealed that the use of logos in the English of advertisements persuaded the audience through an appeal to logical reasoning. The copywriters adopted the style of argumentation in their use of logos in the

English of the advertising texts. They began with a declaration or proposition, then, they used facts and reasons as evidence to buttress their assertions. With the use of logos, the copywriters tried to influence the target audience by appealing to their reasoning in a logical manner. On the other hand, the analysis of the Ad PA texts revealed that the use of pathos in the English of advertisements persuaded the audience by appealing to their emotions, leading to the stimulation of positive responses. Copywriters used English to arouse various emotions such as fear, anxiety, pain, worry, uncertainty and insecurity in the audience in order to entice them to the advertised products; they used words that expressed strong emotions to play on the feelings of the target audience. With the use of pathos, the copywriters presented the English language in such a way that it evoked emotional reactions from readers. From another perspective, copywriters made a pathetic appeal to the audience by presenting the negative consequence that could befall the reader if the advertised products were not utilized. This might compel the audience to accept the copywriter's views, assertions or solutions.

From another thematic trend, the analysis of the Ad ET coded texts revealed that the use of ethos in the English of advertisements persuaded by the character of the copywriter. This was achieved by how credible or trustworthy the copywriters portrayed themselves in the English of the textual message. The copywriters gained credibility by promising and assuring the reader of the qualities and benefits of advertised products. The copywriters also gained trustworthiness by demonstrating their concern about the health and well-being of the audience. Other similar Ad ET texts demonstrated the use of a celebrity, the name of a reputable company and the name of a developed country to give credibility to the textual message. With the use of ethos in the English of the Ad ET texts, the copywriters achieved persuasion by making the audience believe or trust them.

From the perspective of the second research question, the analysis of the Ad FS texts revealed that copywriters in the print media in Ghana employed figures of speech in the English of advertisements for persuasive effect. The use of figures of speech in the Ad FS texts was characterized by unusual use of English in which one thing was associated with another or dissimilar entities were compared. The figures of speech employed in the Ad FS texts illustrated a departure from the literal meaning or the usual arrangement of words to create a picture in the mind of the audience.

The analysis of the Ad FS texts exhibited the copywriters' use of the two major categories of figure of speech, namely, tropes and rhetorical figures. The tropes that were employed in the Ad FS texts were: metaphor, personification, metonymy, synecdoche and hyperbole. The rhetorical figures that were used in the Ad FS coded texts category were: Rhetorical question, antithesis, parallelism, repetition, apostrophe, paradox, alliteration, allusion and cliché. The use of tropes in the Ad FS texts departed from the literal meaning of words to the figurative. With tropes, the copywriters used words in such a way that their standard meanings changed; for instance, one thing was turned to mean something else or one entity was used as a representation of another. The use of tropes in the Ad FS coded texts also involved a comparison of unlike entities to suggest a similarity and an unexpected connection established between two dissimilar things. With tropes, the copywriters presented the English of the Ad FS texts in an unusual way and this attracted the attention of the audience to the advertised products. On the other hand, the use of the rhetorical figures in the Ad FS texts was a departure from the usual order of words in English to create a certain rhetorical effect. With rhetorical figures the copywriters employed words in an unusual way to create an attractive effect without significantly changing their meanings. Unlike the use of tropes in the Ad FS texts that brought about a radical change in the meaning of words,

the rhetorical figures employed in the Ad FS texts departed from the usual standard syntactic pattern of words to create a striking and attractive image in the mind of the audience. The use of figures of speech made the English of the advertising texts figurative. Figures of speech attracted the attention of the audience to the advertised products. They engaged the audience and made them think about the advertising textual message.

From the perspective of the third research question, the analysis of the Ad GR texts revealed that the copywriters in newspapers in Ghana employed grammatical elements in the English of advertisements to persuade their audience. The grammatical elements that were employed in the Ad GR texts by copywriters for persuasive effect were: Imperative and declarative sentences, adjectives, adverbs, nominal phrases and the second person personal pronoun.

The analysis of the Ad GR texts showed that the imperative sentences used by the copywriters persuaded the audience in a number of ways: Firstly, they addressed the reader in an assertive or aggressive way by urging and encouraging them to act on the advertising textual message. The imperative sentences employed in the Ad GR texts generally influenced the behavior of the readers. They made the reader feel as if they had no other choice than to act upon the advertising message. Secondly, the imperative sentences that were used in the Ad GR texts had personal effects on the audience since they communicated directly with them. The imperative sentences enabled the copywriters establish a friendly relationship with the audience and this made the potential customers feel personally addressed. Thirdly, by the short nature of the majority of the imperative sentences used in the Ad GR texts, the copywriters were able to deliver their message in a concise manner. This made communication instant and quick. The short imperative sentences were readable, comprehensible and mnemonic; they attracted attention to themselves.

The next grammatical elements that the copywriters employed in the Ad GR texts for persuasion were declarative sentences. The analysis of the Ad GR texts revealed that the majority of the declarative sentences that the copywriters used were simple structures. They persuaded by making emphatic statements that were clear, literal and understandable. The simple and short declarative sentences were attractive, readable, concise and memorable and they had a rhetorical effect on the audience. The simple declarative sentences communicated quickly and with impact.

Another grammatical element that copywriters employed in the Ad GR texts was the adjective. The copywriters employed series of adjectives in the Ad GR texts. The adjectives described the nouns they modified. They enabled the copywriters present the exceptional qualities of the advertised products and this drew the attention of the audience. They also provided extra information on their nouns and this contributed to the painting of a word picture of the advertised products. The adjectives employed in the Ad GR texts were picturesque and descriptive in nature. They created attractive images in the minds of the readers.

The copywriters also employed adverbs in the Ad GR texts for persuasive effect. The adverbs employed added more information about the verbs and the adjectives. They created an image in the mind of the reader about the action of the verb or the attribute of the adjective. The use of the adverbs in the Ad GR texts contributed to the description of the outstanding qualities and features of the advertised products. They persuaded by making the audience feel or think a certain way about the advertised products. The use of adverbs in the Ad GR texts added emphasis to the textual message and made it memorable.

The analysis of the Ad GR texts also exhibited the copywriters' use of nominal phrases for persuasive effect. The nominal phrases that were employed were short in structure. They made

reading easy and contributed to the comprehension and recall of the textual message. The nominal phrases functioned as descriptive elements and they painted various word pictures in the mind of the reader with respect to the features, qualities and properties of the advertised products. The nominal phrases in the Ad GR texts were concise in nature and they communicated instantly and with impact. They were attractive and they drew the attention of the audience to the advertised products. The nominal phrases in the Ad GR texts enabled the copywriters to communicate their information in a brief and precise manner.

Another thematic trend that emerged from the analysis of the Ad GR texts was the use of the second person personal pronoun by copywriters for persuasive effect. The use of the second person pronoun enabled the copywriters to speak to the audience directly about the qualities and features of the advertised products. This had a personal effect on the audience since they had been addressed, individually. The analysis of the Ad GR texts revealed that the use of the second person pronoun engaged the reader at a personal level and it established a friendly relationship between the copywriter and the audience. The use of the second person pronoun in the Ad GR texts attracted the attention of the potential customers to the advertised products and made the advertising discourse interactive. The second person pronoun in the English of the advertisements made the potential customer to develop a positive attitude towards the advertised product.

6.2 MAIN CONTRIBUTIONS TO THE BODY OF KNOWLEDGE

The current research focused on persuasive elements in the English of advertisements in the Ghanaian press. The study revealed that copywriters in the newspapers in Ghana employed

Aristotle's three artistic proofs, figures of speech and grammatical elements for persuasive effect. However, previous studies on the use of English in advertisements in the Ghanaian print media dwelt on other aspects of English such as hedging, personalization, metaphor, discourse strategies, inter-textuality, identity and culture (Duah, 2007; Anim-Ayeko, 2012). Furthermore, the literature on the use of English in advertising in non-Ghanaian context also exhibited approaches that were different from the current investigation. From the West African sub-region, Adamu (2009) conducted a study in Nigeria on the use of English in the print media. Apart from English, advertisers in Nigeria incorporated cultural elements such as proverbs, kola-nuts, address terms and traditional wears in advertisements.

In the United Kingdom, Leech (1966) studied the use of English in advertising in Great Britain and he focused on the syntactic, morphological, grammatical, semantic, phonological and figurative components. Koteyko (2015) also studied the English employed in advertisements in the print media in Britain. The study showed variations in the English used in advertisements in terms of gender and social stratification in Britain. In the studies conducted in the United States, Noriega and Blair (2008) investigated the use of English and other languages in advertisements and their influence on the attitude of consumers towards advertized products. Pigott (1996) was a comparative study on British and American English employed in television advertisements. Gerritsen et al (2010) studied the use of English in product advertisements in five Western European countries. They investigated the comprehension of the audience of the English of advertisements. Balawka (2006) was a study on the English employed in product advertisements in Magazines in Poland. The study revealed that copywriters use both English and Polish in advertisements to achieve a certain rhetorical effect. Goldstein (2011) investigated the communicative and decorative functions of the English employed in Japanese advertisements.

Nga (2010) was on the use of English and Vietnamese in advertisements in magazines. Other issues such as gender, identity and pictorial images were incorporated in the study. There were other studies conducted on advertising slogans in English (Romanenko, 2014; Skorupe & Duboviciene (2015).

It can be deduced from the literature on previous studies that a number of researches have been conducted on the use of English in advertising both in the Ghanaian and non-Ghanaian contexts; however, none has incorporated all the three thematic areas (Aristotle's three artistic proofs, figures of speech and grammatical elements) of the current study in one research project. This attribute distinguishes the current study from previous ones. The current research contributes to the body of knowledge on the use of English in advertising.

From the literature, previous studies have focused on linguistic violations in the English of advertisements (Leech, 1966; Harris, 1989; Leah, 2001), comprehension of the English employed in advertisements (Gerritsen et al, 2010), code-mixing of English and other languages (Bulawka, 2006; Ustinova, 2006; Martin, 2002; Bhatia, 1992, 2004; Lee, 2006), the communicative and decorative functions of the English used in advertisements (Goldstein, 2011; Takashi, 1990; Moeran, 1985; Mooney, 2000; Hyde, 2002) and the role English plays in advertising effectiveness (Koteyko, 2015; Noriega & Blair, 2008). It is worth noting that the current study has distinguished itself from previous research by demonstrating the persuasive functions of Aristotle's three artistic proofs, figures of speech and grammatical elements in the English employed by copywriters in advertisements in the Ghanaian press. The current study contributes to the body of knowledge on the use of English in advertisements for persuasive effect.

Another attribute of the current study that differentiates it from previous researches is that it was conducted from three theoretical perspectives: Aristotle's Rhetorical Theory, Conventional Figurative Language Theory and Standard Theory of Generative Grammar. These theories lent support to the three thematic areas of the current research: The first theory underpinned the investigation on Aristotle's three artistic proofs (logos, pathos and ethos) in the English employed in advertisements in newspapers in Ghana while the second theory supported the study of figures of speech in the English of advertising in the Ghanaian press. The third theory backed the research on the use of grammatical elements in the English of advertisements in the print media in Ghana. By employing three theories, the current study contributes to extension of knowledge in scholarship.

6.3 LIMITATIONS OF THE STUDY

In this section, the limitations that pertain to the current study are acknowledged.

The first limitation is that the current research was restricted to advertisements in the print media in Ghana; nonetheless, there were advertisements designed for the electronic media as well. The present study did not cover advertisements on television and radio because both English and the other Ghanaian languages are used in the transmission of information. It is worth noting that the newspapers in Ghana are written in English only and the current study focused on English.

The second limitation is that although advertisements in the newspapers in Ghana comprise English texts, pictorial images, color and graphic designs, the current study was limited to the linguistic component. All the constituent parts of an advertisement in the print media contribute to the attraction and persuasion of the potential customer. The current study focused on the

persuasive elements in the English employed in the newspapers in Ghana as previous research have stressed the important role language plays in advertisements (Dyer, 1982; Goddard, 2002; Nga, 2010; Vestergard & Schroder, 1985).

The third limitation is that in spite of the fact that there are different types of advertisements in the newspapers in Ghana (business, service, institutional, political, educational, corporate, agricultural, public service and classified) the present research was restricted to products advertisements. The choice of the latter is because they are many and varied, as compared to the other types of advertisements. Indeed, products advertisements yielded large corpus sufficient for analysis.

The fourth limitation is that large quantities of advertisements were sampled in order to select the type of advertisements that served the purpose of the study. Since a purposive sampling approach was used in the qualitative methodology, interpretation of the findings from the current study cannot be generalized beyond the scope of the study.

6.4 RECOMMENDATIONS FOR FUTURE RESEARCH

Dwelling on the acknowledged limitations and the findings of the current study, a number of research-related concerns are recommended for further investigation.

Previous studies conducted in non-Ghanaian context (Leech, 1966; Harris, 1989; Leach, 2001) had revealed linguistic violations in the English of advertising. In the current study, there were a few instances of rule-breaking or violations in the English of some of the advertisements. For instance, the copywriters used incomplete sentences which took the form of words, phrases,

dependent clauses and they were presented as if they were fully-fledged sentences. Another example is that the subject elements of some sentences of the advertising texts were not part of the syntactic structures but were pictorial images that formed the background of the advertising texts. I recommend that future research is conducted to establish the full picture of the nature of linguistic violations in the English of advertising in the Ghanaian press.

Gerritsen et al (2010) researched into the extent to which a target audience in some Western European countries understood the English of a selected advertising text. The findings of the study revealed that a significant number of the participants of the research did not understand the English of the advertising text. The findings of the current study proved that the English of advertisements in the newspapers in Ghana is both literal and figurative. Further studies could be conducted into the extent of comprehension of the English copywriters in the newspapers in Ghana employ in the communication of advertising messages.

Advertising in the print media comprises language, pictorial images, graphic and colour designs. As the ultimate goal of advertising is to persuade a target audience of the exceptional qualities of goods and services, whichever form that advertising takes it has attraction and rhetoric (Dyer, 1992; Vestergaard & Schroder, 1985). The current study focused on persuasive elements in the English of advertisements in the print media in Ghana. Future investigation could consider the persuasive effect of non-linguistic features in advertisements in newspapers in Ghana.

There are many genres of advertising in the Ghanaian newspapers: Service, institutional, business, corporate, political, religious, educational, agricultural, cultural, Public service and classified; however, the current study focused on product advertisements since, as compared to the others, they are many and varied; they yielded a wide spectrum of data for analysis. Further

research could be conducted on the other types of advertising to establish the persuasive elements in them.

In Ghana, two types of media are in operation: The print and the electronic. The current study was based on the print media for two reasons: First, the newspapers in Ghana are written in English only and second, the focus of enquiry of the current research is English. The present study was not extended to the electronic media because they are multilingual; they employ both English and the Ghanaian languages for communication of information. Future investigation into the persuasive elements in the indigenous languages used in advertising on radio and television could be considered.

Advertising is a strategic form of communication as its ultimate goal is to persuade a targeted audience to take purchasing decisions. The advertiser creates the advertisement to meet certain objectives and directs it to a target audience through the right communication medium. An effective advertisement, according to Moriarty et al (2009) is one that is able to meet its objectives. The authors therefore suggest an analysis of the effectiveness of all the effort incorporated into the creation of advertisements. Effective advertisements exhibit creativity; they are attractive and strategic (Moriarty et al, *ibid*). Another trend of future research into the effectiveness of advertising could be considered. The investigation could focus on the extent to which advertisements are able to meet their objectives. The findings could give rise to improvement, modification or innovation in advertising in the Ghanaian press.

6.5 CONCLUSION

In this final chapter of the thesis, I presented a summary of the research findings, the limitations of the study, the main contributions of the study to the body of knowledge and made recommendations for future research. The current study revealed that copywriters in the print media in Ghana employed Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of advertisements for persuasive effect. From the present study, it can be deduced that although advertising has different constituent parts, language enables copywriters to transmit the advertising message and makes the audience remember it. The current study is a contribution to the ongoing research on the use of English for persuasion in advertising.

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APPENDIX I

ETHICAL CLEARANCE CERTIFICATE



ENGLISH STUDIES DEPARTMENTAL RESEARCH ETHICS REVIEW COMMITTEE

Date 24/04/2017

Ref: 2017_ESDERC_F01]
Name of applicant: Richard Torgbor Torto (student)
Student #:58551492
Supervisor#: 90060822

Dear Mr Richard Torgbor Torto,

Decision:
Approved for period 2017-2020
26/04/2017

Name: Mr Richard Torgbor Torto, University of Cape Coast, Department of Communication Studies, Cape Coast, Ghana, Email: richard.torto@ucc.edu.gh, Phone: 0208164021

Proposal: An Analysis of Persuasive Elements in the English of Advertisements in Newspapers in Ghana (D Litt Et Phil)

Qualification: Mphil English, University of Cape Coast

Thank you for the application for research ethics clearance by the Department of English Studies Research Ethics Review Committee for the above mentioned research. Final approval is granted for **four years from 2017 to 2020**.

For full approval: The application was reviewed and approved on the 26/04/2017 in compliance with the Unisa Policy on Research Ethics by the Department of English Studies Research Ethics Review Committee

The proposed research may now commence with the proviso that:

- 1) The researcher/s will ensure that the research project adheres to the values and principles expressed in the UNISA Policy on Research Ethics.
- 2) Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study, as well as changes in the methodology, should be communicated in writing to the English Studies Ethics Review Committee. An amended application could be requested if there are substantial changes from the existing proposal, especially if those changes affect any of the study-related risks for the research participants.

University of South Africa
Pretoria Street, Midrand, Johannesburg, 2009
PO Box 195, UNISA, 1600, South Africa
Telephone: +27 11 429 3111 Fax: +27 11 429 3111

3) The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the specific field of study.

Note:

The reference number [top right corner of this communiqué] should be clearly indicated on all forms of communication [e.g. Webmail, E-mail messages, letters] with the intended research participants, as well as with the [add unit/sub unit name] RERC.

Kind regards,

Signature:




Title & Name of the chairperson
Dr A D Kreuter

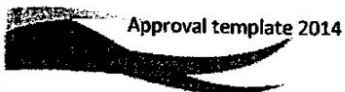
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16/5/2017

Signature: 

Title & Name of the CoD
Professor MMK Lephala



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APPENDIX II

TURNITIN ORIGINALITY REPORT

Turnitin Originality Report

Thesis Chapter One by Torgbor Richard Torto

From Chapter 1 (M&D Students 2018)

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paper text:

CHAPTER ONE INTRODUCTION 1.0 INTRODUCTION In this chapter, I present an overview of the study. The chapter commences with the background to the study which situates advertising both in historical context and in contemporary time. In this chapter, I also present the focus of enquiry of the study, the 2research problem, the research objectives, the research questions, the scope of the study, the assumptions underlying the study, the 1significance of the study, the motivation for the study and finally the outline of the thesis. 1.1.0 BACKGROUND TO THE STUDY 1.1.1 Advertising in Historical Context Advertising has been in existence for many years and it has evolved over time. In ancient Greece, Babylon, Egypt and the Roman Empire, advertising took the form of images, symbols and signs on walls and shops (Moriarty, Mitchell & Wells, 2009). This was to create the awareness about products and their places of manufacture. In ancient China, advertising was either verbal or by the use of musical instruments; later, advertising took the form of writings on signboards and posters. In the medieval period in Europe, advertising took the form of exhibition of finished products because many people could not read and write. Advertising was also like oral announcement at public places and this was to draw customers' attention. Art work on rocks and walls for advertising started in India many centuries ago (Bhatia, 2000). Advertising underwent changes during the Renaissance Period in Europe in the fifteenth and sixteenth centuries when advancement in printing gave rise to literacy. With the advent of an innovative printing technology in Asia and Europe in the second half of the fifteenth century, printing was done on a large scale and people read extensively to broaden their intellectual horizon. Information dissemination was improved and advertising was given the needed publicity in the 1 print media (Moriarty et al, ibid). Advertising therefore took the form of mass communication for commercial purposes in newspapers in America and England in the seventeenth and eighteenth centuries respectively. During the period of the Industrial Revolution in the eighteenth century, which saw a rise in the production of goods, advertising in the print media in the United States (US) and Europe helped manufacturers to disseminate information about their products to prospective buyers. By the middle of the nineteenth century, advertising was mainly in the print media in Europe and America and it had become a serious business (Hower, 1949). Advertisers incorporated both pictorial images and language and these were employed as persuasive techniques in advertisements. Advertising assumed a broader dimension; it underwent development and expansion in Europe and the US. As a result, advertising agencies emerged in Great Britain, France, Germany, Italy and the US and they extended their activities to other parts of the globe (Ciochetto, 2013). By the middle of the twentieth century, American advertising companies had extended their activities to the United Kingdom, Germany, France and Italy and this resulted in innovation, development and expansion of advertising in these countries (Delulio, 2009). The modernization of advertising started from the later part of the nineteenth century in the US and this was characterized by creativity and innovation. Copywriters devised adverts with pictorial images and words to appeal to the consumer's emotions, conscience, reasoning and senses. Advertising was modernized and given a new approach (Schultz, 2002). Advertising increased at a fast rate in the twentieth century due to the advent of new technologies in the communication arena. With the establishment of radio stations in the US and Great Britain in the early parts of 1920, advertising was given the needed impetus (Smulyan, 1994). Television broadcasts were also established in the US and the United Kingdom by the middle of the 20th century.

Television broadcast broadened the scope of advertising in the 1950s. As a result, commercial television broadcast promoted many companies and made their businesses flourish. The introduction of cable and satellite television in the late 1980s and early 1990s, brought about advancement in advertising. Advertising on the Internet reached its peak in the last decade of the twentieth century. As a result, new avenues were opened for advertising to function and thrive and this promoted international trade. At the early part of the twenty-first century, many websites were created on the Internet and they were used as channels for online advertising. In China, advertising as a form of marketing communication increased in the 1980s. When China joined the World Trade Organization in 2002, advertising became a fast growing industry in the country. This gave rise to many advertising agencies in China. In the twenty-first century, the use of English in Chinese adverts has increased. English attracts the attention of the young generation in China to adverts. By 2014, advertising in China was done on cell phones more than on television. Social networking sites in China were used to advertize products from both China and the western world (Stevenson & Wang, 2014). In India, the liberalization of the economy in the last decade of the twentieth century had attracted foreign investors and advertisers to the country (O'Barr, 2008; Chandra, Griffith & Ryans, 2002). Advertising in India was in two categories: Advertising in newspapers in English was designed for the elite class who could afford expensive products because they were well paid while adverts in newspapers in the local languages advertized inexpensive products and were targeted at the low income earning population. As a popular and successful sport in India, the game of Cricket also promoted advertising in India to a very large extent. In Africa, advertising was practiced in a traditional way up to the colonial era. During this period, foreign advertising companies brought about changes and innovation in advertising in Africa. This external influence gave rise to growth, development and modernity in advertising on the African continent. In the West Africa sub-region, advertising took traditional forms before the colonization period. The early forms of advertising in Nigeria were signs, paintings and public announcements (Kasie, 2007). Islamic migrants from other West African countries like Mali and Nigeria came to Ghana occasionally to sell traditional medicines. These foreign traders used magic as an advertising strategy. They would display magical powers in order to persuade buyers of the potency of their medicines (Asare, 2013). The growth and development of advertising in Nigeria and Ghana occurred during the colonial era [4in the early part of the twentieth century](#). The colonial influence on advertising led to the creation of the West African Publicity Limited (WAPL) in 1928 (Kasie, *ibid*). The WAPL (an advertising agency) which emanated from the United African Company (UAC) was responsible for marketing communication and the coordination of economic activities of colonial expatriates in Nigeria, Ghana and other West African countries (Akatu, 1980). In Ghana, the WAPL installed billboards that displayed pictures advertising variety of foreign products. The WAPL used pictorial images as instruments of advertising in newspapers and cinemas. Advertising was also in the form of posters on trains, buses, trees and billboards by roads and streets (Atta, 2013). Advertising in the post-independence period in West Africa was more creative, innovative and sophisticated due to external influence from the western world. In the twenty-first century, different communication networks are employed as channels for advertising: the print, electronic and Internet media.

1.1.2 Advertising in Modern Time

As advertising evolves over the years, it has become sophisticated and has assumed broader dimensions. In the past, advertising simply provided information on industries, manufacturers, products and services; however, today, persuasion has become an integral part of it. To achieve persuasion, advertising influences the thinking, feeling and behavior of the target audience.

Advertising in modern time has gained prominence and has become essential due to competition in the world of business over goods and services (Skorupa & Duboviciene, 2015). Through advertising, industries, companies, firms and corporate organizations are able to inform the consuming public about the availability of goods and services. Presently, in the realm of business, advertising is employed as a form of marketing strategy which targets potential customers. To a large extent, advertising makes it possible for manufacturers to sell their products to consumers. Since contemporary advertising is a form of mass communication, information about goods and services reaches as many people as possible and this goes a long way to promote businesses (Moriarty et al, *ibid*). In business circles, advertising enables companies and manufacturers to introduce new or improved goods and services to the target audience. Modern time advertising also serves as a reminder to existing customers about the memorable experience they had with a particular product. With the competition in the world of business, consumers are exposed to lots of information about the existence of relevant goods and services. Advertising influences the consumption decisions of the populace; for instance, one advert informs the audience that a particular product is the best among other similar ones (Clow & Baack, 2012). Advertising in modern time commences with the advertiser, the company or business entity that transmits the advertising message. The advertiser is also an individual from the organization who has the authority to oversee advertising matters. The advertiser has the mandate of the business establishment to liaise with advertising agencies concerning the production of an effective advert. In the world of advertising, the advertiser begins the advertising process in order to meet a certain business goal. An advert may be created in order to introduce a new brand to the consuming public or to provide some vital information about the function of a product. The advertiser is the architect or the brain child of an advert. The advertiser (the individual or company) has the final say about a number of issues including budget, planning, the creation and message of the advert, medium of communication, the target audience and the advertising agency (Moriarty et al, *ibid*). In contemporary time, another essential component of advertising is the advertising agency. Its mandate is the actual construction of adverts. The advertising agency is able to perform this task by employing experts in various advertising fields. The agency in advertising is responsible for the production, dissemination or transmission of adverts in the media. Some well established business organizations have Advertising Agency Departments that concern themselves with the business of advertising. Such companies with internal advertising agencies are able to oversee and control advertising activities. Modern advertising is characterized by a group of experts and organizations who provide supporting services to advertisers, advertising agencies and media houses in the course of advert production (Moriarty et al, *ibid*). Today, different experts work behind the scenes in the production of adverts. Some of these experts, specialists and professionals who contribute to advertisement creation and production include: Copywriters, graphic designers, photographers, cameramen, visual artists, computer scientists, programmers, musicians, sound engineers, film directors, actors/actresses, celebrities, comedians, media consultants, marketers, researchers and so on and so forth. 6 Due to modern technological development and many mass media communication channels advertising has attained great heights; it forms an integral part of our world today (Cook, 1992). Advertising in modern time is a complex form of communication that aims at achieving positive responses from a targeted audience through different kinds of mass media. The print and electronic media and the Internet are employed extensively in the transmission of advertising messages today. These days, other forms of information dissemination instruments such as billboards, cell-phones, trains, aircrafts,

buses, buildings, stadia, movies, and so on and so forth, are employed as advertising media. Nowadays, advertisers choose the appropriate media to disseminate the advertising message. In advertising, the media are the channels or vehicles for the spread of the advertising information to the target audience. There are a number of media houses or companies that are engaged by advertisers. The media houses (newspaper corporations, radio stations, TV studios, billboard firms) across the globe have departments in charge of the sale of advertising space or air-time. The media companies provide consultancy services to advertisers in terms of the choice of channels of communication and the production of effective adverts. These days commercial advertising is paid for by the advertisers; however, media organizations do not charge for public service advertising (Moriarty et al, 2009). In contemporary time, adverts abound in the mass media. Wadhawan (2014) describes modern advertising as creative, innovative, competitive and persuasive. In present time, advertisements are artistic pieces of work since much thinking and imaginative ideas are put into them. Creativity permeates the entire process of production of an advert. For an advert to be attractive and effective, the language, visual imagery, printing, auditory system, setting and dramatic effect are combined in a creative fashion. In its current form, every component of an advert, including the language, catches the attention of the audience. In modern time, language forms an integral part of advertising. Language constitutes our most significant means of communication (Vestergard & Schroder, 1985) and according to Kannan and Tyagi (2013) it has a strong influence on the way human beings behave. Copywriters employ attractive and memorable language for persuasive effect in adverts. Myers (1997) and Cook (1996) are of the view that the manner in which copywriters use language for a particular effect is similar to the way language is employed in the world of poetry. In contemporary time, advertisers use language differently from the usual way (Dyer, 1982). In fact, the language of advertising is in its own class; Leech (1969) and Goddard (2002) describe it as a piece of literary genre. From a general perspective, the language of advertising in modern time is simple and straightforward, on one hand. Copywriters sometimes use the everyday informal language to communicate with their audience (Dyer, *ibid*). For instance, the English used in adverts now, to some extent, contains simple sentences some of which are imperative or interrogative in nature. If the English is direct and plain, it is comprehensible and therefore attracts the attention of the audience. With the simplicity of the English language, the advertising message is literal, clear, attractive and memorable. The informality of the English of advertising can also be attributed to the fact that copywriters sometimes break the rules that govern the language by constructing short sentences some of which are incomplete yet they are made to function as full-fledged grammatical structures (Dyer, *ibid*). Other informal features of the English of advertising are the creation of new words and the misspelling of words. From another perspective, the language of advertising in modern time is figurative in nature, on the other hand. At this level, advertisers sometimes present the English of advertising in a way that departs from the usual literal use (Dyer, *ibid*). The rationale is to make the English language attractive to the audience. In this regard, copywriters may compare two unlike entities with the view of projecting the image of an advertised product. Copywriters may exaggerate the qualities of a product or associate human attributes to an inanimate object. Many other figurative expressions are employed by copywriters with the view of making the English language attractive to the consuming public. In contemporary time, words are indispensable in advertising. Copywriters use English words to supplement the visual message (Goddard, *ibid*). English words uplift the image of a brand and the organization. Copywriters choose words carefully; in fact, they economize words as it is done in poetry and the words contribute certain effect to the advert in its

entirety. The English words used in an advert may paint a mental picture in the minds of the audience and this may make the message memorable (Torto, 2017). The English words in an advert may also appeal to the senses of the audience and this may make a potential consumer imagine an experience with an advertised product or service.

1.2 THE FOCUS OF ENQUIRY

Advertising is a type of communication whose ultimate goal is to persuade potential customers of the good qualities of products and services. There are various strategies that advertisers employ in order to persuade their customers to take purchasing decisions. One of them is the designing of an advert in which the pictorial images and other graphic designs are prominent. Another persuasive technique is the use of language to transmit the advertising message. Although a number of persuasive strategies are available in advertising, language plays a pivotal role in the communication of information (Vestergard & Schroder, 1985; Dyer, 1982; Goddard, 2002). Copywriters employ language in an attractive way to achieve persuasion in adverts. The focus of the current study is the use of persuasive elements in the English employed in adverts in newspapers in Ghana. The persuasive elements that are employed in the English of 9 adverts are partly grammatical. Copywriters make use of adjectives and adverbs in their description of advertized products. Other grammatical elements are the use of phrases, clauses and sentences. Another set of persuasive elements that are employed in the English of adverts are figures of speech. Advertisers utilize both tropes and rhetorical figures in the English of adverts. The third set of persuasive elements that form part of the English of adverts are Aristotle's three artistic proofs, namely, logos, pathos and ethos; these are used as rhetorical strategies.

1.3 STATEMENT OF THE PROBLEM

The problem the current study sought to address was that advertisers use Aristotle's three artistic proofs, figures of speech and grammatical elements in adverts for persuasive effect; however, the literature reviewed in the Ghanaian context did not reflect these three components. The literature on studies conducted on the English of advertising in the Ghanaian context revealed multimodal approaches; a mixture of phenomena which encompassed the linguistic component, metaphor, pictorial imagery and gesticulations (Anim-Ayeko, 2012); discourse strategies, identity, personalization, colloquialism, hedging, intertextuality, culture and ideology (Duah, 2007). As a solution to the research problem, persuasion was investigated using the three themes of the current study. In the first place, the current study investigated the extent to which Aristotle's three artistic proofs (Logos, pathos and ethos) were used in the English of adverts in newspapers in Ghana for persuasive effect. Secondly, the study investigated the use of figures of speech in the English of adverts for persuasion. Thirdly, the study researched into the use of grammatical elements in the English of adverts for persuasive effect.

1.4 RESEARCH OBJECTIVES

The current study had a number of research objectives which were used to address the research problem. The first was to investigate the extent to which Aristotle's three artistic proofs were used in the English of adverts for persuasive effect. It is worth noting that copywriters used Aristotle's three artistic proofs (logos, pathos and ethos) in the English of the adverts in the Ghanaian newspapers for persuasive effect. For instance, the use of logos in the English of the adverts persuaded through reasoning. On the other hand, the use of pathos in the English of the adverts appealed to the reader's emotions. The use of ethos in the English of the adverts, however, persuaded the audience by the character of the copywriter. The second research objective was to research into the use of figures of speech in the English of adverts for persuasive effect. Copywriters used figures of speech in the English of adverts for persuasive effect. The use of figures of speech (tropes and rhetorical figures) in the English of the adverts was characterized by unusual use of English in which one thing is associated with another or different things are compared. The use of figures of speech in the

English of the adverts was a rhetorical strategy to attract the reader's attention and persuade them to take purchasing decisions. Figurative expressions in the English of the adverts created mental pictures and made the message vivid and memorable. The third research objective of the current study was to investigate the use of grammatical elements in the English of adverts for persuasive effect. For instance, the use of imperative sentences in the English of the adverts urged and encouraged the audience to take purchasing decisions. Adjectives and adverbs were also used as descriptive words and they made the audience have a certain experience with respect to the advertized product or service.

1.5 RESEARCH QUESTIONS

In the current study, I analyzed persuasive elements in the English of advertising texts in newspapers in Ghana. I formulated the following questions to guide the study: 1. How are Aristotle's three artistic proofs employed in the English of adverts in newspapers in Ghana for persuasive effect? 2. How are figures of speech in the English of adverts in newspapers in Ghana used for persuasive effect? 3. To what extent are grammatical elements in the English of adverts in newspapers in Ghana employed for persuasive effect? The answers to these questions enabled me to establish the persuasive elements in the English of adverts in newspapers in the Ghanaian context. From the perspective of the first research question, the study revealed that copywriters used Aristotle's three artistic proofs (logos, pathos and ethos) in the English of adverts for persuasive effect. The use of logos in the English of the adverts, for example, appealed to the rational side of the audience. On the other hand, the use of pathos in the English of the adverts appealed to the reader's emotions. Copywriters deliberately used strong emotive words to play on the reader's feelings. These words had an impact on the consumer's emotional state and the latter responded positively to the advertised product or service. The use of ethos in the English of the adverts, however, persuaded the reader by the character of the copywriter. When the audience was convinced that the copywriter was well informed, could be trusted and was interested in issues that concerned them, the he or she gained credibility. From the perspective of the second research question, copywriters used figures of speech in the English of the adverts for persuasive effect. The use of figures of speech (tropes and rhetorical figures) in the English of the adverts was characterized by unusual use of the language. The figurative expressions in the English of the advertisements employed one or more figures of speech to complement and even modify the literal, basic meanings of lexical items with additional associations and interpretations. The use of figures of speech in the English of the advertisements departed from their literal meaning to create an image in the reader's mind. From the perspective of the third research question, copywriters employed grammatical elements in the English of the adverts for persuasive effect. Copywriters used short sentences and these had an impact on the reader. For instance, the use of imperative sentences influenced the behavior or action of the audience. The imperative sentences addressed the consumer directly; they interacted with the audience. Adjectives and adverbs were used as modifiers and they created mental pictures in the mind of the audience.

1.6 SCOPE OF THE STUDY

The scope of the current research delimits the focus and boundaries of the study. This was to ensure a fairly manageable scope of the entire research. In the first place, the study was limited to the English employed in advertisements in newspapers in Ghana. The rationale is that advertising in the print media takes many forms (visual images, graphic and color designs, and other print techniques); however, the English language is an essential component since it enables the audience to identify advertized products, grasp the message and remember it. Secondly, the current study focused on Aristotle's three artistic proofs, grammatical elements and figures of speech in the English employed in advertisements in newspapers in Ghana. Aristotle's three artistic proofs (logos, pathos and ethos) constitute a persuasive theory which lent support to the

current study. Grammatical and syntactic elements, tropes and rhetorical figures in the English of the adverts were analyzed to determine how persuasive they were. From another perspective, the current study focused on adverts in the print media in Ghana. The reason for this delimitation is that the Ghanaian press is in English and the current study is solely focused on the use of English in adverts in newspapers in Ghana. Another reason for focusing on the print media in Ghana is that the electronic media (radio and television) are multilingual; they use English and other Ghanaian languages in the broadcast of adverts. My choice of newspapers was to avoid the introduction of the Ghanaian languages into the corpus. Finally, in the current study, I focused on product advertisements in both state owned and private owned newspapers in Ghana. Product advertisements in the print media in Ghana were on beverages, food, provisions, clothing, cosmetics, medicines, cars, electrical appliances, electronic gadgets, cell phones, equipment, machinery, agricultural inputs and so on and so forth. Product adverts are normally created for the final customer or the individual that purchases the product for another person's use. Product advertisements persuade the audience to acquire and consume the advertized product. The choice of product adverts is due to the fact that they are many and varied; I therefore had a wide spectrum of data to analyze.

1.7 ASSUMPTIONS UNDERLYING THE STUDY In the current study, three main assumptions lend support to it. The first is that language forms an integral part of human experience (Turner, 2004). Language is therefore fundamental in knowledge construction and transmission across disciplines. In the sphere of advertising, English plays an essential role in persuading people to take purchasing decisions. Although advertising has many component parts, previous studies have revealed that it is the English language that enables the audience to identify a product and remember it (Nga, 2010; Dyer, 1982; Vestergaard & Schroder, 1985). The second assumption underlying the current study is that every context of language usage is for a communicative purpose. In advertising, language forms an integral part of almost every advertisement. English is employed for the production of advertising texts and the consumer also reads it in order to conceptualize the advertising message. The English of advertising comprises the grammatical units, syntactic structures, figures of speech and Aristotle's three artistic proofs. In advertising, copywriters employ the English language for persuasive effect as language has an immense influence on people and the way they behave (Kannan & Tyagi, 2013). Finally, it is assumed, in the current study that the language employed in an advertising text is for persuasive effect. In advertising, the English language persuades by influencing people's intentions, beliefs, attitudes, behaviors and actions (Seiter & Gass 2010: 33). From one perspective, the English of advertising persuades through description which creates a mental image of a product and enables the audience to experience it (advertized product) through their five senses. From another angle, the use of figures of speech in the English of advertising also persuades by enticing the consumer to exercise their choices. Figurative expressions in the English of advertising are not the usual literal form of language. They sometimes exaggerate the qualities of a product and thus draw the attention of the audience. Another persuasive function of the English of advertising is that it also appeals to the emotions and reasoning of the audience and thus influences their behavior.

1.8 SIGNIFICANCE OF THE STUDY The significance of the current study can be perceived in a number of ways. In the first place, the study contributes to existing knowledge. From the literature, many research have been conducted previously, in Ghana and other parts of the globe, on the use of English in advertising (Leech, 1966; Cook, 1992; Harris, 1989; Leah, 2001; Nga, 2010; Adamu, 2009; Duah, 2007; Anim- Ayeko, 2012; Koteyo, 2015; Noriega & Blair, 2008; Pigott, 1996; Gerritsen et al, 2010; Bulawka, 2006; Goldstein, 2011; Romanenko, 2014; Skorupe

& Duboviciene, 2015). The current study was on the use of English in adverts in newspapers in Ghana. The study revealed that copywriters in the Ghanaian print media employed Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of adverts. The current study, therefore, contributes to existing knowledge on the use of English in adverts in the print media. From another perspective, the current study demonstrated that copywriters in the Ghanaian press employed Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of adverts for persuasive effect. In this regard, the current study contributes to existing knowledge on the use of English in adverts for persuasion. From a third perspective, the current study had three distinct theories which underpinned the three thematic areas: Aristotle's three artistic proofs, figures of speech and grammatical elements. The current study contributes to existing knowledge on the use of the three theories: Aristotle's Rhetorical Theory, Conventional Figurative Language Theory and the Standard Theory of Generative Grammar in research.

16 Another significance of the current study is that it fills the knowledge gaps in the literature. In the firstly instance, it is worth noting that previous studies on the use of English in advertising investigated the use of figures of speech in adverts for persuasive effect (Leech, 1966; Nga, 2010; Anim-Ayeko, 2012; Adamu, 2009). The current study complements these studies by making a distinction between tropes and rhetorical figures in its investigation of the use of figures of speech in the English of adverts in the Ghanaian print media. From a second perspective, the findings of the current study revealed that copywriters employ Aristotle's three artistic proofs in the English of adverts for persuasive effect. However, from the literature, previous studies on the use of English in advertising did not incorporate the use of logos, pathos and ethos in their investigations. For instance, Goldstein (2011) focused on the communicative function of English in adverts; Gerritsen et al (2010) researched into the extent of comprehension of the English used in adverts; Koteyko, (2015) studied variations in the English employed in adverts; Noriega and Blair (2008) focused on the influence of English and other languages on the attitude of the audience, et cetera. The current study fills the knowledge gap in the literature on the use of English in adverts by investigating the extent to which Aristotle's artistic proofs were employed by copywriters for persuasive effect. The third way in which the significance of the current study can be realized is that it contributes to advertising effectiveness. The findings of the current study revealed that copywriters in the Ghanaian press employ Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of adverts for persuasive effect. According to Moriarty et al (2009) an effective advert meets its objective which is the persuasion of an audience of the positive qualities of products and services. The current study focused on persuasive elements in the English employed by copywriters in the print media in Ghana. The current study is a contribution to the ongoing research on advertising effectiveness.

1.9 MOTIVATION FOR THE STUDY Motivation for the current research can be viewed from different perspectives. In the first place, I was motivated by the fact that the research would build on existing knowledge on the persuasive effect of the English employed in advertisements. The current study investigated the use of grammatical elements, figures of speech and Aristotle's three artistic proofs in the English of adverts for persuasive effect. The study therefore contributes a new approach to advertising in Ghana by emphasizing the persuasive function of the English language in adverts. Secondly, I was motivated by the fact that in Ghana, there is no research that is focused solely on the English employed in adverts in the Ghanaian newspapers. For instance, Duah (2007) is on discourse strategies that advertisers used and the study revealed that elements of Ghanaian culture were exploited by advertisers to persuade their audience. Anim-Ayeko (2012) analyzed metaphors (verbal, pictorial and gestural) in political adverts in

newspapers in Ghana. The study was limited to a trope which is just one component of the English of advertising. Thirdly, motivation for the current study stemmed from the fact that the research is going to be an original project. From the literature, it was realized that no research had incorporated all the three components of the current research, namely, Aristotle's three artistic proofs, figures of speech and grammatical elements, in one study. Another attribute of originality is that the current study was conducted from three theoretical perspectives, namely, Aristotle's Rhetorical Theory, Conventional Figurative Language Theory and Standard Theory of Generative Grammar. These theories underpinned the three components of the current research. Finally, motivation for the current research was derived from the fact that the study would fill the gaps in the literature. For instance, Nga (2010) and Anim-Ayeko (2012) focused on the use of tropes in the English of adverts; the present research would fill this knowledge gap by investigating the use of both tropes and rhetorical figures in advertising. Harris (1989) and Leah (2001) did a linguistic analysis of adverts but did not focus on persuasion which is the ultimate goal of advertising. The current study will fill the gap in the literature by analyzing the persuasive elements in the English used in adverts.

1.10 CHAPTER OUTLINE The current study comprises six chapters. The first chapter begins with background to the study which traces advertising from historic time to the present and explores its growth, development and innovation. This is followed by the focus of enquiry which explicates what the current study entails. The next segment of chapter one is the statement of the problem which acknowledges the fact that studies on the English of advertising in the Ghanaian print media do not incorporate all the three components of the English employed in advertising texts, namely: Aristotle's three artistic proofs, figures of speech and grammatical elements. The research objectives follow and they address the research problem by focusing solely on the use of English for persuasive effect in adverts. Three research questions which will guide the study in its entirety also follow. The questions are based on Aristotle's three artistic proofs, figures of speech and grammar. The scope of the study is next and it delimits the boundaries and focus of the research. Another constituent of chapter one is the assumption underlying the study which is that every instance of language usage is for a communicative purpose. The significance of the study follows and this states that the current study contributes to existing knowledge and fills the gap in the literature. The penultimate segment of chapter one is the motivation for the study which is that there is no study in Ghana which is solely on the English of advertising. Chapter one ends with an overview of the study which summarizes the entire thesis. The second chapter of the current study reviews the literature on the use of English in advertising in various contexts: United Kingdom, United States, Western Europe, Poland, Japan, Vietnam, Nigeria and Ghana. The review of the literature makes inter-textual connections, builds on and assesses existing knowledge. The review also identifies the knowledge gap in the literature. Chapter three of the thesis presents three theories that underpin the current study. Each theory aids the research by lending support to the three research questions. The first theoretical framework is Aristotle's Rhetorical Theory which is based on his three artistic proofs, namely, logos, pathos and ethos. The second theoretical framework is the [3Conventional Figurative Language Theory by Dobrovol'skij and Piirainen \(2005\)](#) and this is linked to the second research question on figures of speech. This theory lends support to the interpretation of figurative units in the English of advertisements. The third theoretical framework is the Standard Theory of Generative Grammar by Chomsky (1965) and this relates the third research question on grammar. This theory underpins the grammatical analysis of the English of advertising texts. Chapter four of the current study is the research methodology. The chapter begins with the research design, which is qualitative given the

interpretive nature of the current study. The other section of chapter four is a method of data collection which is qualitative documents as the data source of the current study is the print media. The chapter also contains the research sampling technique. The purposive sampling is chosen since it will enable the researcher to focus on specific characteristics of the data. Chapter four also presents reliability, validity and ethical issues. Reliability and validity are measures that will be taken to ensure the accuracy and credibility of the research findings. The ethical issues constitute matters of morality that may arise at the various stages of the current study. Chapter four ends with the analytical framework which is the qualitative content analysis approach to textual data analysis. Chapter five analyzes and discusses the data collected. The chapter employs a qualitative content analysis technique for the analysis and interpretation of text data. The qualitative content analysis research method will be applied for the coding of themes, trends and patterns in the text data. In chapter five, all the three research questions are addressed in the analysis and discussion process. Chapter six is the conclusion and it is the final section of the thesis. The chapter presents a summary of the research findings. This is followed by the main contributions of the study to the body of knowledge, limitations of the study and finally, recommendations for future research.

1.11 CONCLUSION

In this chapter, I introduced the thesis by presenting an overview of the entire study. I commenced with information on the background to the study in which I placed advertising in historical context and continued with an exploration of it in contemporary time. Advertising had existed from ancient time till now. Today, it is in different forms and in varied media: print, electronic, billboards, Internet and so on and so forth. Modern time advertising can be described as sophisticated and persuasive. In this chapter, I also provided information on the focus of enquiry of the study, the research problem, the research objectives, the research questions, the scope of the study, the assumptions of the study, the significance of the research, the motivation for the study and an outline of the chapters of the thesis. The next chapter deals with a review of the literature on the use of English in advertising in both Ghanaian and non-Ghanaian cont

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2CHAPTER TWO LITERATURE REVIEW 2.0 INTRODUCTION In this chapter, I situate the Icurrent study in the context of work done by other researchers on the use of English in advertising, with a view to lshowing how the present study is both similar and different from previous ones. The review of the literature engages other parallel studies and examines existing knowledge. The review also identifies the knowledge gap which needs to be filled. In this chapter, I review the literature on studies conducted on the use of English in advertising in the United Kingdom, United States of America, Western Europe, Poland, Japan, Vietnam, Nigeria and Ghana. I also review the literature on studies conducted on the use of English in advertising slogans. 2.1 STUDIES IN THE UNITED KINGDOM Leech (1966) researched into the use of

English in advertisements in the United Kingdom (UK). He analyzed the English employed in adverts from different perspectives. The grammatical analysis revealed the use of words, phrases, clauses and sentences in the adverts. The use of modifiers in the form of adjectives and adverbs were used extensively for the purpose of description of advertized products. Leech (1966) discovered that minor grammatical units such as phrases and non-finite clauses were used as if they were independent or fully-fledged grammatical structures. The purpose of this approach was to attract consumers' attention. From the semantic perspective, Leech (1966) discovered that the meaning of some advertising texts could be arrived at as a result of a collective interpretation of the lexical items employed in the advert. According to Leech, the English used in the adverts that he studied were both idiomatic and figurative. Indeed, figures of speech were used in the advertising texts to compare different phenomena, suggesting a similarity and this creates a striking and memorable images. Human characteristics are bestowed on non-human entities in order to create mental pictures of advertized products. From the phonological perspective, Leech (1966) discovered the use of sound effect devices in the English of advertising in Great Britain. This made the adverts intriguing and attractive. Leech (1966) revealed that the rules governing the English language were violated in the advertising texts he analyzed in the media in the United Kingdom. According to Leech (1966) rules were broken at the orthographic level where words are spelt differently for the purpose of drawing attention to themselves. Harris (1989) points out that in the language of advertisements, linguistic rules are violated and this has a great impact on consumers. Leah (2001) researched into rule – breaking in a range of adverts in French and English. Leah (2001) posits that linguistic violation is a tool advertisers use to make the product more attractive and to make the advert more effective. Leech (1966) revealed the different components of the English of advertising in the media of Great Britain from the syntactic, morphological, grammatical, semantic, phonological and figurative perspectives. What is yet to be known is the use of Aristotle's three artistic proofs in the English of advertising for persuasive effect. The current study fills this gap in the literature by investigating the use of the three proofs of Aristotle (logos, pathos and ethos) in the English of advertising in the print media in Ghana. Koteyko (2015) also did a study on the English employed in adverts in the print media in the United Kingdom. The study covered a cross-section of the newspapers and magazines in Britain and an enormous database of adverts was generated for analysis; the corpus comprised three hundred and sixty-four (364) advertising texts. Koteyko (2015) employed a mixed method research design. She made use of numerical data and also interpreted and described the corpus of 2 the advertising texts in her analysis. Koteyko (2015) adopted the multi-dimensional (MD) analytical framework of Biber (1988) in her linguistic analysis of the corpus. The MD model enabled her to represent the advert texts statistically based on the grouping of the grammatical units. It is worth noting that the MD framework had been applied to some linguistic investigations (Grieve et al. 2011; Biber 2006; Cao & Xiao 2013) but not to advertising. Koteyko (2015) bridged the gap in the application of the MD method to her analysis of the English of advertising in the British press. Koteyko (2015) employed the purposive sampling technique in the data collection process. In this regard, varied product adverts were selected for the study; other data classifications were done based on the social status of the target audience of the advertising texts. The MD enabled the researcher to collect the data statistically and this was followed by a qualitative analysis as well. Then, the research corpus was categorized and labeled. This took the form of tagging and parsing as it was done in the British version of the International Corpus of English (Nelson et al. 2002). The data analysis of Koteyko (2015) to a large extent can be described as mathematical, formulaic and graphic. The research yielded a

number of findings: Koteyko (2015) discovered variations in the English employed in the advert corpus. Another research finding was that different grammatical units occurred in the varied advertising text and they exhibited different communicative functions. Koteyko (2015) also revealed that the English of adverts in the British press reflects the sociolinguistics of the consuming public. Thus, the English employed in the research corpus considered the variations in gender of the audience. As a result, there were differences in the English used in the advert of a similar product to both men and women. While the English of the female advert was detailed and descriptive, the male advert was brief and more straight-forward. From Koteyko (2015), it can be deduced that persuasion in advertising is sophisticated and it takes great effort to achieve it. Koteyko's (2015) study and the current research are both similar and different in a number of ways: In the first place, both are based on a linguistic analysis of adverts in the print media. However, they are different in terms of the research setting: While Koteyko (2015) was conducted in the UK, the current study is in Ghana. Secondly, both studies are focused on the use of grammatical units in the English of advertising. Nonetheless, the current study fills the gap in the literature by further investigating the use of figures of speech and Aristotle's three artistic proofs in the English of advertising in the print media in Ghana. Thirdly, both studies are parallel in terms of the use of the data collection method of purposive sampling. However, in terms of the research design, Koteyko (2015) is both quantitative and qualitative while the current study is mainly qualitative. Finally, while Koteyko (2015) investigated the use of English to reflect gender distinctions in advertising, the current study researches the use of figures of speech and the logos, pathos and ethos in the English of advertising for persuasive effects.

2.2 STUDIES IN THE UNITED STATES

Noriega and Blair (2008) did a psycholinguistic study of advertising to bilinguals in the United States (US). They set out to investigate whether the language that a copywriter advertizes in influences the thinking process of the bilingual consumers in the US. The two researchers also hypothesized that an advert in the first language of bilinguals in the US might trigger thoughts about friendship, family relations, native country or domicile and this may lead to positive behavioural patterns. The bilingual situation in the US is such that the immigrants speak their native languages at home and its environs while English is spoken at other settings outside the 4 home domain (Linton, 2004). By this linguistic pattern, the bilinguals in the US preserve their native languages. For Noriega and Blair (2008), in advertising, if different languages are employed they will elicit distinct attitudes and thoughts about the advertized products and services. Previous research on language choice in advertising and its effect on bilinguals revealed that if an advert was in the native language of bilinguals it was more effective. The fact is that bilinguals give the adverts they can identify with much attention; they feel recognized, acknowledged and respected (Deshpande et al. 1986; Deshpande & Stayman 1994; Whittler, 1991). The choice of the native language of bilinguals by advertisers makes it easier for the bilinguals to comprehend the message of the advert. Prior studies revealed that if the message of the advert was in the bilinguals' second language, the bilingual might not be able to understand all the words of the advert (Luna & Peracchio, 1999, 2001). From another perspective, other studies revealed that some words in the native language of bilinguals appealed more to their feelings than words in the second language. This might be due to socio-cultural differences in that the culture of bilinguals might uphold certain concepts highly and this is realized linguistically (Luna & Peracchio, 2002, 2005). Noriega and Blair (2008) filled the research gap by investigating the extent to which language choice in advertising influenced the thinking of bilinguals in the US. Noriega and Blair's (2008) study was two-pronged: In the first phase, the research engaged both the bilinguals' native-language and second language in the

study. The bilinguals were to express their thoughts about two print adverts in both languages. The research subjects were mature immigrants in the US who were pursuing a course in English as a second language. The purposive sampling technique was employed in the selection of respondents who were proficient in both their native language and the second language. The bilinguals' native languages that were 5 captured in Noriega and Blair (2008) were: Turkish, Russian, Korean, Czech, Mongolian, Spanish, Cambodian, Italian, French, Indonesian, Dutch, Japanese, Catalan, Vietnamese and Farsi. The thoughts of the respondents about the adverts were coded from the perspective of Sauer et al. (1992). In the second segment of Noriega and Blair's (2008) research, the focus was on Spanish-English bilinguals who were literate in both languages. A native language context was created for Spanish while a second language situation was provided for English. The study was psycholinguistic in nature; respondents were to indicate their thoughts on the adverts that were provided. The second part of the study also investigated the attitudes of respondents and this was conducted from the perspectives of Neese and Taylor (1994) and Putrevu and Lord (1994). The findings of Noriega and Blair's (2008) research revealed that language influences the way we think about an advert and our decision to purchase an advertised product. This confirms the declaration of previous studies that language influences human thinking and cognition (Larsen et al. 2002; Marian & Neisser, 2000; Fivush, 1998). From Noriega and Blair (2008), adverts that were in respondents' native language had more influence on thoughts related to friendship, family relations, country of origin and domicile than adverts in the second language. Another finding of Noriega and Blair (2008) is that language has a relationship with context. From the study, the contextualization of the advert corpus, triggered positive thoughts about the advert, brand and purchasing intentions. The research results also revealed that the choice of language in an advert is essential as it influences certain positive thinking processes which yield positive attitudes. From Noriega and Blair's (2008) study it can be deduced that in the US adverts in the bilinguals' first language trigger positive thoughts and attitudes and this enhances the effectiveness of the advert. It is worth noting that Noriega and Blair (2008) and the current study are both based on print media advertising. The purposive sampling technique is employed in both studies for the purpose of data collection. However, in terms of the research design, Noriega and Blair's (2008) study is mainly quantitative; the corpus was analyzed mathematically and statistically and these were followed by interpretation and description of the data. The current study is mainly qualitative; it entails analysis of textual data. From another perspective, while the current study is based on only English, Noriega and Blair (2008) involve English and the first languages of respondents. Noriega and Blair's (2008) research is also sociolinguistic to some extent as it covers the use of language in its social context. Noriega and Blair (2008) generally did a psycholinguistic study of adverts for the bilingual community in the US. In their study they investigated the thoughts bilinguals experience when they read adverts. However, the current study fills the gap in the literature by investigating the use of grammatical elements, figures of speech and Aristotle's three artistic proofs as persuasive tools in the English of advertising in the print media in Ghana. Another research work in the US was Pigott's (1996) comparative study of British and American English employed in television (TV) advertising. In the study, Pigott discovered that the British advertisers employed subtle persuasive strategies in both the visual images and the words in TV adverts. The British TV advertisers incorporated the life experiences of the UK audience, stimulated their emotions and enthusiasm and also appealed to their basic needs. According to Rothenberg (1989) the British copywriters applied features of film production to their TV adverts and this made them highly dramatic. Rothenberg also described TV in the UK in the

1980s as creative and pleasurable. According to Pigott (1996) the dramatic genre that the British advertising agencies adopted is Burke's (1969) comedy style. This dramatic category stresses setting and characterization in the TV adverts. By the use of complex dramatic techniques and 7 appropriate diction, British TV advertising agencies devised adverts that were comic and humorous and Ehrenberg (1989) described them as entertaining. Pigott (1996) postulated that the British dramatic approach to advertising was more effective than the US since it yielded more positive responses. From Pigott's (1996) study it can be deduced that the US TV adverts were not as dramatic, comic, humorous and entertaining as the British. According to Pigott, the US advertising on TV had a number of flaws which made adverts less effective than the British. In the first place, the US advertising agencies were more business oriented; their ultimate goal was to sell and reap financial gains. They used direct persuasive strategies, which were quite aggressive. Secondly, the US TV adverts had multiple scenes within them and the rapid changing of these scenes disturbed the focus and memory of viewers. According to Lang (1991), the right side of the human brain influences our visual memory while the left part has an impact on the auditory or verbal memory. Lang posits that scene changes on TV affects memory negatively. Due to the fast changing of scenes in the US TV adverts, the various segments of the adverts appear on the screen for only a few seconds. As a result, the changes in the variety of visual images in the US TV advert interfered with the visual memory of viewers. On the other hand, the British TV adverts did not undergo rapid scene changes and the adverts stayed longer on the screen for the consumption of the audience. A third flaw in the US TV advertising is that US advertisers were influenced by the musical video technique on TV; however, this style was too fast for advertising (It disturbed the memory of viewers). It is worth noting that studies have shown that musical videos appeal more to the sense of hearing of viewers than their sense of sight; however, adverts appeal more to the audience sense of sight than hearing (Pigott, 1996). After analyzing political campaign adverts on TV in the US, Moyer (1989) concluded that visual images, almost 8 invariably, are more attractive than the words. Moyer supported his claim by reporting that in a presidential campaign advert on TV in the US, derogatory words against an opponent were rendered ineffective by visual images. Pigott's (1996) study showed that in the last decade of the twentieth century, British TV adverts were more effective than the US. This was because the former was more memorable, humorous and entertaining. Pigott agreed with Ogilvy (1983) who claimed that the British advertising industry was occupying the first position in the world. Pigott (1996) presented the way forward for the two advertising giants in the world and this was the collaboration between the US and British advertising agencies. For instance, the American advertisers were emulating the British dramatic techniques in TV advertising. The British advertising agencies on their part bought the best advertising agencies from the US. The current study fills the knowledge gap in Pigott (1996) by analyzing the use of grammatical elements, figures of speech and the logos, pathos and ethos in the English of advertising in newspapers in Ghana, for persuasive effect.

2.3 STUDIES IN WESTERN EUROPE

Gerritsen et al (2010) was a study on the effect of the use of English in product adverts in five Western European countries (Germany, Spain, France, Netherlands and Belgium) where English is spoken as a second language. The review of the literature on the use of English in Western European advertising shows that English is included in a large number of adverts than any foreign language (Bhatia, 1992; Martin, 2002; Piller, 2003). According to Gerritsen et al (2010), the reasons why advertisers employ English in product adverts in the five non-Anglophone Western European countries under review are because they (advertisers) assume that their audiences understand English and because English promotes the image and price of the 9

advertized product. Gerritsen et al (2010) investigated the extent to which consumers comprehend the advertized message communicated in English and the effect of the use of English in adverts on the image and price of the advertized products. From the literature, there are other reasons advanced by researchers, from a broad perspective, on the frequent use of English in European adverts; this includes countries where English is a second language. One reason is the standardization approach in which English is incorporated in all product adverts in Europe (Levitt, 1983; Onkvisit & Shaw, 1987). Other scholars are also of the view that uniformity in advertising will work in favour of the globalization of markets (Zou & Cavusgu, 2002). Another reason postulated for the use of English in European adverts was because certain essential products were manufactured in America or Britain and it was more semantically prudent to describe the products in English (Friedrich, 2002; Takahashi, 1990) than in any of the local languages in Europe. The third reason why English is employed in European adverts is due to its global nature (Bailey & Gorlach, 1986; Cystal 2003, 2004). Advertising Agencies therefore assumed that everyone in Europe understood English. Other researchers such as Piller (2003), Kelly-Holmes (2005), Takahashi, (1990) and Ustinova and Bhatia (2005) posit that the use of English in adverts in Europe uplift the image of a product. According to these researchers, English is associated with modernity, it is cosmopolitan, it is prestigious and it influences the price of an advertized product. Although many studies (Martin, 2002; Piller, 2001; Gerritsen et al., 2000; Gerritsen et al., 2007) have showed that a large number of adverts in Western Europe contain English, not much is known about its effects. Gerritsen et al (2010) filled this knowledge gap in their investigation on the effect of English on educated women and the impact of English on the image and price of advertized products. The results of Gerritsen et al (2010) revealed that about forty percent of the 10 English texts of the adverts were not understood by the consumers. This implies that the inclusion of English in the adverts of non-Anglophone Western Europe will not yield the requisite results since the majority of consumers may not understand the advertising message fully. The results of the study also proved that the use of English in product adverts did not have any significant impact on the image and price of the advertized products. There is a parallel between Gerritsen et al (2010) and the current study since both focus on the English used in product adverts. However, the difference that exist between Gerritsen et al (2010) and the current study is that while Gerritsen et al (2010) researched into the extent of comprehension of the English employed in the advert in the Western part of Europe, the current study concentrates on persuasive elements in the English employed in adverts in newspapers in Ghana. This is the knowledge gap that the current study fills in Gerritsen et al (2010).

2.4 STUDIES IN POLAND

Bulawka (2006) investigated the English employed in product adverts that were published in magazines in Poland. The study revealed that about ten percent of the data of adverts selected from Polish magazines was solely in the Polish language. A few other adverts were in Polish and foreign languages like French, Italian and German. However, Bulawka (2006) discovered that the majority of adverts in magazines in Poland were in both English and Polish. Copywriters in Poland employed a code-mixing strategy in the designing of adverts; in the mixing of English and Polish, English was given prominence. Bulawka (2006) revealed that the nature of the code-mixing of English and Polish in adverts could be perceived in four different ways: The first is that Polish copywriters combined English and Polish lexical items to form compound words. The second is that some words in the adverts could be described as having their base forms in English while their prefixes and suffixes are in Polish. The third is that copywriters changed English words into Polish words by spelling the English words based on the Polish orthographic system. The fourth is that some adverts contain words, phrases, clauses, sentences and larger stretches of

language in both English and Polish. The reason for the extensive use of English in Polish advertising, according to Bulawka (2006), is that English has entrenched itself in Poland and the Polish people hold English highly. English is regarded, in Poland, as an international language that has recognition and prestige. For Polish copywriters the use of English in Polish advertising confers an international, western or modern image on the advertized product and this attracts the attention of the audience. Bulawka (2006) revealed the hegemony of English in Polish magazine advertising. The study unearthed the nature of code-mixing of English and Polish in adverts in magazines in Poland. Other similar studies on code-mixing of English and other languages in advertising had been conducted by other researchers. For instance, Ustinova (2006) reported on Russian-English code-mixing in many TV adverts in Russia. Martin (2002) and Bhatia (1992, 2004) observed that French Products were advertized in English and many other French adverts incorporated English expressions and words. Lee (2006) noticed that in South Korea, English is highly recognized. The language of many adverts is a combination of English and Korea. Ahn and Ferle (2008) also revealed that in South Korea when a product's name is presented in English and the other texts are in Korea, the advert becomes more memorable and attractive. From the above review, the gap in the literature that the current study has identified is the persuasive effect of the use of English in advertising. The present study fills the lacuna by analyzing the persuasive elements in the English employed in adverts in newspapers in Ghana.

2.5 STUDIES IN JAPAN

Goldstein (2011) analyzed the English employed in advertisements in both print and electronic media in Japan. Goldstein set out to investigate the function of the English used in Japanese advertising. The study was conducted from two broad perspectives: The first was an investigation into the communicative function of the English used in Japanese advertisements and the second was to find out if the English employed was only for decoration. Goldstein (2011) revealed that in the Japanese print media, foreign brands from non-English speaking European countries, like France and Italy, were advertized in English in Japanese magazines. The reason is to bestow a western image or modernity on the brands. Another reason for Japanese copywriters' use of English in non-Anglophone European brand advertisements is that many Japanese are attracted to products from America and English-speaking European countries. Goldstein (2011) discovered that the English used in the Japanese advertisement of foreign brands performed both communicative and decorative functions. The English texts that were not understood by the Japanese audience just adorned the advert; they did not communicate any clear message. However, when the English text in the Japanese advert is just a simple word or a short familiar phrase, communication is achieved. Another instance where communication was possible was the presentation of the Japanese version of the English text in the same advert. Where both English and Japanese were employed in an advert the English performs a dual function: Communication and adornment. Goldstein (2011) observed that some adverts that presented Japanese brands were in English only. There were a number of reasons, according to Goldstein (2011), for the use of only English in a Japanese brand advert: One was to draw the attention of customers and the other was to uplift the image of the Japanese product so that the latter could gain comparative recognition with the foreign brands on the Japanese market. 13 According to Goldstein (2011), in the electronic media (with reference to television) adverts involving many Japanese companies have slogans written in English on the television (TV) screen and an oral version in Japanese. In the TV adverts both English and Japanese were used. The English therefore performed double function: communication and decoration. In this situation, the English was highlighted in order to draw the audience's attention. Goldstein (2011) revealed that in the TV adverts in Japan, the simple and familiar English words were understood

by Japanese audience. However, since some of the English lexical items were incomprehensible, English performed more decorative function than Japanese. Furthermore, in TV adverts in Japan, a brand name in English was pronounced with a Japanese accent or an English word was transcribed in Japanese and pronounced in Japanese. Goldstein (2011) noted that a blend of English and Japanese was sometimes used in the advertising message. Copywriters in Japan apply these strategies in order to grab attention and transmit information. In a TV advert in Japan, a song which accompanied an advert was in English and it was sung by an American artiste. According to Goldstein (2011), the lyrics might not be understood completely by the Japanese audience; the English was just to draw the attention of the audience to the advertized product. In another instance in a Japanese TV advert, a narrative at the background of an advert was in English and the latter was articulated with an American accent. Goldstein (2011) postulated that the effect of the pronunciation of English words with an American accent was that a western image was conferred on the advertized brand. The English in this context just bestowed a foreign attribute on the adverts. It can be deduced from Goldstein (2011) that the English used in adverts in the Japanese media performs both communicative and decorative functions. However, previous studies carried out by Dougill (2008) and Hyde (2002) reveal that the English employed in Japanese adverts 14 performs only decorative function. The authors are of the view that the English used in the Japanese adverts is different from the functional English the Japanese audience employ in communication. On the contrary, Takashi (1990), Moeran (1985) and Mooney (2000) have discovered that the English employed in Japanese adverts performs both communicative and decorative functions. Takashi (1990) dwells more on the decorative function of English. According to Takashi, the decorative functions of English are that the orthography of English is distinct from Japanese and this makes the former outstanding and attractive. Another decorative function of English is that it is Western and modern. On the part of the communicative function of English in Japanese adverts Takashi (1990) posits that the adverts contain simple English words, some of which are borrowed from English into Japanese. Pronouncing English words with a Japanese accent also contributes to the communicative function. From the literature on the use of English in Japanese advertising, [lit is worth noting that studies conducted by researchers](#) such as Moeran (1985), Takashi (1990), Mooney (2000), Hyde (2002), Dougill (2008) and Goldstein (2011) were focused on the communicative and decorative functions of English in Japanese adverts. However, what is yet to be known in the use of English in Japanese advertising is the persuasive effect of the use of English; given that, persuasion is the ultimate goal of advertising. The current study fills this knowledge gap by investigating the extent to which grammatical elements, figures of speech and Aristotle's three artistic proofs in the English of advertising in the print media in Ghana are employed for persuasive effect.

2.6 STUDIES IN VIETNAM Nga (2010) was a linguistic study of adverts in English and Vietnamese. The study centered on both men and women's magazines. This approach introduced gender issues into the research. Nga (2010) discovered that the languages used in the adverts contained figures of speech such as simile, metaphor, pun, personification, parallelism and euphemism. The current study shares the same opinion with Nga (2010) and also with Vestergaard and Schroder (1985) with regards to the important role of English in advertisements. However, issues of identity and pictorial images that were part of Nga (2010) will not be investigated in the current study. The present research incorporates a new strand into its investigation by focusing on persuasion in the English of advertising. In the current study, persuasion is investigated at three pivotal levels: The first is Aristotle's three artistic proofs (logos, pathos and ethos), the second is the use of figures of speech and the third is

the use of grammatical elements. 2.7 STUDIES IN NIGERIA Adamu (2009) analyzed the English used in adverts in the print media in Nigeria. The study showed the use of intensification and downplaying as persuasive strategies in adverts in newspapers and Magazines in Nigeria. The study revealed the use of visual images, graphic designs, signs and symbols in Nigerian adverts. Adamu (2009) discovered the use of Nigerian cultural elements in adverts for persuasive effects. Advertisers in Nigeria incorporate elements that Nigerians can identify with: kolanut, proverb, greetings and traditional wear. The use of adjectives and adverbs, simple and colloquial sentences, imperative constructions, figurative expressions form part of the English of advertising in Nigerian adverts. Adamu's findings serve to illustrate what is already known on the topic of advertising in English in the West Africa sub- region. What still needs to be known is the use of Aristotle's three artistic proofs (logos, pathos and ethos) as persuasive strategies in adverts. This is the research gap that the current study fills. 2.8 STUDIES IN GHANA In the Ghanaian context, Duah (2007) did a linguistic study of adverts in newspapers and radio broadcasts. The study discovered the use of colloquial expressions, hedging, cultural elements in the languages that were employed in the adverts. In the study, the diction of the adverts contributed to their persuasive effectiveness since the selected words were comprehensible to the readers. Although Duah (2007) and the current study are both based on linguistic analysis of adverts, a number of differences exist: while Duah (2007) is bilingual (English and Akan), the present study is monolingual (only English). Whereas the current study is on the print media (newspapers), Duah (2007) is on both print and electronic media (newspapers and FM radios). Other differences are that the current study investigates the use of Aristotle's three artistic proofs in adverts, the use of figures of speech and the use of grammatical elements as persuasive strategies. These are the research gaps in Duah (2007) that the current study seeks to fill. Anim-Ayeko (2012) also analyzed metaphors in the English of advertising in political adverts that were published in some Ghanaian newspapers. Her study was limited to the metaphorical expressions which were linguistic, pictorial and gestural. The use of figures of speech in the English of advertising in the print media in Ghana is investigated in the current study. Figures of speech in the English of advertising depart from their literal meaning to create an image in the reader's mind. Figures of speech are characterized by unusual use of language and they are generally divided into rhetorical figures and tropes (Torto, 2010). Anim-Ayeko (2012) was focused on metaphors in political adverts in the print media in Ghana. The other figures of speech that need to be known are rhetorical figures and other tropes. These are the research gaps in Anim-Ayeko (2012) that the current study seeks to fill. 2.9 STUDIES ON ADVERTISING SLOGANS Romanenko (2014) analyzed on-line advertising slogans in English. The study entailed a linguistic analysis of product and social advertising slogans. The focus of Romanenko (2014) on the English used in advertising slogans lends support to other studies (Skorupe & Duboviciene, 2015; Nga, 2010; Dyer, 1982; Vestergard & Schroder, 1985) on the important role of language in advertising. As an integral part of advertising, slogans are catchy and enticing; they draw the attention of the audience to what has been advertized. Romanenko (2014) unearthed the linguistic features that characterized the on-line advertising slogans in English. From the phonological perspective, sound effect devices were employed in the slogans and these contribute to the sound quality of the adverts which ultimately draws customers' attention to the object of the advert. In terms of the diction of the slogans, the study revealed that some of the words used in the advertising slogans were personal pronouns which address the audience directly. Other lexical items used in the slogans were adjectives which created mental pictures in the minds of readers. Some of the words could be described as slang. They were familiar words

created by the copywriter to enhance comprehension of the slogans. At the syntactic level, Romanenko (2014) revealed that the sentential structures employed in the on-line advertising slogans performed communicative functions and this goes a long way to appeal to the consumers to take decisions. Figurative expressions were also employed in the advertising slogans and these took the form of puns, allusions, idioms, tropes and rhetorical figures. What is yet to be known in the literature is the use of Aristotle's three artistic proofs in the English of advertising. The current study fills this gap in the literature by investigating the extent to which Aristotle's artistic proofs are used for persuasive effect in adverts. Skorupe and Duboviciene (2015) also did a linguistic analysis of commercial and social advertising slogans in English. The study focused on slogans in adverts since for the authors slogans form an integral part of advertisements and they contribute immensely to the transmission of the advertising message. By the aid of the random sampling technique, Skorupe and Duboviciene (2015) collected and analyzed a corpus of one hundred and ten (110) English advertising slogans. Unlike Romanenko (2014), the data for the study was collected from three sources: The print media, the electronic media and the Internet. Similar to Romanenko (2014), Skorupe and Duboviciene (2015) did a linguistic analysis of the corpus from the phonological and semantic perspectives. The study revealed that sound effect devices, associated with poetry, were employed in the English advertising slogans and this made the adverts memorable. Figures of speech, employed in literary art, were also discovered in the slogans and they made the advert attractive. Like Romanenko (2014), Skorupe and Duboviciene (2015) have contributed to the literature the awareness about the importance of slogans in advertising in general and particularly commercial and social adverts. The sound effect devices and the figurative expressions employed in the English advertising slogans from Skorupe and Duboviciene's (2015) study draw the attention of consumers to what has been advertized. It is worth noting that the current study also does a linguistic analysis of adverts but focuses on the full English text of the advert and not just the slogan which is only a phrase or a short statement. Skorupe and Duboviciene (2015) discovered the use of tropes in the English advertising slogans. Tropes make the English of advertising slogans figurative. They involve the use of words to mean something different from the literal ordinary meaning (Murfin & Ray, 1998). Generally, the use of tropes in the English of advertising slogans makes the language attractive and memorable. For instance, the use of personification makes the advertising slogan 19 dramatic and descriptive. In fact, the personification device enables the potential consumer to relate to the advertized product and the advert is made real. The use of the simile device which is an implicit comparison of two unlike objects appeals to the imagination; this has a mnemonic effect on the audience. The use of metaphor which is an explicit comparison of two dissimilar things appeals to the conscience and emphasizes the advertising message. The hyperbolic figure of speech introduces elements of exaggeration into the English of the advertising slogans (Cuddon, 1999). It has a humorous and emotional effect on the audience. Hyperbole helps the copywriter highlight the best qualities in adverts. Tropes in the English of advertising slogans are striking. They capture the attention of the target audience (Leech, 1972). The current study fills the knowledge gap in the use of figures of speech in adverts by investigating the use of rhetorical figures as well. Since grammar forms an integral part of the English language, the current study fills this linguistic gap by analyzing the use of grammatical elements in adverts. Skorupe and Duboviciene (2015) set out to create the awareness of the effect of English advertising slogans on consumers. They discovered that the advertising slogans were striking, catchy and mnemonic. However, since the ultimate goal of an advert is persuasion, the current study fills the gap in Skorupe and Duboviciene (2015) by focusing on the persuasive effect of the use of English in

adverts. 2.10 CONCLUSION In Chapter two, I reviewed the literature on the use of English in advertising with a view to establishing the position of the current study within the existing literature. The review of the literature revealed that a number of studies had been conducted on the English that copywriters employ in their adverts. From the literature, prior studies on the use of English in advertising focused on concepts of grammar, culture, comprehensibility, figures of speech, 20 psycholinguistics, communication, code choice, sociolinguistics, semantics and phonology and so on. However, it is worth noting that from the existing literature no study has incorporated all the three pivotal areas of the current study in one research. The current study therefore fills the lacuna in the existing literature by analyzing the persuasiveness in the use of grammatical elements, figures of speech and the three artistic proofs of Aristotle in the English of adverts in the print media in Ghana. In the next chapter, I discuss the three theories that underpin the current study. 3 6 12 16 17 18 21

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CHAPTER THREE THEORETICAL PERSPECTIVES OF THE STUDY 3.0

INTRODUCTION In this chapter, I present the three theories that lend support to the current study. The three theories are: Aristotle's Rhetorical Theory, the Conventional Figurative Language Theory and the Standard Theory of Generative Grammar. The first theory is about Aristotle's three artistic proofs and they underpin the use of logos, pathos and ethos in the English of advertising. The second theory supports the use of figurative expressions in the English employed in adverts. The third theory is on the grammatical hierarchical structure and it renders support to the use of grammatical elements in the English of advertising. The three theories are the pillars on which the three strands of the current study stand; they are therefore pivotal to the study.

3.1.0 ARISTOTLE'S RHETORICAL THEORY

The art of rhetoric in ancient Greece can be described as a stream of consciousness that entails the relationship between thought and expression. [4As a student and later a teacher in Athens, Aristotle took an interest in the art of rhetoric. Early in his career, and under the influence of Plato, Aristotle was critical of rhetoric](#) as practiced in his time. Avoiding the moralizing perceptions of [4Plato, Aristotle's approach to rhetoric was both pragmatic and scientific. Aristotle](#) laid the basis for the study of rhetoric and he defined it as the perception of the available means of persuasion (Aristotle, 2007). Rhetoric concerns itself with the way language is employed to achieve persuasion. The aims of rhetorical analysis are the persuasive techniques a writer uses to achieve his aim and the impact the use of rhetoric may have on an audience. In the Rhetoric, Aristotle identifies three artistic proofs, namely, logos, pathos and ethos which according to him constitute the art of rhetoric. According to Aristotle, the available means of persuasion in 1 discourse are based on the three kinds of proof: Logos (logical reasoning), pathos (human emotions) and ethos (human character). Aristotle's logical proof is based on logical reasoning in an argument, his pathetic proof is linked to the feeling or emotion the writing draws out of the audience, and his ethical proof refers to the manner in which the writer's character or attitude is manifested in the message (Griffin, 2000). The following is a diagrammatic representation of Aristotle's Rhetorical Theory: Figure 1.0: Aristotle's Rhetorical Theory The Three Artistic Proofs Logos- Logical reasoning Ethos- Human character Pathos- Human emotions

3.1.1 5Logos

[Logos is a Greek term with many facets of meaning; it can simply mean a word, or, in a plural sense, it can](#)

refer to the words that constitute a discourse. Aristotle uses logos in the Rhetoric to refer to proofs available in the words, arguments, or logic of speech. The term logos can suggest intellect or rationality, generally. Having logos is said to be a distinctly human attribute that differentiates human beings from beasts. Randall (1960) writes that to act in accordance with logos is to act intelligently. According to Herrick (1997) logos, is the study of arguments or reasoning; a study related closely to logic. A writer's appeal to readers' sense of logos is the logical appeal and a writer can use two different kinds of logic: A writer can use inductive logic by presenting to their audience a number of parallel illustrations and then draw from them a general idea. On the other hand, a writer can employ deductive logic by presenting to their readers a few general propositions and then draw from them a specific statement of truth. In advertising, logos is persuading by the use of reasoning. Like an argumentative text, the application of logos to an advertising message is an appeal to logical reasoning. In fact, the messages of most adverts that are communicated in the English language appeal to the rational side of the audience. If, for instance, a particular cream could transform a lady's skin and make her beautiful as a result, it follows logically that the reader could also benefit equally from the cream being advertized. The use of negatives in the English of advertising could also be employed to set precedence or a premise of an argument in advertising in order to advance the qualities of a product or service which distinguish it from the others. In the English used in advertising, experiences and examples are sometimes employed to draw conclusions and this is the application of inductive reasoning. In the English used in advertising logos is an appeal to the reasoning and intellect of the audience. The following advertising text illustrates the use of logos in the English of advertising in the print media in Ghana. Voltic is Natural Mineral Water because the minerals are not added; they are from a natural source. Not all bottled water is natural mineral water. So when in doubt look for Voltic Natural Mineral Water Voltic, Naturally. (The Mirror, Friday, May 27-June 2, 2016, P. 42) The English of the advertising text above illustrates the use of logos by the advertiser. The English of the text of the advert is argumentative; it tries to persuade the consumer through logical reasoning. The copywriter introduces the argument with a declaration Voltic is Natural Mineral Water. In this statement Natural Mineral Water is complementing the subject Voltic. The copywriter then goes on to support his proposition with a major reason which is presented in the clause because the minerals are not added. This is followed by the supporting evidence They are from a natural source. This implies that the minerals in the Voltic bottled water are not artificial additives but are derived from the water source. For the advertized product to attract the attention of the audience, a comparative strategy is employed. In order to maintain a balance in the argument, the copywriter involves the competitors, that is, the other companies in Ghana which are also in the bottled mineral water business: Not all bottled water is natural mineral water. This part of the argument brings down the other bottled mineral water producers since the implication is that they add artificial minerals to their products. This downplaying strategy projects the natural quality of the Voltic Mineral Water. The concluding segment of the text restates the natural attributes of the Voltic Mineral Water and uplifts its image over and above the other bottled mineral water produced in Ghana.

3.1.2 Pathos Aristotle defines pathos, in the Rhetoric, as the affective or emotional appeals that give persuasive messages their power to move an audience to action (Aristotle, 1991). Aristotle's interest in emotional appeals in writing has to do mainly with its ability to affect the judgment of readers. Fortenbaugh (1975) supports Aristotle's view and he posits that Aristotle means that when a reader responds to a writer's emotional appeals, it demonstrates a certain level of intelligence which can lead to persuasion. Good writers create a positive image in their words to the

audience they are addressing, an image their target audience can identify with.³An appeal to pathos causes an audience not only to respond emotionally but also to feel what the writer feels. Pathos therefore refers to the effect the message has on the feeling and cognition of the audience. It also has a rhetorical impact on the decisions and actions of readers (Ramage & Bean, 1998). A writer can appeal to the emotions of the reader in order to stimulate any desired state of emotion. In the world of advertising, the use of pathos engages the readers or listeners emotions. The English employed in advertising draws on pathos to appeal to the audience; in other words, the English language makes emotional appeals by playing on people's feelings. The English of advertising sometimes contain words which carry strong emotion; these words evoke strong emotional response in a consumer leading to positive decisions about products and services. Emotive words in the English of advertising, ultimately, tend to persuade the reader to change decisions and opinions. The English of advertising can make the audience feel good and special. The audience is influenced to identify with the best of experiences and is also made to feel that they deserve all the quality things that have been advertised. In advertisements the English language is carefully used in order to appeal to a targeted audience. For instance, most adverts present a special offer, the best of perfumes, genuine spare parts, the latest fashion, cheaper prices, smart phones, guaranteed results, free offers, total experiences and so forth. Sometimes, however, the English of advertising makes the audience feel that they cannot live without a particular product or service. For instance, the copywriter can 4appeal to the reader's feelings of fear by presenting the negative consequences of a disease if a particular advertized product is not utilized. The English of advertising makes a pathetic appeal by adjusting an audience's emotional state in order for them to respond positively to an advertized product or service. The following advertising text illustrates the use of pathos in the English employed in an advert⁵ published in a newspaper in Ghana. The English of the advertising text portrays the advertiser's use of pathos as it demonstrates an appeal to the emotions of the consumer for persuasive effect. Scars? Stretch Marks? Skin tone issues? Try; 1"Like most women, I was worried about my body during pregnancy-putting on lots of weight and then getting stretch marks. So when I found out I was pregnant and stretch marks started developing, I went straight to the pharmacy and bought a bottle of Bio-Oil. It really was my savior -I used it throughout and I got absolutely no visible stretch marks at the end! The best part of it was that it took away that dry, rough feeling and left my skin feeling smooth and soft. My friend is now pregnant and the first thing I did was buy her a bottled of Bio-Oil!" Bio-Oil helps reduce the possibility of pregnancy stretch marks forming by increasing the skin's elasticity. It should be applied twice daily from the start of the second trimester. For comprehensive product information, and details of clinical trials, please visit bio-oil.com. Bio- Oil is available at pharmacies and selected retailers. Individual results may vary. (The Mirror, Friday, May 27-June 2, 2016, P. 21) The advertising text above opens with series of rhetorical questions: Scars? Stretch Marks? Skin tone issues? which appeal to the conscience and the feeling of fear of the audience. This is followed by an imperative clause try which urges readers to use the advertized product because it is the solution (You, try Bio-Oil). The copywriter then presents a narrative from the point of view of a woman who has used the advertized product (Bio-Oil) and has experienced positive results. Since the narrator of the story about the use of Bio-Oil has benefited from the product, it follows logically that if one buys and uses it one's skin-related problems during pregnancy will be solved. The English of the advertising text under review stimulates both the imagination and the emotions of the potential consumers and moves them to take purchasing decisions. Many pregnant women experience scars, stretch marks and other skin problems after child-birth. The advertized product therefore comes as a solution to

these problems of women that occur naturally during pregnancy. Women who are worried and apprehensive about skin-related problems during pregnancy will now heave a sigh of relief with the introduction of Bio-Oil.

3.1.3 Ethos Ethos is a Greek word for character and it refers to how credible or trustworthy a writer can be. Aristotle defines the term ethos in his book *Rhetoric* as 14the persuasive potential of a speaker or writer's character or credibility (Aristotle, 1991). According to Aristotle, how a reader perceives a writer's character determines how credible or persuasive he or she becomes in the transmission of information. Ethos 6in rhetoric is the demonstration of a communicator's character or credentials. For persuasion to be achieved, the6audience has to find the writer or speaker's character credible and trustworthy.10Persuasion from ethos establishes the speaker's or the writer's good character. The effect of ethos on the8audience is often called the argument's ethical appeal (Ramage & Bean, 1998). In advertising, ethos is achieved by the trustworthiness and credibility of the copywriter and the English language helps project these characteristics. The English used in advertisements comprises carefully chosen words and it is generally positive; copywriters focus on the good qualities and attributes of products and services and ignore the negative aspects. There are a number of ways that the English of adverts can be interpreted: It is a promise to cure all ailments, a solution to all problems, change in one's life style for the better and so on and so forth. The English of advertising persuades the audience to such an extent that they imagine themselves using the advertized products. English enables copywriters to communicate with their audience in a way that they believe the advertized products will make them, for instance, slimmer, healthier, happier, more comfortable, more beautiful, more fashionable, more fanciful, more successful and so forth. Copywriters use English to gain the trustworthiness and credibility of the audience through encouragements, assurances and promises they make. The ethical appeal which is achieved through the English language goes a long way to persuade the consumer to make purchasing decisions on products and services. In advertising, the ethical appeal can also be achieved by the reputation and credibility of the source of the advert, their 3expertise in the field, previous record, integrity and so forth. The following advertising text extracted from a newspaper in Ghana illustrates the use of ethos in the English employed in an advert for persuasive effect. Presenting Daewoo Trucks We provide customized products where the customer can choose engine, gearbox, tire size and even types and that justifies our tag line "Design your Daewoo". Korean precision engineering with best of European and American aggregates make our products winning combination to suit all your needs. Come visit us in Accra and Tema to experience world class products which come at lowest cost of ownership with optimally priced vehicles to affordable after sales service and parts. (Daily Graphic, Monday, July 23, 2016, P. 43) The English of the advertising text above depicts ethos since it tries to persuade by projecting a positive character of the copywriter. With brand new cars, normally, the component parts are assembled to form a complete vehicle before they are displayed in a showroom for potential buyers. However, from the above advertising text, the Daewoo Car Company is giving the potential customer the opportunity to construct their own car by choosing the essential parts of the car. This good-will is captured in the imperative sentence Design your Daewoo. This slogan of the company is persuasive and enticing in that potential clients will have trust and confidence in a car that has been produced based on their choice of the constituent parts. Another aspect of the advertising text that projects the ethos of the English employed is the technology of the Daewoo Car Manufacturing Company. The technology is drawn from Korea, Europe and America. This information makes the advertising message credible since these three countries are known globally for outstanding expertise in car manufacturing and the production

of high standard vehicles. At the concluding part of the text, the copywriter assures the audience of affordable prices of the Daewoo range of vehicles. The potential buyer is also promised low bills for after sale service of cars and reasonable prices of spare parts. The ethos in the English of the advertising text has persuasive effect on the reader as it portrays the copywriter as credible and trustworthy. It is worth noting, at this juncture, that Aristotle's Rhetorical Theory is not sufficient enough to address all the three thematic areas of the current study. Aristotle's theory is limited to the use of logos, pathos and ethos in the English of advertising. However, two other theories, namely, the Conventional Figurative Language Theory and the Standard Theory of Generative Grammar are employed to support the use of figures of speech and grammatical elements, respectively, in the English of advertising. The use of three theories in the current study also serves the purpose of extending knowledge.

3.2 CONVENTIONAL FIGURATIVE LANGUAGE THEORY

The second theory that underpins the current study is the Conventional Figurative Language Theory (CFLT hereafter). This theory was designed and developed by [7Dobrovolskij and 9 Piirainen \(2005\) to complement the](#) Cognitive Theory of Metaphor (CTM) which was propounded by Reddy (1979) and developed by Lakoff, Johnson and their colleague linguists (Lakoff & [16Johnson 1980, 1999; Lakoff 1993; Lakoff & Turner, 1989](#)). In the framework of CTM, the linguistic resources which were proposed proved to be appropriate for the analysis of different metaphorical expressions. The CTM is important for investigations into the realm of figurative expressions as it provides the researcher with well-developed linguistic resources. However, Dobrovolskij and Piirainen (2005) discovered that it was not absolutely adequate to describe idioms, metaphors and other figurative units using just the tools of CTM. Their reason for this was that CTM was not developed with the intention to analyze more complex features of the semantics of figurative units. According to Dobrovolskij and Piirainen (ibid) CTM was aimed at investigating general cognitive mechanisms that govern different categories of conceptualizations. Dobrovolskij and Piirainen (ibid) therefore developed a new theory, namely, the [12Conventional Figurative Language Theory, to fill the gap in CTM.](#) [The12Conventional Figurative Language Theory \(CFLT\) can be perceived as](#) a major theoretical breakthrough in understanding the cognitive foundations of metaphors, idioms and other figurative units. CFLT applies to figurative language in two ways: imagery and semantics. According to [7Dobrovolskij and Piirainen \(2006\), central to CFLT is the idea that](#) there is a specific conceptual framework forming the basis of the meaning of a figure of speech. This conceptual structure, which the authors referred to as the image element, is based on mental imagery and is a constituent element of the content of a particular figurative unit. Dobrovolskij and Piirainen (2006) defined the image component as a specific conceptual structure operating between words and the denotative meaning of figures of speech. The image component, according to Granger and Meunier (2008) is a theoretical construct providing an improved account of the interaction between form and meaning in figurative units. CFLT stresses the image component as a specific conceptual structure and a relevant element of the meaning of figurative units. The following is a diagrammatic representation of the Conventional Figurative Language Theory: Figure 2.0: The Conventional Figurative Language Theory Conceptual structure of a figure of speech The image component Form and content of figurative units Interpretation of figurative language The meaning of figurative units The Conventional Figurative Language Theory supports the current study since the English of advertising is figurative, to some extent. The figurative expressions in the English of advertising contain one or more figures of speech which alter the standard meaning (Murfin & Ray 1998). In the English of advertising [13a figure of speech is a literary device that entails unusual use of the language to](#)

associate one thing with another or compare unlike entities. The use of figures of speech in the English of adverts is a departure from the usual syntactic pattern of words or from the literal meaning of lexical items to create mental pictures (Abrams & Harpham, 2005). Many figures of speech occur in the English of advertising and they are generally divided into rhetorical figures and tropes. The use of rhetorical figures in the English of adverts is a departure from the usual order of words. With rhetorical figures copywriters use words in a special way to create an effect without bringing about a significant change in the meaning of words. Antithesis, apostrophe, anaphora, parallelism, pun, rhetorical questions are some examples of rhetorical figures. On the other hand, the use of tropes in the English of adverts is a departure from the usual literal meaning of words. Tropes bring about a change in the meaning of words; copywriters use words or phrases in such a way that they mean other things. Personification, metonymy, metaphor, synecdoche, simile are some examples of tropes. Figurative expressions in the English of advertising are creative syntactic structures which catch readers' attention and persuade them to take purchasing decisions on advertized products. The following illustration demonstrates the use of figures of speech in the English of advertisements in the print media in Ghana: 2WHO KNEW EFFICIENCY COULD BE SO BEAUTIFUL To our designers, cars are art; born of truth and beauty and hundreds of thousands of their best ideas. Consider the BMW 5 Series. The technology behind our signature kidney grille is just as unique as the grille itself. While most grilles always stay open to cool the engine, ours use a technology called Air Vent Control, which opens and closes the vents behind the grille depending on conditions. Closed vents mean greater aerodynamics and better fuel consumption. It's just one of the many innovations on the BMW 5 Series: an Exploration of Beauty. THE BMW 5 SERIES AN EXPLORATION OF BEAUTY (Daily Graphic, Thursday, September 22, 2011) The text above is an advert on the BMW 5 Series saloon car. The copywriter used figures of speech as persuasive strategies. The statement cars are art is figurative because it is metaphorical. The designing of the car has been compared to the creative work of an artist. The statement Born of truth and beauty illustrates the use of the personification trope. The manufacturing of the BMW 5 Series car has been compared to child-birth. In addition, the advertiser conferred the virtues truth and beauty on the car and these are human attributes. The ideas that went into the making of the car were exaggerated 2hundreds of thousands of their best idea. This illustrates the use of the hyperbole device. The grille frame in front of the car is compared to the human kidney our signature kidney grille. Since the human kidney is one of the important body organs, the copywriter used the personification device to draw the reader's attention to the functions of the grilles of the car. . It is worth stating, at this point, that Aristotle's Rhetorical Theory and the Conventional Figurative Language Theory are not adequate enough to address all the issues involving the three research questions that have been formulated to guide the current study. The researcher employs the Standard Theory of Generative Grammar to lend support to the third research question on grammar. 3.3 STANDARD THEORY OF GENERATIVE GRAMMAR The third theory on which the current study is based is the Standard Theory of Generative Grammar (hereafter, ST) which was presented in Chomsky (1965). According to ST, a grammar of human language consists of a number of interactional segments: lexis, syntax, semantics, and phonology. For an expression to be meaningful, the grammar provides a structure which starts with a member of the highest grammatical unit (The sentence) and ends with a semantic structure (representing meaning) and a phonological structure (representing expression). As the highest syntactic structure, the sentence consists of all the grammatical units below it: the clause, phrase, word and morpheme. The construction of a meaningful expression in ST begins with the phrase- structure (The basic)

which is part of other grammatical units such as the clause and the sentence 13 which are at the deep structure level. The semantics of a syntactic structure is the meaning that is communicated by the combination of the lexical items and this according to Chomsky is at the level of transformational structure where varied sentences are composed. The possible combinations of sentences at the transformational structure stage moves the grammar to the level of surface structure where the user is able to use the language to express their thoughts, desires, feelings and actions. Langendone (1998) contributes to ST in his definition of grammar as a complete analysis of the lexicon, morphology and syntax of a language. The following is a diagrammatic representation of the Standard Theory of Generative Grammar: Figure 3.0: Standard Theory of Generative Grammar Grammar = Lexicon, syntax, semantics, phonology Lexicon (words) Phrase structure (phrase) Deep structure (clause) Transformational structure (sentence) Surface structure (sentence) Semantic component (meaning) Phonological component (expression)

15Chomsky's (1965) Standard Theory of Generative Grammar can be applied to the current study since the English of advertising contains different components of grammar. For instance, modal auxiliary verbs, imperative verbs, adjectives, adverbs, personal pronouns and syntactic structures are employed in the English of advertising for persuasive effect. The following illustrations demonstrate the use of grammatical elements in the English of advertising in the print media in Ghana. Example 1: Mmmh! Rich and Tasty Beta Malt "Price be cool!" Non-alcoholic, Nourishing malt drink (The Mirror, Friday June 26-July 2, 2015) The text above is an advert on a non-alcoholic drink Beta Malt. In this advert, grammatical elements are used for persuasive effect. The advert opens with an interjection Mmmh! which is indicative of the satisfying taste of the drink. The exclamation mark attaches emotion to the interjection and this draws attention to the advertized product. The words rich and tasty, non- alcoholic and nourishing in the advert are functioning as adjectives modifying the drink, Beta Malt. Adjectives persuade by creating a mental image in the reader's mind and drawing attention to the qualities of the advertized product. From the above advert, the statement Price be cool is a 15 declarative sentence. What is attractive about it is that it is in quotation marks and it shows that the advertiser is addressing the audience directly. The statement is also colloquial and ungrammatical. The bare infinitive form of the verb to be is used instead of the third person singular form of the verb. The definite article is also omitted at the initial position. Example 2: Stopkof Effective relief from irritating and distressing coughs Stopkof Stop that cough! (The Mirror, Friday May 15-21, 2015) The second example is an advert on medicine (cough syrup). The copywriter makes use of grammatical elements to achieve persuasion. The copywriter makes use of adjectives as modifiers. For instance, the word effective is functioning as an attributive adjective modifying the noun relief. Irritating and distressing are verbs in the present participial forms and they are functioning as adjectives modifying the noun coughs. The copywriter also makes use of an imperative sentence Stop that cough which is urging the reader, in an assertive way, to act; in other words, to drink the medicine which will cure the cough.

3.4 CONCLUSION

In this chapter, I presented the three theories that underpin the current study, namely: Aristotle's Rhetorical Theory, the Conventional Figurative Language Theory and the Standard Theory of Generative grammar. With the first theory, the three artistic proofs of Aristotle (logos, pathos and ethos) were discussed in relation to the use of English in advertising. The second theory was presented as a support to the use of figures of speech (tropes and rhetorical figures) in the 16 English of advertising. The third theory was analyzed in connection with the use of the grammatical units (sentences, clauses, phrases and words) in the English of advertising. The three theories are employed in the current study to help the researcher address the research

questions. The theories therefore have a relationship with the three thematic areas of the current study. The next chapter deals with the research design, methodological procedures, reliability and validity, ethical considerations and analytical framework. 2 3 6 7 8 10 11 12 14 17

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[19CHAPTER FOUR RESEARCH METHODOLOGY 4.0 INTRODUCTION Chapter four](#)

[presents the](#) methodological procedures, approaches and techniques of the current research.

Given the interpretive and subjective nature of the current study, the qualitative research design was employed. The chapter presents the data collection processes and the selection of sampling units. It also contains the analytical framework of the study which is the qualitative content analysis approach to data analysis. 4.1 RESEARCH DESIGN The current study was based on the qualitative research design as it enabled the researcher to describe, explain and interpret collected data (Williams, 2007; Cohen, Manion & Morrison, 2000). The qualitative research design is generally based on social constructivism (Berger & Luekmann, 1967; Lincoln & Guba, 1985). The social constructivist school of thought assumes that people try to comprehend the world in which they exist and they do this conceptualization from personal perspectives. Under normal circumstances, the goal of a qualitative study that is based on a social constructivist perspective is to depend largely on the views of the research participants on the situation under investigation. Therefore, the aspect of qualitative research that concerned the present study was the assumption made by Crotty (1998) that qualitative research is largely subjective; the investigator derives meaning from his interpretation of the data collected. Qualitative researchers collect data themselves through observation, interview and examination of documents.

According to Creswell (2009), qualitative researchers make 1 interpretations of what they observe, hear and understand; therefore, given the interpretive nature of the current study, the qualitative research design was deemed relevant. There are a number of approaches or methods to [3qualitative research. However, Leedy and Ormrod \(2001\) recommend the following five: case study, grounded theory, ethnography, phenomenology and content analysis. Creswell \(2003\) describes how these approaches meet different research needs. For example, case study and grounded theory](#) methods are applied to researches into human [3activities and situations while ethnographic research analyzes the broad cultural behavior of individuals or groups.](#) Narrative and phenomenological research can also be used to study individuals. The current study employed the content analysis approach to qualitative research. The reasons were that content analysis enabled the researcher to conduct a comprehensive analysis of the subject matter of specific textual material for the identification of research trends, patterns and themes (Leedy & Ormrod, 2001). Secondly, content analysis provided access to information and understanding of the phenomena under investigation (Downe-Wambolt, 1992).

[2Content analysis has a long history in research. Initially, researchers used the content analysis approach in](#) either a quantitative or qualitative research [13\(Berelson, 1952\). Later, content analysis was employed basically as a quantitative research methodology, with text data coded and described](#) statistically.

In recent times, the potential of content analysis as an analytical approach to qualitative research for studies in the medical field has gained currency and this has led to a rise in its use in many qualitative studies (Nandy & Sarvela, 1997).The current study employed the [2qualitative content analysis approach as a method for the analysis of](#) text data. 4.2.0 SAMPLING The nature of qualitative research is such that the researcher is able to purposefully select participants, sites,

documents and other research materials which will enable him or her to conceptualize the research problem and questions (Creswell, 2009). Given the qualitative nature of the current research, a purposive-sampling technique was employed in the process of data collection and this enabled the researcher to concentrate on specific features of the corpus that suited his research interest. The choice of purposive sampling for the present study was influenced by Gledhill, Abbey and Schweitzer (2008) who postulate that purposive sampling is more often chosen by many researchers in gathering data for qualitative study and by Palys (2008) who concludes that the purposive sampling method is closely related to [qualitative research](#). [Teddlie and Yu \(2007\) also describe purposive sampling as](#) qualitative and purposeful sampling and these epithets supported the current researcher's choice of sampling technique.

4.2.1 Selection of Sampling Units

There are different genres of advertisements in the print media in Ghana and these are: Business, public service, corporate, institutional, political, educational, religious, cultural, agricultural, industrial, classified and so on and so forth. However, in the current study, I focused on product advertisements which comprised beverages, food, provisions, textile materials, clothing, cosmetics, medicines, cars, furniture, mechanical tools, bottled water, watches, building materials, electrical appliances, electronic gadgets, cell phones, equipment, machinery, agricultural inputs and so on and so forth. Product adverts are categorized under commercial advertising where companies advertise not only a commodity but also their image or identity (Leech, 1966; Vestergaard & Schroder 1985). Product adverts are normally created for the final customer or the individual that purchases the product for another person's use. The ultimate goal of product advertisements is to influence or persuade the audience to acquire and consume the product. The choice of product adverts was due to the fact that they were many and varied; the researcher had access to a wide spectrum of data.

4.3.0 DATA COLLECTION

The procedures involved in data collection in qualitative research are: observation, interview, documents and audio-visual (Creswell, 2009). The data collection type that was chosen for the current study was qualitative documents. The rationale for the choice of documents is that the data source of the current study is the print media which is a subcategory of documents as Creswell (ibid) postulates. According to Creswell (ibid) there are two data sources that are associated with the qualitative documents data collection type. The first is public documents which comprise newspapers, magazines, minutes of meetings, official reports and so on. The second data source is private documents which consist of personal journals and diaries, letters, e-mails and so forth. The public documents were selected as the current study entails analysis of the English used in advertisements in newspapers in Ghana.

4.3.1 Data Collection Process

The process of data collection commenced with the search for newspapers. I made an initial verbal enquiry at the Public Affairs Directorate of the University of Cape Coast, Ghana, where I was informed about the variety of newspapers which were supplied to the Directorate on daily basis. Following the positive response I received from the administrator, I wrote a letter to the Director of the Public Affairs Directorate of the University of Cape Coast to formally solicit permission and approval to use the stock of newspapers in their archives for my research. When the approval was given for the use of the newspapers for the collection of data, two junior administrative members of staff of the Public Affairs Directorate were made to collate the newspapers the Directorate had received in the year 2017. I therefore had an enormous source of data to sample. As part of the data collection process, a group of research assistants from the Department of Communication Studies, University of Cape Coast, Ghana, was given orientation on the sampling of the newspapers. The research assistants who were pursuing a course in advertising were taught how to select product adverts from the other types of adverts. Furthermore, the

research assistants were told to choose adverts that contained sufficient lexical items as some adverts had scanty linguistic items or were made up of just pictorial images. To ensure that the students selected the right adverts, I was present at the background to guide and interact with them. I personally assessed the appropriateness of the sampling done by the research assistants. I also did a further check on the sampled adverts and discarded the inappropriate ones. The product adverts selected from the newspapers were scanned and a text database was created for coding.

4.7.4 RELIABILITY AND VALIDITY Reliability and validity are measures that both qualitative and quantitative researchers take in their investigation to determine the authenticity and rigour of their findings (Creswell, 2009). However, Stenbacka (2001) describes the notion of reliability as one of the quality concepts in qualitative research and according to Patton (2002) validity and reliability are two factors which any qualitative researcher should be conscious about while planning a study, interpreting research outcomes and evaluating the quality of the study. According to Golafshani (2003), in qualitative paradigm, reliability and validity in research are described in such terms as trustworthiness, rigorousness and quality. Validity in qualitative research implies that the investigator determines the accuracy of the research findings by employing certain steps while reliability in qualitative research indicates that the researcher's approach can be compared with researchers engaged in other research works (Gibbs, 2007). For qualitative researchers to check if their approaches are consistent or reliable, they need to document the procedures of their case studies and to document as many of the steps of the procedures as possible (Yin, 2003). A number of suggestions have been made by Gibbs (2007) regarding reliability procedures in qualitative research, three of which were adopted by the current study. One of the reliability procedures was that I checked the data for obvious mistakes, for instance, by collating the English of the advertising text according to the research focus and themes. The second was that I coordinated communication among the research assistants by monitoring the data collection. The third was that the data collection and analysis were comparable with other researchers who have conducted similar studies. Validity is one of the strongholds of qualitative research and it dwells on the determination of the accuracy of the research findings from the standpoint of the investigator, research subjects or the audience (Creswell & Miller, 2000). The qualitative researcher actively incorporates validity strategies, which according to Creswell (2009) should enhance the researcher's ability to assess the authentication of the findings as well as convince readers of the accuracy. Based on Creswell's (2009) validity strategies, three steps were taken in the current study to ensure the validity of data and analysis. The first was the triangulation of distinctive data sources of information. This involved interpretation of evidence from the different sources and the use of it to construct thematic trends. To ensure triangulation in the present study, multiple sources of data from both government and privately owned newspapers in Ghana were utilized. If themes are established based on collating several sources of data, the process can be regarded as adding to the validity of the study. The second step that was taken in the current study to ensure validity was the use of description to convey the findings. When qualitative researchers provide detailed description of the setting, or provide several perspectives about a theme the results become more realistic, trustworthy, authentic and credible (Creswell & Miller, 2000). The third validity strategy was the clarification of the bias the researcher brings to the study. Good qualitative research contains comments by the investigator about the manner in which his or her subjective analysis of the data is influenced by their world view. In the current study, this self-reflection created an open and honest analysis of data and discussion of results.

4.5 ETHICAL CONSIDERATIONS Ethical issues in research involve what is morally right and wrong in the

investigation process. 4A variety of ethical issues may develop during the stages of writing a thesis, ranging from the identification of the research problem to disseminating the findings. 11 Ethical issues apply to qualitative, quantitative and mixed methods research and to all stages of research (Creswell, 2009). In the process of qualitative research, investigators need to envisage issues of ethics that may emerge in the course of their studies (Hesse-Bieber & Leaney, 2006) and 1 actively address them in their research plans. For the current study to be ethical, any type of communication in relation to the research was done with honesty and transparency. 1 Ethical questions are apparent in such issues as authenticity and credibility of the research report and these were adhered to in the current investigation. In the current qualitative research, I promoted the integrity of the study and guarded against misconduct that might reflect on my institution (Isreal & Hay, 2006). The following were other ethical issues that also applied to the current qualitative study. In qualitative research, the research problem is identified from the onset. The research problem stems from a specific area of the study where there is a gap in knowledge. Ethical issues may arise when the research problem is identified. In the current study, the research problem provided 4 benefits beyond satisfying the researcher's curiosity or personal agenda. Apart from the research problem, the purpose of the study is another issue that occurs at the early stages of the qualitative study. In this regard, I kept to the intended purpose of the current study throughout the various stages of the research process. Another ethical issue which was addressed in the current study was that any deception or hyperbolic statement concerning the goals of the study ought to be prevented (Bryman & Bell, 2007). In a qualitative study, one ethical issue that may arise 15 during data collection involves gaining the agreement of individuals in authority (gatekeepers) in order to have access to data. In the current study, I wrote a letter to the Director of the Public Affairs Directorate of the University of Cape Coast, Ghana to obtain permission in order to have access to newspapers which were the main sources of data for the current study. I also applied for ethical clearance from the University of South Africa where I was pursuing my PhD programme. 1 In the analysis and interpretation of data in qualitative research, ethical issues emerge that call for good decisions. Less rigorous interpretation of data may change the results and create a violation of ethics. In the interpretation of data, the current study presented accurate account of information and a high level of objectivity was maintained 22 in the discussion and analysis of the research results. Other ethical issues in qualitative research that the current study addressed involved 20 the potential of suppressing, falsifying or inventing findings to meet the investigator's needs. Neuman (2000) posits that 1 these fraudulent practices are not accepted in professional research arena, and they constitute unethical behaviour. In the current study, I guarded against the fraudulent practice of altering or discriminating in the interpretation of findings to correspond with predetermined research goals. In the current study, I allowed the data to dictate the findings, in contrast to personal views or biases. Another ethical issue in qualitative research is plagiarism which is the act of presenting information or ideas as one's own. In other words, taking authorship of the writing of others is tantamount to plagiarism and it is unethical. From another perspective, the presentation of another person's research design, written material or other texts is a form of plagiarism. Properly citing other authors in the current study removed the potential to commit plagiarism. In the current study, all academic works consulted or referenced were acknowledged duly. 4.6.0 ANALYTICAL FRAMEWORK The analytical framework of the current study is the qualitative content analysis (QCA) approach to the analysis of text data. Content analysis offers researchers the opportunity to analyze textual data in a way that suits their research interest (Cavanagh, 1997). There are a number of analytical approaches in content analysis ranging from

interpretation to textual analysis and qualitative researchers choose the suitable type (Webber, 1990; Rosengren, 1981). Qualitative content analysis (QCA) is an analytical technique that enables the researcher to interpret textual data through a coding process; it also offers the researcher the opportunity to derive themes and trends in the study (Hsieh & Shannon, 2005). The QCA analytical approach focuses on the linguistic features as well as the semantics of the text [10\(Lindkvist, 1981; McTavish & Pirro, 1990; Tesch, 1990\). With QCA textual data might be lexical items in print or electronic form and they might have been derived from](#) interviews, survey questions, narratives, focus-group discussions or print media (Kondracki & Wellman, 2002). In the application of the QCA technique the researcher does not just determine the lexical density of the texts, he conducts a thorough linguistic analysis of the text data (Webber, 1990). The QCA technique was deemed suitable for the current study due to the following three reasons: In the first place, the current study involved the collection of advertising text data for analysis. Secondly, although press advertising is varied, the current study did a linguistic study of adverts by focusing on the English used. Thirdly, I engaged with the text data and the themes and patterns which emerged from them. [7Hsieh and Shannon \(2005\) identified three approaches to the qualitative content analysis technique: Directed, summative and conventional. According to Hsieh and Shannon, all the three approaches are employed by qualitative researchers for the purpose of interpreting text data. Another common feature of the three approaches is that they are associated with a coding process which entails the organization of textual data into categories \(Webber, 1990\); these categories are the ideas that are expressed directly in the text data. In the directed approach to qualitative content analysis the coding of categories is dependent on existing theory or the findings of previous research. The directed approach may help extend or complete a theory or prior research. With the directed approach, the researcher would commence the analysis with 10 predetermined codes. He would identify key themes or variables from the existing theory or previous research and use them](#) [2as initial coding categories \(Potter & Levine-Donnerstein, 1999\).](#) The current study did not employ the directed approach because it did not make use of predetermined categories. The themes and patterns were allowed to flow from the text data. [2A summative approach to qualitative content analysis entails identifying and counting certain words in a text and interpreting the context in which the](#) words are used. The summative approach is two-pronged: It is quantitative since it involves the quantification of certain keywords. It is qualitative as it entails the interpretation of the semantics of words. The current study did not deem the summative approach suitable since the latter makes use of numerical data processing technique; the present research is mainly qualitative. With the [17conventional approach to qualitative content analysis, coded categories emanate directly from the text data \(Hsieh & Shannon, 2005\).](#) The researcher engages with the data in the analytical process (Kondracki & Wellman, 2002). [23Data analysis begins with a thorough reading of the](#) texts in order to have a general idea of their content [12\(Tesch, 1990\). The data are read closely in order to derive codes \(Miles & Huberman, 1994; Morgan, 1993; Morse & Field, 1995\). The](#) codes are categorized based on emerging themes, trends or patterns. In the coding process, lexical items that capture key concepts are highlighted. At this stage, the researcher makes notes of his initial impressions and thoughts about the analysis. Labels for the codes are derived from themes or concepts in the text data. Codes are organized into categories which are put into thematic groups (Coffey & Atkinson, 1996; Patton, 2002). The current study chose the conventional approach to qualitative content analysis as the most suitable analytic technique for the analysis of advertising text data from newspapers in Ghana.

4.6.1 Coding Categories

Coding is a feature of the qualitative content analysis framework. Coding is a system in which text data are organized into

categories or units based on the themes that emanate from the corpus (Webber, *ibid*). In the coding process, labels (codes) are used to identify the grouping of emerging themes. In the coding categorization process of the current study, I put the product adverts that were selected from the newspapers into sampling units or groups based on the ideas they depicted. One group of adverts exhibited the use of grammatical elements for persuasive effect and I labeled it Ad GR. Another unit of product adverts portrayed the use of figures of speech for persuasion and I coded it Ad FS. The third set of product adverts demonstrated the copywriter's use of Aristotle's three artistic proofs for persuasive effect and I labeled them Ad LO, Ad PA and Ad ET respectively. The following table illustrates the coding categories of the advertising text data

Table 1: Coding Categories

UNITS	THEMES	CODES
1. Grammar	Ad GR	
2. Figures of Speech	Ad FS	
3. Logos	Ad LO	
4. Pathos	Ad PA	
5. Ethos	Ad ET	

4.7 CONCLUSION In this chapter, I presented the research methods employed in the study. Since the current study was based on interpretation, description and explanation of data, the qualitative research design was adopted. The purposive sampling technique was used given the subjective nature of the study. The data collection approach selected for the current study was the document type as the data source was newspapers. Key methodological issues in qualitative research such as reliability, validity and ethical considerations were also discussed. The analytical framework of the present study was the qualitative content analysis approach to textual analysis. The analytical framework enabled the researcher to employ a coding system in the analysis of the advertising text data. In the next chapter, I present the analysis of data and the discussion of the research findings from the perspectives of the three research questions. 2 3 4 5 7 8 11 12 13 14

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[14CHAPTER FIVE DATA ANALYSIS AND DISCUSSION OF FINDINGS 5.0](#)

[INTRODUCTION](#) In the [previous chapter](#), I [presented the](#) research design, sampling techniques, data collection procedures and the analytical framework of the current study. In this chapter, I employ the coding system to categorize the data base on the themes, trends and patterns that emerge from the advertising text corpus. In the coding process, the advertising texts that exhibit Aristotle's three artistic proofs are labeled Ad LO, Ad PA and Ad ET respectively. On the other hand, the text data that demonstrate the use of figures of speech are coded Ad FS while those that portray the use of grammatical elements are coded Ad GR. In this chapter, I shall analyze the advertising texts data and discuss the research findings. These will be done from the perspectives of the three research questions that I formulated to guide the study. 5.1 RESEARCH QUESTION ONE: How are Aristotle's three artistic proofs employed in the English of adverts in newspapers in Ghana for persuasive effect? Aristotle's three artistic proofs are employed by writers to persuade readers about a particular phenomenon. In the current study, copywriters in the Ghanaian press employed Aristotle's three artistic proofs, namely, logos, pathos and ethos in the English of adverts for persuasive effect. Through the sampling process, the advertising texts that exhibited the use of Aristotle's three artistic proofs were coded Ad LO, Ad PA and Ad ET respectively. In this section, I analyze the Ad LO, Ad PA and Ad ET coded texts data and I discuss the findings concurrently. This will be done in relation to research question one. The advertising texts that demonstrated the use of logos were labeled Ad LO. The following Ad LO

text illustrates a logical appeal by the copywriter: Growing the profitability of the cocoa farmer in Ghana Year's Asaase Wura and YaraLiva Nitrabor are the ultimate nutrition package for improving the yield and quality of cocoa trees and their pods. Asaase Wura contains the perfect balance of the nutrients to improve the performance of cocoa trees. 2YaraLiva Nitrabor is the optimal source of soluble calcium plus boron for cocoa trees, as a supplement to Asaase Wura to be applied when the cocoa tree flowers. 2By improving cell structure and strength, YaraLiva Nitrabor reduces the risk of black pod disease and flower abortion and therefore increases the yield. The quality level of the produce is also increased giving fresher and heavier pods. This improves significantly the profitability and livelihood of the Ghanaian cocoa farmer. (Daily Graphic, Tuesday, May 9, 2017, P. 37) The text above has been structured like an argument. It is trying to persuade the reader through logical reasoning. The text is introduced by a headline which expresses a proposition growing the profitability of the cocoa farmer in Ghana and serves as the thesis for the argument. The headline is a non-finite present participial clause. The absence of the subject element creates a gap which is filled by the two agricultural chemical products Asaase Wura and YaraLiva Nitrabor. This strategy captures the attention of potential customers from the onset. The first paragraph is a declaration of the value and significance of the two products in focus: Yara's Asaase Wura and YaraLiva Nitrabor are the ultimate nutrition package for improving the yield and quality of cocoa trees and their pods. It can also be realized from this paragraph that the images of the two agricultural inputs have been uplifted over and above other similar products and this gives them the recognition as the best. The second paragraph states a reason why Asaase Wura stands out as the best: Asaase Wura contains the perfect balance of the nutrients to 2 improve the performance of cocoa trees. Here the chemical is portrayed as indispensable to the well-being of the cocoa plants. The copywriter also exaggerates the value of the chemical in order to entice buyers. The third paragraph presents scientific facts as supporting evidence to the effectiveness of the YaraLiva Nitrabor chemical: 2YaraLiva Nitrabor is the optimal source of soluble calcium plus boron for cocoa trees. Paragraph four adds another scientific evidence to buttress the efficacy of the YaraLiva Nitrbor chemical: 2By improving cell structure and strength, YaraLiva Nitrabor reduces the risk of black pod disease and flower abortion and therefore increases the yield. The quality level of the produce is also increased giving fresher and heavier pods. The reference to black pod disease and flower abortion which are threats to cocoa trees appeal to the feeling of fear of cocoa farmers and this might compel them to purchase the products. Another attractive feature in the paragraph is the personification device employed in the phrase flower abortion. Since abortion is associated with the destruction of foetus in humans a mental image is created about the extent of damage of the cocoa fruits. Paragraph four ends with the assurance that the application of the YaraLiva Nitrabor chemical will result in high yields of quality cocoa. The fifth paragraph functions as the conclusion of the argument in which the copywriter declares that the application of the two chemicals to the cocoa trees will culminate in improvement in income and standard of living of the cocoa farmer. The reason technique employed in the Ad LO text above makes the argument logical as it is based on evidence. The use of logos in the English of the text makes the advert persuasive as the targeted audience (cocoa farmers) views the copywriter as knowledgeable and dependable. The Ad LO text above demonstrates the use of logos by the copywriter to persuade the audience. The text is like an argument; the copywriter tries to persuade through logical reasoning. The text 3 begins with a declaration of the importance of the advertized products and this uplifts their image over other similar products. The copywriter then uses reasons and scientific facts as supporting evidence. This makes the copywriter's assertions credible and persuasive. The copywriter

concludes the textual message with a declaration which drives home the benefits of the advertised products to the potential customer. The ensuing Ad LO text illustrates the copywriter's use of logos: For durable & leak-free homes, always remember to use Dr Fixit waterproofing solutions. Building structures face several problems through their life span like cracks in walls, rainwater seepage, leakage through roofs and rising dampness. These problems can reduce the life of structures considerably. Dr Fixit has a wide variety of state-of-the-art products and solutions for all waterproofing & repair needs, from foundations to roofs. Dr Fixit waterproofing solutions help to create an envelope around the structure to protect it from dampness & other structural damages caused due to water leakage. (Daily Graphic, Thursday, January 26, 2017, P. 12) From the above text, the copywriter uses logical reasoning to persuade the reader. The text opens with a declaration which establishes the value and significance of the Dr Fixit products; there is also an element of assurance for the potential buyer. The copywriter then goes on to appeal to the reasoning of the audience by presenting a number of problems associated with the structure of buildings: cracks in walls, rainwater seepage, leakage through roofs and rising dampness. What can be deduced from this strategy is that if one's building structure is affected by these problems then it follows logically that the building would suffer from negative consequences. The copywriter therefore uses deductive reasoning in his persuasion. The copywriter also presents another reason why the Dr Fixit products provide the solutions to problems related to the structure of buildings: Dr Fixit has a wide variety of state-of-the-art products and solutions for all waterproofing & repair needs, from foundations to roofs. This serves as supporting evidence to the argument concerning the fact that the Dr Fixit products are the ultimate solutions to building structural problems. In order to make the presentation attractive, the copywriter exaggerates his claims. This technique goes a long way to influence prospective customers who have problems with the structure of their buildings to buy and try the Dr Fixit range of products. The final segment of the text is another reason to buttress the ongoing argument: Dr Fixit waterproofing solutions help to create an envelope around the structure to protect it from dampness & other structural damages caused due to water leakage. The copywriter uses a metaphor in his presentation in which he compares the application of the Dr Fixit products to the enveloping of materials. By this comparison, a mental picture is created about the complete protection of the structure of the building from problems. It is worth noting that the name of the products Dr Fixit is striking. The abbreviated title Dr has a human feature and the sense of its use connotes the application of therapy in the medical field. The title Dr makes the reader to imagine the Dr Fixit products as human beings who will solve all their building structural problems. Furthermore, the name Fixit is a coinage; it's a blend of the verbal item Fix and the pronoun it. The name Dr Fixit is to draw the attention of potential customers to the capabilities and effectiveness of its products. Another attraction in the English of the above advertising text is the personification of the building structures: Building structures face several problems through their life span, and these problems can reduce the life of structures. The copywriter refers to the building structures as if they were humans who have life. By the use of this personification device the copywriter tries to draw the attention of the audience to their buildings and their associated problems. The second Ad LO text also illustrates the use of logos by the copywriter for persuasive effect. The copywriter adopts the argumentation style by using logical reasoning to persuade the reader. The text opens with a declaration of the significance of the advertised products in order to grab the attention of the audience from the onset. The copywriter appeals to the reasoning of the audience by presenting the building structural problems that the advertised products will solve. The reason technique employed in the text

makes the argument logical as it is based on evidence. From the corpus, the category of advertising texts that demonstrated the copywriter's use of pathos was coded Ad PA. The following advertising text illustrates the copywriter's use of pathos: Counterfeit products. A lot more dangerous than you can think. Wahl is the number # 1 professional grooming brand in the world, which is why fakes are produced. Trading fake products is a criminal offence and its usage can be dangerous. Wahl recommends you buy original Wahl products from our trusted and authorized distributor Melcom Limited. (Daily Graphic, Thursday, May 18, 2017, P. 21) The text begins with two statements: Counterfeit products, a lot more dangerous than you can think which arouse a feeling of fear and anxiety in the reader. The copywriter is drawing the reader's attention to hair clips that are on the markets but are not genuine. The copywriter also cautions the reader about the risk involved in using other hair clips other than the advertized one (Wahl). The potential buyer will therefore have no alternative than to accept the advertiser's advice. The aim of the copywriter is to influence the audience to take notice of certain facts which may evoke emotional reactions. The copywriter tries to get the public worried since there will be negative results if they do not make the right choice of hair clip. The next section of the text is a sentence in which the copywriter uplifts the image of the advertized brand by exaggerating its attributes: Wahl is the number # 1 professional grooming brand in the world, which is why fakes are produced. However, the copywriter lowers the image of other hair clips by referring to them as fakes. This word has a strong emotional effect on readers and it suggests unpleasant consequences. The word fake can go a long way to influence potential buyers of hair clips to take decisions in favor of the advertized product. The expression grooming brand contributes to the good qualities of the advertized hair clip and suggests that it is refined, authentic and genuine. The copywriter goes on further to play on the emotions of the audience in order to attract them to the advertized hair clip: Trading fake products is a criminal offence and its usage can be dangerous. At this point, the reader may be forced to accept the emotional appeal of the copywriter as there are negative consequences. The reader may consider the unpleasant effect that may follow and they may be compelled to agree with the advertiser's claims. After exposing the reader to the repercussions of using hair clips other than Wahl, the copywriter then presents the advertized product as the ultimate choice for potential buyers of hair clips. The Ad PA text above illustrates the use of pathos by the copywriter for persuasive effect. The copywriter appeals to the emotions of the audience in order to persuade. In the above text, the copywriter arouses a feeling of fear and anxiety in the audience by drawing the reader's attention to the risk involved in using other hair clips other than the advertized one. The copywriter uses certain words that evoke emotional reactions from the audience and this is a strategy to draw their attention to the advertized product. The following Ad PA text demonstrates the copywriter's use of pathos: Hypertension and Diabetes The silent sudden killers The best way to prevent or control them is close monitoring of yourself. To do this, you need Digital Blood Pressure Monitor, Glucose Meter etc. (Daily graphic, Monday, July 31, 2017, P. 5) The text is introduced by two medical conditions Hypertension and Diabetes which are feared by many people because they are dangerous and they can end one's life. Capitalizing on the fear people harbor about these two medical conditions, the copywriter describes them as the silent sudden killers with the view to evoking a strong emotional response in the audience. This is a deliberate use of words that express strong feelings to play on the emotions of people suffering from the two medical conditions. These emotive words go a long way to make the audience feel concerned about the negative consequences of the two illnesses, which could compel them to purchase and use the advertized medical products. The next segment of the text the best way to prevent or control

them is close monitoring of yourself suggests that the arousal of fear is targeted at patients suffering from the two medical conditions and members of the general public who would like to take preventive measures against the two illnesses. By this strategy, the copywriter aims at widening the scope of potential customers of the medical products. The text ends with a direct address to the audience to purchase the medical products (Digital Blood Pressure Monitor, Glucose Meter) as unpleasant effect may occur if they are not utilized. In the second Ad PA text, the copywriter appeals to the feeling of fear of the audience in order to persuade. The copywriter uses two dangerous medical conditions to arouse the feeling of fear in the audience. There is also a play on the emotions of patients suffering from the two medical conditions and this can move them to purchase the medical devices. The presentation of the negative consequences of the two medical conditions may compel the audience to buy the medical products. The ensuing Ad PA text demonstrates a pathetic appeal by the copywriter: No chance for back pain! Get ErgoMED Office Chairs ErgoMed Office Chair is designed with you in mind. ErgoMed Office Chair comes with a ventilating mesh back to control body heat buildup, a fine-adjustable lumbar pad, and a synchronized mechanism which enables you to work comfortably and efficiently over a longer period of time without pain. Get the chair that supports your work style. Get ErgoMed! (Daily Graphic, Tuesday, May 16, 2017, P. 9) The first line of the above text No chance for back pain suggests that the target audience for the advert are adults since the advertized product is a chair designed for an office and it is adults who normally experience back pain. The first line also implies that the advertized product ErgoMed Office Chair will serve everyone's purpose. If a potential buyer experiences back pain, the chair will provide relieve; on the other hand, it can also prevent a user from experiencing back pain. The copywriter assures the potential buyer that the chair will take care of all back pain problems, as if the chair were some device that will provide physiotherapy. The second line of the text is imperative. It urges the reader to purchase the chair because they will benefit from it: Get ErgoMED Office Chairs. The third line of the text establishes a relationship with the audience, individually, and makes them feel personally addressed: ErgoMed Office Chair is designed with you in mind. The next segment of the text presents the features of the ErgoMed Office Chair. These features entice the reader to the therapeutic chair and make them want to own one so that they can benefit from its use. Towards the end of the Ad PA text above, the copywriter plays on the reader's feeling of pain in another way. This is captured in the relative clause which enables you to work comfortably and efficiently over a longer period of time without pain whose antecedent is the sentence which describes the distinctive features of the advertized product: ErgoMed Office Chair comes with a ventilating mesh back to control body heat buildup, a fine-adjustable lumbar pad, and a synchronized mechanism. The relative clause evokes an emotional response from the potential customer and urges them to buy and try the chair that will not make the customer experience any back pain. From the above advertising text, it can be realized that the use of pathos in the text to persuade is successful. Back pain is not a pleasant experience so if one considers the negative effect of such a feeling, one will be persuaded to use a chair that will solve one's back pain problems. The third Ad PA text shows an appeal by the copywriter to the feeling of pain in the audience in order to persuade. The advertized chair provides the therapy for back pain. This suggests that the reader may experience back pain if they do not use the advertized chair. The copywriter uses the words that evoke emotional reactions from the audience. There is a play on the reader's feelings with the presentation of a chair that takes care of all the back pain of the prospective buyer. The following Ad PA text shows the copywriter's use of pathos: Fire filing cabinets Fire & data [10safes Fire resistant safe, data safe, fire filing cabinet, hotel safe, private](#)

security box, fire & burglary safe, high security safe, deposit safe, security chest, key cabinet. A safe is the best solution against fire and thefts. 4Insurance could replace most of your furnishings, but important documents such as deeds, wills and certificates would be lost. Fire accidents could also destroy photographs, jewellery and other irreplaceable items in a moment. There is only one effective way to protect your valuables against fire. 4Keep them in a fire safe. Most people would agree that a safe is the best solution. Sizes and models are available for all purposes. (Daily Guide, Tuesday, January 10, 2017, P. 9) In an event of fire or theft, sometimes people lose very important documents or valuable items, forever. The copywriter therefore proposes safes as the ultimate solution to loss of important items in fire or theft: A safe is the best solution against fire and thefts. In order to persuade the targeted audience to buy the safes, the copywriter arouses the feeling of fear and insecurity of the audience by presenting the negative consequences that will ensue if the advertized safes are not utilized: 4Insurance could replace most of your furnishings, but important documents such as deeds, wills and certificates would be lost. The targeted audience has no alternative than to accept the solutions proposed by the copywriter since they will not like to experience the negative effects of the absence of: A fire & burglary safe, a fire resistant safe or a high security safe. The copywriter also uses comparison to aid his pathetic appeal to the audience in order to persuade. The copywriter compares an insurance policy taken to protect one's property to the advertized safes. His argument is that an insurance policy cannot replace certain documents and valuables that will be lost in a fire accident. This analogy appeals to both the emotions and the reasoning of the reader. The reader is placed in a compelling position to choose the safes since without them negative consequences can befall the audience. The phrase irreplaceable items appeals to the reader's emotions and reasoning and this contributes to the persuasive process immensely. Having appealed to the feeling of fear and insecurity of the targeted audience, the copywriter goes on to present the ultimate solution to the loss of important documents and valuable items in the event of fire: 4There is only one effective way to protect your valuables against fire. Keep them in a fire safe. In these Ad PA texts, the copywriter appeals to the emotions of the audience in order to persuade. The English of the texts arouses the feelings of the potential customer. It also makes emotional appeals by playing on the audience's feelings. The words stimulate emotional responses which culminate in possible positive purchasing decisions about the advertized products. In the fourth Ad PA text, the copywriter appeals to the feeling of fear and insecurity of the audience to persuade. The copywriter arouses this feeling in the audience by presenting the negative consequence that will occur if the advertized safes are not used. By this, the reader is placed in a position to accept the proposed solutions: The purchase of safes to protect documents against fire and theft. From the advertising text database, the category of texts that portrayed the copywriter's use of ethos was coded Ad ET. The ensuing Ad ET text demonstrates an ethical appeal by the copywriter: Blubio natural health remedies German quality food supplements (100% natural and organic) Blubio Spirulina Complex: Helps to strengthen the immune system Blubio Women Care: Helps to promote longevity in women, skin quality, menopause health Taking Blubio Spirulina and Women Care daily helps to promote good health and long life. (Daily Graphic, Monday, May 15, 2017, P. 29) The first line of the text contains an attractive nominal phrase (natural health remedies) which implies that the advertized products food supplements do not contain artificial chemicals which may have side effect on the consumer. The third line of the text in parenthesis suggests that the health products are purely natural (100% natural). The figure 100% can be described as whole or absolute and in the above text it implies authenticity or wholesomeness. It also suggests that there are no additives and chemicals in the

food supplements. The copywriter is certain and sure of himself. The reader is forced to believe the copywriter's description of the food supplements and this can entice the reader to buy the products. In the above text, the word organic suggests that the crops that produced the food supplements were cultivated with animal and plant waste materials and not artificial chemical fertilizers. The phrase German quality as used in the above text indicates the country of origin of the food supplements. Germany is a developed country where high quality products are manufactured. It follows logically that the advertized food supplements are of good quality. It is worth noting that one type of the advertized food supplements, Blubio Spirulina Complex is good for the human immune system whose medical function is to help the human body fight against diseases and illnesses. This shows that the copywriter is concerned about the health of the reader. The second type of food supplement, Blubio Women Care is good for the skin of women, menopausal issues and can make women live long. The properties of the second food supplement are very dear to women. It is assumed that women are concerned about the conditions of their skin and especially about menopausal issues of their health. With the second type of food 13 supplement, the copywriter assures women of a life devoid of intermittent sicknesses and diseases. The final segment of the advertising text is promising and assuring: Taking Blubio Spirulina and Women Care daily helps to promote good health and long life. The message in the English of the Ad ET text above becomes credible due to the benefits the audience will gain from the consumption of the Blubio food supplements. The audience can be persuaded by the credibility of the message of the copywriter and this can lead to purchasing decisions. The Ad ET text above exhibits the use of ethos by the copywriter to persuade the audience. The use of ethos in the text persuades by the character of the copywriter and this refers to how credible or trustworthy he or she can be in the English of the advertising message. In the above text the copywriter seems certain and sure about the information on the advertized food supplements. This makes the audience believe what the copywriter is saying which can lead to purchasing decisions. The next Ad ET text also makes an ethical appeal to the reader and this can be seen below: Inesfly Insecticide Floor Cleaner Exterminate all crawling insect pests including cockroaches, ants, spiders etc. Protect your floors from insect pests for up to 1 week. Effective for cleaning all dirt including oil and grease Safe for humans and pets (Daily Graphic, Thursday, June 22, 2017, P. 28) In the above text, the copywriter assures the reader of the effectiveness of the Inesfly Insecticide Floor Cleaner which performs dual tasks: The Inesfly product can kill all crawling insect pests and clean the floor thoroughly, simultaneously. The reason for this duality in function is because 14 the Inesfly product contains both detergent and insecticide chemical. The insecticide component is capable of protecting the floor against insect pests for a whole week: Protect your floors from insect pests for up to 1 week. The Inesfly product cleans intensively and thoroughly all kinds of dirt including oily and greasy stains: Effective for cleaning all dirt including oil and grease. The copywriter overstates the effectiveness of the Inesfly product in order to paint a mental picture of its efficacy and capabilities: Inesfly, exterminate all crawling insect pests, effective for cleaning all dirt. These hyperbolic expressions go a long way to entice the reader to buy and use Inesfly. The copywriter also assures the reader that Inesfly is not poisonous and therefore not detrimental to both human and animal life: Safe for humans and pets. Considering the information that the copywriter provides about the Inesfly product, it can be deduced that the copywriter is certain and sure of himself. This may make the reader think that the reason for the copywriter's attitude is because of the effectiveness of Inesfly. The copywriter gains trust and credibility in the English used in the textual message which may result in persuasion and subsequent purchase of the Inesfly

Insecticide Floor Cleaner. The second Ad ET text also illustrates the use of ethos by the copywriter for persuasion. In the text, the copywriter gains credibility and trust by assuring the reader of the effectiveness of the advertized product. The copywriter appears to trust the efficacy of the product and this is the reason why he is so sure of what he is saying. The copywriter gains credibility and trust by being very sure of his information. The third Ad ET text portrays the copywriter's use of ethos: "I believe in solar, I chose UMAWA" (Prof Ablade Glover, Artist Alliance Gallery, Labadi, Accra) Wonder what solar power has got to do with convenience, security, enormous savings and even your pension? Lets prove it to you, the German way! UMAWA! Solar power everyday (Daily Graphic, Monday, May 15, 2017, P. 5) The text begins with direct speech "I believe in solar, I chose UMAWA" (Prof Ablade Glover, Artist Alliance Gallery, Labadi, Accra). The subject of the discourse is Professor Ablade Glover, an academic and a renowned artist. In this text, the copywriter uses a celebrity to give credibility to the information on the UMAWA solar energy product. If an intellectual like Prof. Glover has used the solar energy product, then it must be of high quality; the reader can just emulate the eminent professor. Another aspect of the text that makes the message credible is the reference to Germany as the country of origin of the UMAWA solar energy device. Germany is a developed country which is well known for quality electronic devices. The audience may buy the solar energy product since they are sure of an efficient and durable product. The copywriter poses a rhetorical question in the textual message: Wonder what solar power has got to do with convenience, security, enormous savings and even your pension? The answer to this question is obvious given the credibility the solar energy product has gained from the celebrity endorsement by Prof. Glover and Germany as the manufacturing country. The copywriter assures the reader that the UMAWA solar energy device is convenient to use; it is safe, secured, affordable and economical. The third Ad ET text shows that the copywriter persuades by gaining credibility from the audience. In the text the copywriter uses a celebrity to give credibility to the advertising message. If a renowned person has used the advertized product, it follows logically that the product meets a certain standard and the reader can also use it. Another aspect of the textual message that gives credibility to the copywriter is the reference to Germany as the country of origin of the advertized solar energy product. The ensuing Ad ET text exhibits the copywriter's ethical appeal: The All-New Nissan Qashqai. Ride to new urban heights The ultimate city crossover. With its sleek sporty contours, advanced safety features, spaciousness and adjustable driving positions, the Qashqai delivers dynamic ride and handling that gives you total control. The Nissan Qashqai is your enhanced urban driving experience waiting to happen. Get empowered today, Visit Japan Motors today. Dynamic design, advanced technology, inspired performance. (Daily Graphic, Thursday, January 26, 2017, P. 8) In Ghana, Japan Motors is recognized as the manufacturer and the main distributor of brand new Nissan car series. Since the company has reputation in the production of high quality cars, the Nissan Qashqai that has been advertized, gains credibility. The information that the copywriter has provided in the above text on the Nissan Qashqai is given credibility by the brand and the car manufacturing company. The audience can be persuaded by the new Nissan car advertized by Japan Motors. In other words, the reader tends to believe all that the copywriter has said concerning the advertized car. From the information provided by the copywriter, it can be deduced that the new Nissan Qashqai is a modern car that can be driven everywhere in the city: The All-New Nissan Qashqai, Ride to new urban heights. The Nissan Qashqai looks like a racing-car, it has enough airbags, adequate interior space, power steering and it is stable on the road: With its sleek sporty contours, advanced safety features, spaciousness and adjustable driving positions, the Qashqai delivers

dynamic ride and handling that gives you total control. The Nissan Qashqai is manufactured based on the well-known Japanese technology. The copywriter invites the reader to experience the driving of the car and promises excellent mechanical performance. In the fourth Ad ET text, the copywriter persuades by also gaining credibility from the audience. The copywriter makes an ethical appeal to the audience by presenting a reputable company that has acquired a track record of high expertise in the car manufacturing industry. The message on the advertized car is given credibility by the brand and the car manufacturing company. The reader therefore tends to believe all that the copywriter has said concerning the Nissan Qashqai car that has been advertized. The following Ad ET text demonstrates an ethical appeal by the copywriter: No cartridges No hassle No brainer We've changed consumer printing forever. Our EcoTank ITS printer comes with up to three years' worth of ink included. And with no cartridges to buy or change, you can expect print savings of up to 90%. See all the benefits of our revolutionary new printer at epson.eu/ecotankits (Daily Graphic, Tuesday, October 24, 2017, P. 21) The above Ad ET text commences with a set of parallel structures that are expressing assurances. The copywriter promises potential customers in the printing industry a positive change that will enhance their businesses. However, the copywriter overstates this proposition in order to attract readers' attention to the message: We've changed consumer printing forever. In the next sentence, the copywriter assures the prospective customer of adequate quantity of ink in the advertized printer that can last for a period of three years: Our EcoTank ITS printer comes with up to three years' worth of ink included. Given that the ink component of a printer is the most essential, the potential customer can take a purchasing decision on the advertized printer based on the profit that can be made within the first three years of operation. Since the EcoTank ITS printer that is advertized has an in-built cartridge, the copywriter assures the prospective customer of saving the monies that will be used in buying cartridges for future use or investment: And with no cartridges to buy or change, you can expect print savings of up to 90%. The figure 90% suggests that the copywriter is certain and sure about the extent of savings that will be accrued by the potential customer. The last section of the above Ad ET text provides a website (Epson.eu/ecotankits) where the targeted audience can verify the information on the benefits of the EcoTank ITS printer. The website makes the message of the copywriter credible and trustworthy. The ethical appeal in the English of the above text, to a large extent, has persuasive effect on the targeted audience. In the fifth Ad ET text above, the copywriter persuades by his character. The copywriter gains both trust and credibility from the audience and he uses these as persuasive strategies. The copywriter promises prospective customers in the printing industry a positive change in their business enterprises. The copywriter also assures the audience, in another instance, of adequate internal ink storage system in the advertized printer. The copywriter also provides a website where the benefits of the printer can be verified and this makes the potential customer trust and believe the advertising message.

5.2 RESEARCH QUESTION TWO: How are figures of speech in the English of adverts in newspapers in Ghana used for persuasive effect? From the advertising texts database of the present research, another thematic trend that emerged was the use of figures of speech by copywriters for persuasive effect. The use of figures of speech in the English of the advertising texts made it possible for copywriters to present the English language in an unusual and attractive way. Figurative expressions in the English of the advertising texts gave the language a meaning different from the literal interpretation. This had persuasive effect on the audience as the figurative English was striking and it created a mental picture about the advertized products. The advertising texts that reflected the use of figures of speech was coded Ad FS. The following section is an analysis of

the textual data and a discussion of the findings and this will be done from the perspective of research question two. The Ad FS coded texts category exhibited the copywriters' use of figures of speech for persuasive effect. The following Ad FS text serves as illustration: LG Dual Cool The moment you turn on the LG Dual Cool, you'll be blown away. First, by its faster cooling then once more, by the energy it saves you. LG's Dual Cool air conditioner with dual inverter compressor means you can save energy and enjoy faster cooler air. (Daily Graphic, Monday, May 29, 2017, P. 33) The main clause of the first sentence of the above text you'll be blown away has been presented in a metaphorical sense. In this metaphor, the meaning of the clause is figurative; it has changed to benefits that the potential buyer will derive from the use of the advertized product and these are: First, by its faster cooling then once more, by the energy it saves you. The copywriter has used the clause you'll be blown away in a certain sense which makes it mean something else. By the use of the metaphor, the copywriter is comparing two unlike entities the action of air and benefits to suggest a similarity between them. This metaphorical use of English has enabled the copywriter to create an unexpected link between two different things and this so striking that the reader's attention is drawn to the message of the text. However, for the reader to comprehend the advertizing message, a critical thinking or reasoning is required. The use of the metaphor in the above text creates images in the reader's mind and this makes the message of the text more vivid. The metaphor in the English of the text also paints a word picture for the reader and they are able to imagine the benefits of the advertized product the Dual Cool air conditioner. The copywriter ends the message of the text by employing the repetition rhetorical device to emphasize the benefits of the advertized product: LG's Dual Cool air conditioner with dual inverter compressor means you can save energy and enjoy faster cooler air. The copywriter repeats the energy saving and the faster cooling benefits of the advertized product and the repetition device highlights and reinforces the advertising message. From the Ad FS text above, the copywriter employed metaphor to persuade the audience. The use of metaphor makes the English figurative and attractive. By comparing two unlike things to suggest a similarity between them, the copywriter engages the reader in a thoughtful consideration of the advertized product. In a similar text from the Ad FS coded category, the copywriter also uses the metaphorical trope as a persuasive strategy: The New Nissan Almera [7Sees the unforeseen With clever engineering and technology, the new Nissan Almera makes reversing a breeze with rear parking sensors that ensure even the tightest parking spots become a precision exercise.](#) Modern styling Spacious interior Economical (Daily Graphic, Tuesday, October 17, 2017, P. 8) The text above opens with the personification figure of speech in which the copywriter confers a human attribute on the car which is the subject of the advertising text. By the use of the personification trope, the copywriter presents the car as a human being with supernatural powers: The New Nissan Almera sees the unforeseen. The car has been portrayed as a kind of prophet or fortune-teller to herald the news of the rear parking sensors of the New Nissan Almera. The text commences on a note of attraction to the new feature of the car. In the above text, the clause the [7new Nissan Almera makes reversing a breeze with rear parking sensors departs from the](#) usual standard meaning; it is metaphorical. The copywriter makes a direct comparison of two dissimilar things reversing and a breeze to suggest an identity between them. The copywriter presents one thing as another and this creates a striking image in the reader's mind. The metaphor yields another meaning which is the safety that is assured when the Nissan Almera is driven in a reverse direction. The metaphor in the English of the text is enticing. The reader may want to experience the reversing technology of the advertized car. The copywriter makes use of another metaphorical expression in the English of the text. In the following relative clause [15that](#)

ensure even the tightest parking spots become a precision exercise the copywriter compares two unlike entities the tightest parking spots and precision exercise to suggest a similarity between them. This is also a comparison that presents one thing as another. By the use of this metaphor a mental image is created about the safety and security of the reversing mechanism of the New Nissan Almera. This implies that with the rear parking sensors of the car, the potential buyer will not hit the back of the car against a stationary object. The copywriter identifies a likeness between two dissimilar things to achieve a rhetorical effect. Apart from the personification and metaphor in the English of the Ad FS text above, the copywriter also makes use of the synecdoche figure of speech. With the use of synecdoche, the 22 copywriter presents part of the car the rear parking sensor to represent the whole of the New Nissan Almera. Part of the car has been used as a representation of the entire car. In other words, the copywriter has turned the rear parking sensor into something else. There has been quite a radical use of the English of the text as the use of synecdoche makes the English of the text figurative. The use of synecdoche paints a picture in the mind of the reader. In another sense, every part of the car like the rear parking sensor guarantees the safety of the owner. The second Ad FS text above also demonstrates the copywriter's use of metaphor to persuade the reader. By the use of metaphor, the copywriter establishes unexpected connection between two dissimilar things. The metaphor in the English of the text creates an image of the advertised product in the reader's mind. From the Ad FS coded texts category, another figure of speech emerged: The all-new Kia Picanto 2017 *6If the city makes you feel young and alive, and you're eager to explore new places, you've found a soul mate in the Picanto. It may be small, but its roomy inside, and its full of big ideas.* (Daily Graphic, Tuesday, July 28, 2017, P.45) In the above text, the clause *6you've found a soul mate in the Picanto* illustrates the copywriter's use of the personification figure of speech. In this clause, a human attribute has been conferred on the all-new Picanto car. The copywriter describes the car as a soul mate of the potential buyer. The car has been referred to as if it were alive. The copywriter has presented the Picanto car as a representation of something else. The car has been associated with human beings. The use of the personification device departs from the standard meaning of the English of the text to create an image in the mind of the audience. The copywriter personifies the Picanto car in another clause: *It's full of big ideas.* By the use of the personification trope, the copywriter describes the car as though it were human; the car has been described as another. A human attribute has been bestowed on it. The use of the personification device is a departure from usual literal meaning of the English of the text. It paints a word picture of the car and this has a persuasive effect on the reader. The association of two unlike entities (a car and a human being) makes the personification figure of speech striking and attractive to the reader. The Ad FS text above exhibits the copywriter's use of the personification literary device for persuasion. The copywriter confers human attributes on the advertised car. The use of the personification figure of speech is a departure from the literal meaning of English. The copywriter has moved the English to the figurative level and this attracts the attention of the reader to the advertised product. In the ensuing Ad FS text the copywriter also employs the personification literary device: *Thrives under pressure Nissan Hardbody Reliability you can trust The Nissan Hardbody loves making the hard yards. Having earned an enviable reputation for its rugged performance, proven reliability and low running cost The Nissan Hardbody is your trusted business partner. Capable, reliable, durable, safe.* (The Ghanaian Times, Monday, April 24, P. 2) The text begins with an attribute of the advertised product *thrives under pressure Nissan Hardbody* which portrays the car as robust, tough and rugged. In the next line, the copywriter uses the metonymy device as a strategy to draw the reader's attention to the car. The copywriter

applies the literal term reliability to the Nissan Hardbody car with which it has become closely associated. In the fourth line of the text the declarative sentence the Nissan Hardbody loves making the hard yards illustrates a personification of the car. The copywriter presents the car as if it were human and capable of showing emotion and exhibiting other human attributes. This creates a striking image of the car. The present participial modifier having earned an enviable reputation has been used by the copywriter to mean something else. The words portray the Nissan Hardbody vehicle as a human being who is capable of achieving prominence. The copywriter turns the modifier to reflect human attributes. The personification trope was used in another sense in order to make the English of the text attractive. For instance, in the clause the Nissan Hardbody is your trusted business partner, human qualities have been bestowed on the car. The personification device involves unusual use of the English of the text which associates two different entities. This is a departure from the standard meaning of words which makes the English of the advertising text figurative. The personification literary device makes the English of the text attractive. This creates a mental picture about the advertized product. The final line of the text is a presentation of a series of adjectives which are aimed at describing the car and drawing the reader's attention to its exceptional qualities. The second Ad FS text also illustrates the copywriter's use of personification to persuade the reader. The copywriter refers to the car as if it were human; the car has been associated with human beings. The personification figure of speech has made the English attractive and this draws the attention of the potential customer to the advertized car. Another Ad FS coded texts category that emerged from the corpus is illustrated below: Quality in a sachet Cool, fresh and clean Introducing Voltic Cool Pac, lovely voltic quality at an affordable price. With cool pac's treated water... Enjoy the high quality standards that Voltic (Gh) Limited is famous for. Why compromise on Quality? (The Mirror, Friday, January 6-12, 2017, P.26) The first line of the text Quality in a sachet illustrates the copywriter's use of the metonymy trope. In this phrase, the name of one thing quality is used to represent another thing, water. Similarly, the name sachet is applied to the final product Voltic Cool Pac with which it has become closely related. In this situation the copywriter turns one concept into a representation of another. There is an association between the name used and the thing that it stands for. The quality of water is essential in mineral water production and a distinction is made between water that is good and pure and untreated water. The word sachet is also associated with Voltic Cool Pac which is the final product in a sachet form. The metonymy literary device has been placed at the initial part of the text and this grabs the attention of the reader and prepares them for the other attributes of the sachet mineral water. The second line of the text contains series of adjectives cool, fresh and clean which draw the reader's attention to outstanding qualities of the Voltic Cool Pac. After attracting the attention of the audience by the use of the metonymy device and modifiers, the copywriter then introduces the advertized product and emphasizes the quality of the sachet mineral water: Enjoy the high quality standards that Voltic (Gh) Limited is famous for. The copywriter ends the textual message with a rhetorical question whose answer is obvious and it compels the reader to provide the answer: Why compromise on Quality? The use of the metonymy figure of speech makes the English of the textual message figurative. The English is attractive since it is different from the usual literal meaning. From the Ad FS text above, the copywriter employs the metonymy figure of speech for persuasive effect. The use of metonymy in the text demonstrates the use of the name of one thing to represent another with which it has become closely associated. This is an unusual use of English to attract the attention of the reader to the advertized mineral water. In another Ad FS text below, the metonymy trope is illustrated: Unbox luxury at the most flexible payment terms

Nissan X-Trail Premium style Versatile Capable (The Ghanaian Times, Monday, January 23, 2017, P. 2) In this context, the copywriter turns the word luxury to mean something else which it is closely associated with. The word luxury which is a descriptive term for certain class of sophisticated and expensive cars has been used to represent the car itself. By associating one thing with another, the copywriter has used the English of the text in an unusual way and this creates an image in the reader's mind about the advertized product. The imperative verb unbox has been used in a metaphorical sense. The copywriter compares the Nissan X-Trail to a parcel in a box whose tape will have to be cut for the car to be unveiled. The use of the metaphor means that the 27 copywriter identifies a similarity between these two different objects. The comparison in the metaphor implies that the car is being presented as another. This engages the reader's mind and creates a mental picture. The reader's attention has been drawn to the car by the use of the metonymy device in the first line of the text. The metaphorical use of the word unbox also contributes to the enticement of the reader to the car. The other aspect of the text which comprises a nominal phrase and two adjectives function as modifiers to project the image of the car: Premium style, versatile, capable. This reinforces the positive attitude of the audience towards the car. This second Ad FS text above also illustrates the use of the metonymy figure of speech by the copywriter. It is worth noting that in the use of metonymy the copywriter turns one thing into a representation of another; there is an association between the thing used and what it represents. The figurative nature of the use of metonymy creates an image in the mind of the reader of the advertized car. A third example from the Ad FS coded texts category also demonstrates the use of the metonymy figure of speech: Samsung Galazy Grand Prime Plus The Dream just got better Make it grand with 4G Buy any Galaxy Grand Prime 4G compatible phone and get free 800MB data for 6 months. (The Ghanaian Times, Tuesday, May 16, 2017, P. 23) The second line of the text The Dream just got better illustrates the metonymy literary device. The word Dream was used to represent the Samsung Galaxy Grand Prime Plus mobile phone. In this context, the name of an abstract concept has been used to represent a different entity. The copywriter relates dream to mobile phone and the two have been associated. With the 28 proliferation of the mobile phone production it is the desire, wish or dream of everyone to own the latest and more sophisticated ones. This association of two different concepts makes the English of the text different and attractive. Another attractive feature in the English of the text is the copywriter's use of alliteration in the name of the Samsung mobile phone Galazy Grand and Prime Plus. The repetition of identical consonantal sounds at initial positions as in Galaxy Grand and Prime Plus is a rhetorical device and it contributes to the attraction of the audience to the phone. The use of the alliteration device adds emphasis to the advertising message and makes it memorable. The copywriter goes on to employ the imperative mode to urge the reader to take action: Buy any Galaxy Grand Prime 4G compatible phone and get free 800MB data for 6 months. The imperative sentence influences the behavior of the audience to a large extent. The third Ad FS text above also illustrates the use of metonymy to persuade potential customers. From the text, the copywriter uses the name of one thing to represent another. There is a deliberate association of two different entities. The use of metonymy is a departure from the standard meaning in English to create mental pictures of the advertized phone. From the Ad FS coded texts category, a figurative theme emerged: Trane, a world leading brand offers a broad range of energy efficient air-conditioning systems, suitable for every kind of application from residential to commercial and Hi-Tech environment. The Trane ducted unit is the most versatile of all air conditioning systems and the ultimate climate control solution for hotels. It allows you to cool multiple/common areas using one system. Ideal for villas, hotels, open-plan offices and

small office buildings. (Daily Graphic, Wednesday, October 18, 2017, P. 11) From the first line of the above text, the copywriter presents an appositive structure which is describing the brand name Trane: A world leading brand offers a broad range of energy efficient air-conditioning systems. However, the copywriter deliberately exaggerates his description in order to draw the reader's attention to the Trane air conditioning systems. By overstating his description the copywriter turns the English of the text to mean something else. This makes the English figurative and it creates an image in the reader's mind. The first sentence of the text also contains another example of hyperbole: Suitable for every kind of application from residential to commercial and Hi-Tech environment. The copywriter overstates the importance of the Trane air conditioning system to add emphasis and to attach more weight to his assertion. In the next sentence, the copywriter over expresses the quality of the Trane brand by presenting more than the truth about it: The Trane ducted unit is the most versatile of all air conditioning systems. The copywriter also exaggerates the features and functions of the advertized products: The ultimate climate control solution for hotels. The use of the hyperbole figure of speech makes the English of the text attractive and engaging. The Ad FS text above demonstrates the use of the hyperbole trope to persuade the reader. In the use of hyperbole, the copywriter deliberately exaggerates his description of the advertized air- conditioning systems for rhetoric effect. The copywriter overstates the qualities, features and functions of the advertized products in order to draw the reader's attention. Another Ad FS text that demonstrates the use of the hyperbole literary device can be seen below: Hisense King Kong The strongest phone ever The Hisense King Kong has full HD-IPS display, an attractive sleek phone that comfortably fits in one hand. The Hisense King Kong can be safely immersed in water up to 1.5 meters deep for 30 minutes. Dust protection against ingress of particles sealed rubber edges and a shock-resistant glass screen provide for perfect smash protection Hisense, everyday prices for everyday people (Daily Graphic, Monday, May 22, 2017, P. 95) The text is introduced by the name of the advertized product Hisense King Kong mobile phone. The name of the cell phone is striking because King Kong is an allusion to a famous movie. This is an implicit reference to a literary production. The use of the allusion rhetorical device appeals to the reader to share their knowledge. This strategy associates the reader with the advertising message. The use of King Kong by the copywriter also illustrates the alliteration device. The repetition of the same consonant sound /k/ in succession attracts the potential customer's attention to the advertized phone. Having grabbed the attention of the reader to the phone, the copywriter then strongly states the quality of the phone in the second line: The strongest phone ever. This exaggeration is to project the image of the phone over and above other brands of mobile phone on the market. The copywriter makes an extreme claim for the phone in order to attract the attention of readers. The third sentential structure of the text also illustrates a deliberate overstatement of a unique feature of the phone: The Hisense King Kong has full HD- IPS display. In expressing the water-proof quality of the phone, the copywriter presented more than the truth about the safety of the phone: The Hisense King Kong can be safely immersed in water up to 1.5 meters deep for 30 minutes. At the final segment of the text, the copywriter also deliberately exaggerates the other features of the phone for attraction and emphasis. The line dust protection against ingress of particles is hyperbolic because it is overstated and this creates a striking image. In the line a shock-resistant glass screen provide for perfect smash protection, the quality of the glass covering the surface of the phone has been over expressed. The use of the 31 hyperbole literary device departs from the literal meaning to create a mental picture of the attributes of the advertized phone. For instance, the reader can imagine a phone whose main screen is fortified so that it will never get cracked or smashed. The use of the

hyperbole figure of speech has made the English of the advertising text figurative. The second Ad FS text exhibits the use of hyperbole by the copywriter for rhetorical effect. The copywriter uses exaggeration to project the image of the advertized phone over others. In the above Ad FS text, the copywriter strongly states the qualities of the advertized phone and makes extreme claims for the phone in terms of its attributes. By overstating the features of the phone, the copywriter turns the English of the text to mean something else. The use of hyperbole makes the English of the text attractive and engaging. From the Ad FS coded texts category, another figure of speech emerged: Diamond Cement Trusted quality cement Higher grade Super fine cement Most affordable priced cement Diamond Cement; The Builder's choice!! (Daily Guide, Friday, February 10, 2017, P. 1) In the text above, the copywriter repeats the word cement the advertized product throughout the text. Repetition is a rhetorical figure and its use makes the English of the text striking. The use of the repetition device is a departure from the usual order of words in English. It thus engages the reader and creates an image in their mind. The repetition of cement the advertized product is for emphasis. By the use of this rhetorical device the image of the advertized product is uplifted in the text and this draws the attention of the audience. Repetition also highlights the advertising message and plants the name cement in their mind for consideration. The Ad FS text above exhibits the use of the repetition rhetorical device for persuasive effect. The repetition of the advertized product is for emphasis and projection of its image. The use of repetition departs from the usual order of words in English to create mental pictures of the advertized product. The following Ad FS text also illustrates the copywriter's use of repetition for rhetorical effect: Novamether The ideal antimalarial Novamether... The best choice to treat malaria! Novamether... excellent tolerance & efficacy in a novel pack! (Daily Graphic, Wednesday, September 27, 2017, P. 7) In this text, the copywriter deliberately repeats the advertized product Novamether in order to draw the attention of the reader to it. The repetition device employed in the text is attractive because it departs from the standard arrangement of words in English. The repetition style in the text has created a consistent syntactic pattern. The copywriter presents the advertized product and it is followed in a consistent manner by a descriptive appositive structure: Novamether, the ideal antimalarial; Novamether, the best choice to treat malaria; Novamether... excellent tolerance & efficacy in a novel pack! The repetition device, as it were, fixes the advertized product in the mind of the reader and this has a mnemonic effect. It emphasizes and reinforces the advertising message. The copywriter employs the repetition rhetorical device to stress the importance of the advertized drug. In the second Ad FS text, the copywriter employs the repetition rhetorical figure to draw the reader's attention to the advertized product. The repetition device highlights the importance of the advertized product. It reinforces the advertising message and makes it memorable. Another Ad FS coded texts category that emerged from the corpus is illustrated below: End of discussion The all new Honda Accord 122.4L I-VTEC engine, 17 alloy wheels, push button start, display audio, Bluetooth connectivity, USB port, smart key entry, electronic parking brake, rear view camera, reverse parking sensors. (Daily Graphic, Wednesday, February 22, 2017, P. 37) The text is introduced by the expression end of discussion which is commonly used in Ghana. It is employed for communication in movies and in both the print and electronic media. The expression has become cliché because it is a stereotyped phrase which is used so often that it has lost its appeal. The copywriter has used it in this text since it has become so attractive in the English used in Ghana; in fact, it draws attention to itself. The expression is not used in ordinary discourses as it has lost its vitality due to overuse. The cliché in the text is a departure from the usual order of words in English; it has been employed in this context for rhetorical effect. The

copywriter used the cliché rhetorical device to draw the reader's attention to the advertized product, the all new Honda Accord. Having introduced the new car in a rhetorical fashion, the copywriter then presents its unique features: 122.4L I-VTEC engine, 17 alloy wheels, push button start, display audio, Bluetooth connectivity, USB port, smart key entry, electronic parking brake, rear view camera, reverse parking sensors. These are descriptive phrases that are painting a word picture about the qualities and properties of the new Honda Accord car. The imagery created is picturesque enough to entice the potential customer to take a purchasing decision on the advertized car. The Ad FS text above portrays the use of cliché by the copywriter for rhetorical effect. The cliché in the text above is a stereotyped phrase that has been used so often that it has lost its vitality. The use of the cliché device departs from the usual arrangement of words in English. The copywriter employed it in order to attract the attention of the audience to the advertized product. The Ad FS text that follows also exhibits the use of the cliché rhetorical device: The car that shows the world you've arrived Chevrolet Cruze Powerful Turbo engine with Start/stop technology Climate control Rear park Assist ABS sunroof Daytime running lights 5-star Euro NCAP safety rating (Daily Graphic, Monday, August 7, 2017, P. 41) The text commences with a noun phrase the car that shows the world you've arrived. The headword of the phrase is the Chevrolet Cruze saloon car that has been advertized. The relative clause that shows the world you've arrived is functioning as the post-modifier of the car. The relative clause contains a stereotyped expression you've arrived which illustrates the use of cliché in the text. In Ghana, this descriptive clause depicts an individual who has attained the ultimate or is successful in life. This cliché expression has been overused and has lost its impact. Although it is a worn-out expression, paradoxically, it does not appear in ordinary conversational discourses. The cliché expression you've arrived calls attention to itself. The copywriter uses it in this advertising text for rhetorical effect. The use of this cliché is a departure from the literal English meaning. It has been used in such a way that it means something else. The use of the cliché is striking and it has an alluring effect on the English of the text. Having employed the cliché rhetorical device to grab the attention of the reader to the advertized saloon car, the Chevrolet Cruze, the copywriter then presents the outstanding features of the car: Powerful Turbo engine with Start/stop technology, climate control, rear park, assist ABS sunroof, daytime running lights, 5-star Euro NCAP safety rating. These features describe the car vividly and create an image in the mind of the reader. They stimulate interest in the car and attract the attention of potential buyers. The second Ad FS text above also shows the copywriter's use of cliché for persuasive effect. The cliché expression in the above text has been overused; it has lost its original appeal. The cliché has become a worn-out expression and has therefore lost its impact. The copy writer employs it in the above text in order to draw the reader's attention to the advertized car. In the following Ad FS coded texts category, a figure of speech emerged: uPVC windows with net Our uPVC Doesn't fade It doesn't rust It doesn't recoil It has soundproof It's durable & stronger It doesn't produce heat (Daily Graphic, Thursday, March 23, 2017, P. 9) The text contains similarly constructed grammatical structures. There are parallel constructions with identical syntactic patterns. The parallel structures in the text can be seen below: Our uPVC doesn't fade It doesn't rust It doesn't recoil These similar syntactic structures comprise a subject element and a verb phrase. The use of the parallelism rhetorical device makes the English of the text figurative. The parallelism in the text shows a departure from the usual arrangement of grammatical structures in English; however, the copywriter has employed it to make the English of the text attractive to the readers. The repetition of the parallel structures is also for emphasis of the qualities and attributes of the advertized product, the uPVC windows. The other syntactic structures in the text also

contribute to portraying the qualities of the advertized windows: It has soundproof, It is durable & stronger, It doesn't produce heat. The Ad FS text above demonstrates the copywriter's use of parallelism for persuasive effect. The copywriter makes use of similarly constructed grammatical structures in order to attract the reader's attention to the advertized product. The use of parallelism is a departure from the usual order of grammatical structures in English. The copywriter consciously employs parallelism for rhetorical effect. The ensuing Ad FS text also exhibits the use of the parallelism rhetorical device: High Security Doors @ MPC Ltd. High security Turkish external doors all sizes available Good quality Chinese external doors all sizes Good quality internal wooden doors Good quality internal glazed wooden doors Best quality at best prices Good quality glazed bathroom doors (Daily Graphic, Monday, July31, 2017, P. 96) The text depicts identical grammatical structures which form a syntactic pattern of nominal phrases: Good quality Chinese external doors all sizes Good quality internal wooden doors Good quality internal glazed wooden doors Good quality glazed bathroom doors These similar syntactic structures have the advertized products Doors as their headwords. The repetition of the advertized products lays emphasis on their qualities. The copywriter's use of parallel structures makes the English of the text attractive to the reader. The use of the parallelism rhetorical device departs from the usual order of grammatical structures in English and this draws the reader's attention to the advertized products. The parallel constructions engage the reader's mind. The repetition of the parallel structures is for emphasis of the quality and type of doors. The similarly constructed grammatical structures create mental pictures and they reinforce the advertising message. In the second Ad FS text the use of the parallelism rhetorical figure makes the English of the text unusual. The text exhibits identical grammatical structures in succession in order to attract the attention of the reader to the advertized products. The repetition of the parallel structures is for emphasis of the qualities of the advertized doors. Another Ad FS coded texts category that emerged from the corpus is illustrated below: Latex Foam ... Your partner for life Why would you buy an inferior mattress? As human beings, we spend about one-third of our lives in bed. If you're going to spend that much time in bed, wouldn't you rather be lying on a mattress that is just right for your body? Be smart! Treat yourself well! Don't spend one-third of your life sleeping on the wrong mattress... or else... (Daily Graphic, Monday, May 15, 2017, P. 18) The text commences with the personification of Latex Foam mattress, the advertized product Latex Foam, Your partner for life. The Latex Foam mattress has been presented as if it were a human capable of companionship. The English is striking because it has been turned to make it mean something else. There is also the use of the hyperbole trope in the clause, your partner for life. The duration within which the Latex Foam mattress will be put to use has been exaggerated. The potential buyer of the mattress will use it for their entire lives. This deliberate overstatement adds emphasis to the advertising message. The copywriter's use of the personification and the hyperbole tropes at the initial part of the text grabs the reader's attention to the rest of the textual message that follows. The third line of the text is an interrogative sentence; it is a rhetorical question figure of speech: Why would you buy an inferior mattress? This question is figurative; it has an obvious answer. It compels the audience to provide the answer and to perceive issues from the point of view of the copywriter. The rhetorical question engages the reader's mind to think and reflect. In the next sentence, the copywriter makes an assertion about the length of time human beings spend in bed: As human beings, we spend about one-third of our lives in bed. This is followed by another rhetorical question device: If you're going to spend that much time in bed, wouldn't you rather be lying on a mattress that is just right for your body? This interrogative structure is not the usual literal question that expects an answer from the audience. This

rhetorical question has an implied answer; in fact, it has only one real obvious response. The rhetorical question has been constructed by the copywriter to force the reader to supply the answer. Having compelled the reader to provide the answer to the rhetorical question, the copywriter then proceeds to address the audience directly to create a personal effect. The audience is urged to act in two different ways: Be smart! Treat yourself well! In the next imperative sentence, the copywriter uses the down-playing strategy to make the Latex Foam mattress an obvious choice for the audience: Don't spend one-third of your life sleeping on the wrong mattress. Finally, in order to compel the audience to take a purchasing decision, the copywriter ends the textual message with an incomplete statement: or else... This ellipsis created is a strategy to force the audience to consider the possible negative consequences of using a mattress that is not manufactured by Latex Foam. From the Ad FS text above, the copywriter employs the rhetorical question device to persuade the audience. The rhetorical question posed in the text has an obvious answer. The copywriter turns the question to mean something else. The rhetorical question device is a persuasive strategy; it compels the reader to provide the answer. In another Ad FS text, the copywriter also employs the rhetorical question device: Do you know that dentist [17recommend changing your toothbrush every 3 months? Changing your](#) toothbrush every 3 months helps reduce the risk of cavities and bad breath. Switch to new pepsodent toothbrushes for clean teeth and a healthy mouth. (The Mirror, Friday, June 30-July 6, 2017, P. 7) The rhetorical question which is positioned at the initial part of the text is not the usual literal interrogative sentence in English; indeed, it is figurative: Do you know that dentist recommend changing your toothbrush every 3 months? Although this rhetorical question does not require an answer from the reader, it has an embedded answer which is the only logical one. The rhetorical question has been asked for effect only. It engages the audience and makes them think. A question whose answer is obvious can lead the audience to a certain conclusion. In the context of the above text, the copywriter has designed the rhetorical question in such a way that it forces the reader into a position where they have no alternative than to supply the answer to the question. In order to make the answer to the rhetorical question credible, the copywriter goes on to present the benefits of the advertized product: Changing your toothbrush every 3 months helps reduce the risk of cavities and bad breath. Capitalizing on the fear people have for cavities and bad breath, the copywriter appeals to the reader's emotions as well. The copywriter ends the text with an imperative sentence that urges the reader to consider using the new pepsodent toothbrush: Switch to new pepsodent toothbrushes for clean teeth and a healthy mouth. With the imperative sentence, the copywriter addresses the audience directly and places them in a position where they have no other choices. In the second Ad FS text, the copywriter demonstrates the use of rhetorical question for persuasion. The rhetorical question is not the literal grammatical construction that expects a response from the audience. In the above text, it has an implied answer; it forces the reader to supply the answer. The rhetorical question engages the reader, in that, a question whose answer is obvious leads the reader to a particular conclusion. From the Ad FS coded texts category, a figurative theme emerged: Bridgestone: Your journey, our passion The Turanza Minimises road noise Maximises driving comfort Broad range from 13 to 18 Excellent roadholding and handling (Daily Graphic, Friday, March 10, 2017, P. 11) The text begins with a slogan of the advertising company: Bridgestone: Your journey, our passion. The words of the slogan create a personal effect; they establish a friendly relationship between the advertiser and the customers. In order to draw the reader's attention to the advertized product (The Turanza Bridgestone Tyre) the copywriter employs the antithesis rhetorical device: Minimizes road noise, Maximizes driving comfort. This rhetorical figure makes the English of

the text attractive. The antithesis demonstrates a departure from the usual order of words in English and this creates a rhetorical effect. In the antithesis, there are ideas that are directly opposed: minimize is in contrast with maximize and road noise is also in contrast with driving comfort. The antithetical device has similar syntactic structures which creates a rhetorical balance. The use of antithesis in the English of the above text draws the attention of the audience to the advertized product as the English is presented in an unusual way. The last line of the text demonstrates the copywriter's use of the hyperbolic trope: Excellent road holding and handling. In this coordinated structure, the copywriter overstates the attributes of the Bridgestone tyre to add emphasis to the textual message. The Ad FS text above exhibits the use of the antithesis literary device for rhetorical effect. The use of the antithesis rhetorical device entails the juxtaposition of similar syntactic structures that are directly in contrast. The use of antithesis is a departure from the usual arrangement of words in English to create a striking image in the mind of the reader. The text below also illustrates the use of antithesis: Everything you need-nothing you don't Nissan NP300 Hardbody: Proven for business Look no further than the Nissan NP300 (AL007) Hardbody when you require capability, reliability and a proven return on investment. Backed by solid aftersales support and competitive cost of ownership, the NP300 (AL007) Hardbody means business you can bank on, time and time again. Proud heritage Proven capability Low cost of ownership (Daily Graphic, Tuesday, January 17, 2017, P. 8) The text is introduced by an antithetical statement which is different from the usual order of words in English: Everything you need-nothing you don't. In this antithetical statement, two ideas are directly opposite in meaning: Everything is in contrast with nothing, while you need is also in contrast with you don't (need). The opposing ideas are presented in an identical grammatical structure creating a rhetorical balance in the antithetical statement. The use of antithesis in the text is a departure from the standard syntax of English. It is aimed at capturing the attention of the audience to the advertized product from the onset of the textual message. Having grabbed the attention of the audience by this captivating English, the copywriter then presents the advertized product: Nissan NP300 Hardbody. The copywriter uses an imperative sentence to communicate directly with the audience, urging potential customers to consider the Nissan NP300 Hardbody when they are ready to purchase a pick-up vehicle since it has unique attributes and features: Look no further than the Nissan NP300 (AL007) Hardbody when you require capability, reliability and a proven return on investment. The copywriter goes on to make promises to the potential customers regarding after sales services and the business prospects of the car: Backed by solid aftersales support and competitive cost of ownership, the NP300 (AL007) Hardbody means business you can bank on, time and time again. The final segment of the text comprises nominal phrases which are functioning as modifiers of the car and also describing it: Proud heritage, Proven capability, Low cost of ownership. The second Ad FS text above also illustrates the use of antithesis by the copywriter for persuasive effect. In the use of the antithesis rhetorical device, two ideas in identical grammatical structures have been placed side by side to create a rhetorical balance. The use of antithesis in the text is a departure from the usual arrangement of words in English. It has been employed to capture the attention of the audience to the advertized product. 44 Another Ad FS coded texts category that emerged from the corpus is illustrated below: The Suzuki Grand Vitara Ride the rough with comfort Expand your boundaries Go anywhere in style On the move-mind at rest Revolution in cross-country (Daily Graphic, Tuesday, February 14, 2017, P. 4) The first line of the text is the name of the advertized car, The Suzuki Grand Vitara. The second line is an imperative sentence which exhibits the use of paradox by the copywriter. However, the phrase the rough illustrates the use of the metonymy

figure of speech. In this metonymic phrase, the literal term for one thing rough is applied to another road with which it has become closely associated due to the continuous relationship that exist between the two terms. In another sense, the noun phrase the rough is in contrast with the prepositional phrase with comfort. The juxtaposition of the two phrases makes the line paradoxical in that the two phrases contradict each other and this makes the meaning of the line absurd. However, if one examines or interprets the contradiction, one realizes that the statement makes sense. Using the second line of the text as illustration, it can be realized that a rough road connotes discomfort, displeasure and uneasiness, but, because of the nature of the advertised car, the Suzuki Grand Vitara, even though the road may be rough, the car has good shock absorbers, it is stable and weighty, so the ride will be comfortable, pleasurable, easy and enjoyable. The use of figures of speech in the second line of the text makes the English figurative and attractive. The figures of speech draw the reader's attention to the car. They make the reader think and they create mental images. Having attracted the attention of the reader through the use of the figurative English in line two of the text, the copywriter goes on to address the reader directly in an assertive way. The third line of the text is an imperative sentence whose implied subject is the reader: Expand your boundaries. The copywriter is urging the reader to own the advertised car since it has more features to be experienced. The fourth line of the text is also an imperative statement: Go anywhere in style. It is speaking to the reader in an aggressive manner. The statement is assuring the reader that the Suzuki Grand Vitara can be driven on any road. The fifth line of the text is also assuring the reader that it is safe to drive the car; there will be no mechanical faults: On the move-mind at rest. The last line of the text presents a new attribute of the advertised car. The impression created is that the car is reliable and it is capable of taking the prospective owner to any part of the country, irrespective of the distance and nature of the road: Revolution in cross- country. In the Ad FS text above, the copywriter employs paradox for a rhetorical effect. In the use of paradox, the copywriter juxtaposes two contradictory phrases which make the English absurd. However, the analysis reconciles the contrast and the English then makes sense. The use of paradox engages the reader and creates images of the advertised car in the reader's mind. From the Ad FS coded texts category, another figurative theme emerged: Brand new DAF EURO 3 Take Ghana further DAF CF85, 460HP 8x4, HARDOX 22.5m3, EURO 3 Your best return on investment: Carry more spend less Stronger, longer, faster (Daily Graphic, Monday, July 31, 2017, P. 95) . The copywriter uses the first line of the text to present the name of the advertised product, The Brand New DAF EURO 3. The copywriter used the second line of the text to address the vehicle directly: Take Ghana further. The copywriter uses an imperative statement to instruct the truck to take an action. The copywriter uses the apostrophe rhetorical device to speak to the truck as if it were human and capable of comprehending and replying; the truck is turned into a human being. By the use of the apostrophe device the DAF EURO 3 Truck which is the object of the apostrophe has been personified. The use of the apostrophe device is striking; this attracts the reader's attention to the DAF truck. By apostrophizing the truck, the English has been made figurative; it departs from the literal meaning. Having drawn the attention of the reader to the advertised truck, the copywriter proceeds to present the DAF Truck Series for the consideration of the potential customers: DAF CF85, 460HP 8x4, HARDOX 22.5m3, EURO 3. The copywriter then presents the attributes of the advertised truck; it is profitable and rewarding to own the DAF truck: Your best return on investment: Carry more spend less. The reasons that can be derived from the English of the text are that the DAF truck is long enough to carry more materials. It is very strong to convey heavy loads in great quantities. It is fast enough to go so many trips and to

cover long distance journeys in no time: Stronger, longer, faster. The comparative adjectives that conclude the text are for attraction, description and elevation. The Ad FS text above exhibits the use of the apostrophe rhetorical figure for persuasion. In using apostrophe, the copywriter addresses the advertized vehicle directly; as if the truck were a human being capable of understanding and responding. By the use of apostrophe, the copywriter has 47 turned the truck into a human being. The apostrophized statement makes the English of the advertising message attractive. The use of the apostrophe creates an alluring image of the DAF truck in the mind of the reader. In the following Ad FS coded texts category, another figure of speech emerged: Binatone Simply better The most trusted brand Beauty and the breez... Limited edition New flat grill (Daily Graphic, Thursday, December 14, 2017, P. 5) The text commences with the brand name of the advertized electric fan, Binatone. This is followed by an adjectival phrase simply better and a noun phrase the most trusted brand which are describing the advertized product and projecting its image. In the middle of the text the phrase beauty and the breez... which resembles the title of the famous fairy tale Beauty and the Beast is placed. This subtle literary allusion is striking in that it has turned one thing into a representation of another. It engages the reader's mind and makes them apply their knowledge of the fairy tale. The use of the allusion rhetorical device is to attract the attention of the audience to the advertized product. The text ends with two nominal phrases limited edition and new flat grill which are functioning as modifiers and describing the Binatone fan. The Ad FS text above demonstrates the use of allusion by the copywriter for persuasive effect. The use of allusion in the text is an implicit reference to a literary art. This is a rhetorical strategy to get the reader involved in the advertising message as they are expected to share their knowledge. The use of the literary allusion makes the English figurative. There is a departure from the literal meaning and this draws the attention of the audience to the advertized product.

5.3 RESEARCH QUESTION THREE: To what extent are grammatical elements in the English of adverts in newspapers in Ghana employed for persuasive effect? Owing to the fact that the target audience are educated Ghanaians, the copywriters capitalized on the internal knowledge of English of the audience to communicate their advertising message. The copywriters employed the grammatical units such as words, phrases, clauses and sentences in the transmission of information. The advertising texts corpus revealed various grammatical thematic trends. The text data that exhibited the use of grammatical elements for persuasive effect were coded Ad GR. In the ensuing section, I analyze the texts data and discuss the findings from perspective of research question three. The Ad GR coded texts category demonstrated the copywriters' use of grammatical elements for persuasive effect. The following text illustrates one of the grammatical themes that emerged: SAMSUNG Gear S3 Don't think. Become. Do more with your watch. Buy a Gear S3 today and free your hands from your hand-set. Make and receive calls with the Gear S3. Buy a Gear S3 today and discover more. (Daily Graphic, Tuesday, March 14, 2017, P. 31) In the above text, the copywriter communicates the advertising message about the advertised product, the Samsung Gear S3, by the use of imperative structures. The second line of the text, don't think is an imperative verb phrase and the third line Become is an imperative verb. Each verbal item has an implied subject which is the second person pronoun, You and this transforms them into simple imperative sentences (You), don't think, and (You), become. By the use of these imperative structures, the copywriter is communicating directly with the audience, individually. The copywriter is ordering the audience, as it were, to take action. In first imperative sentence don't think, the copywriter is telling the reader not to doubt their desire or ability to own the Samsung Gear S3 watch. In the second imperative sentence Become, the copywriter urges the reader to buy the latest gadget in order to

look fashionable and modern. The second segment of the text consist of a series of imperative sentences; each of these has an implied subject which is the second person pronoun, you. By the first imperative sentence, Do more with your watch the copywriter is encouraging the reader to take action. The next structure is a compound imperative sentence: Buy a Gear S3 today and free your hands from your handset. These are two imperative sentences being joined together by the coordinating conjunction and. By the first part of the compound imperative structure Buy a Gear S3 today, the copywriter is talking to the reader directly and, as it were, ordering them to purchase the multipurpose watch–phone gadget. This imperative sentence makes the reader feel as if they have no other choice than to purchase the advertised product. The second part of the compound imperative sentence, free your hands from your handset, has a personal effect on the reader. The copywriter is urging the reader to move away from using their cell phones and embrace the new watch that can be used as a mobile phone as well. The next imperative compound structure makes and receives calls with the Gear S3 has two imperative verbs make and receive and with these the copywriter is speaking to the audience in two different ways: the audience can make calls with the Gear S3 watch and they can receive calls with it. By this style, the copywriter has compressed the information and this makes the message concise. The use of the imperative sentences enables the copywriter establish a friendly relationship with the audience; this makes each potential customer feel personally addressed. The third segment of the above text also consists of a compound imperative sentence: Buy a Gear S3 today and discover more. The copywriter has intentionally repeated the first part of the compound structure in order to drive home more emphatically the need for the audience to have the new watch–phone device. The repetition is also to reinforce the awareness of the Samsung Gear S3 watch. The second part of the compound imperative sentence Discover more, informs the reader about other features, qualities and functions of the Gear S3. This creates suspense which will entice the reader to buy the Gear S3 watch in order to satisfy their curiosity and expectancy. This imperative sentence and others in the text are short in structure and this makes them readable, comprehensible and mnemonic. The Ad GR text above exhibits the use of imperative sentences by the copywriter for persuasive effect. The use of imperative sentences communicates directly with the audience. The imperative sentences urge the audience to act in a certain way. They place the audience in a position in which they do not seem to have any other choice than to agree with the copywriter. The imperative sentences are concise in nature and this makes them communicate in a quick manner. Another text from the Ad GR coded texts category that also demonstrates the use of imperative sentences can be seen below: Egg-cite Your meals Eat eggs, grow well Did you know... [11Eggs are high in quality animal protein and contain all the essential amino acids that humans need.](#) Eat responsibly. (Daily Graphic, Thursday, March 2, 2017, P. 35) The text begins with the structure Egg-cite your meals which grabs the attention of the reader from the onset. The copywriter has coined a new word with egg, the advertised product. The coined–word egg–cite resembles the English word excite. The copywriter did this on purpose in order to draw the reader’s attention to the advertised product. The imperative sentence egg–cite your meals has an implied subject who is the reader of the text. The copywriter addresses the reader directly and this produces a personal effect. By the imperative sentence, the copywriter is urging the reader to add eggs to their food in order to enjoy the good taste. The next imperative sentence in the text is quite short: Eat eggs. It is telling the reader, in an assertive way, to consume eggs in order to benefit from its taste and nutritional value. The imperative sentence eat eggs attracts attention to itself because of its short structure. Due to its short nature, it is easier to read and it is also memorable. Another imperative sentence in the text is Grow well. This also has an implied

subject who is the person the sentence is speaking to directly. The copywriter is talking to the reader about the ultimate benefit of eating eggs and he does this in aggressive manner. This style of communicating with the audience in a short imperative sentence enables the copywriter to be concise in the presentation of his message. In the middle of the text, the copywriter reinforces his message on eggs consumption by creating a rhetorical question which does not require an answer from the audience as the answer is obvious. This rhetorical question goes a long way to compel the audience to accept the copywriter's views on eggs. The text ends with another imperative sentence Eat responsibly which also speaks to the reader directly. The copywriter advises the reader to consume eggs in moderation to avoid any negative consequences like obesity and cholesterol. The copywriter ends with an imperative sentence since it will enable him to reach a mass audience. With the imperative sentence communication is instantaneous and quick. In the second Ad GR text above, the copywriter demonstrates the use of imperative sentences for rhetorical effect. The imperative sentences in the text have implied subjects who are the readers of the advertising message. By this strategy the copywriter is able to speak directly with the reader. The imperative sentences attract attention to themselves since they are short in structure. They are readable and they facilitate recall. The copywriter uses the imperative sentences to communicate with the audience in an assertive manner. From the Ad GR coded texts category, another grammatical theme emerged: We focus on the best We have a long tradition of bringing you the best products and services. Now come for one of the world's finest; Mobil Motor Oil Available at selected Allied Service Stations. Mobil Lubricants are recommended by top automobile manufacturers. Your vehicles last longer and perform better with Mobil Lubricants. (Daily Graphic, Thursday, March 30, 2017, P. 37) The text begins with a declarative sentence we focus on the best which is simply making a statement of fact. This sentence is short; it is attractive, straight forward, readable and memorable. This simple declarative sentence communicates instantly and quickly. The next sentence is also declarative: We have a long tradition of bringing you the best products and services. The sentence is making an emphatic statement. It is simple and understandable. The reader is able to decode the message easily. In order to speak to the reader more directly, the copywriter constructs an imperative sentence: Now come for one of the world's finest; Mobil Motor Oil available at selected Allied Service Stations. This sentence has a personal effect on the reader; it attracts the attention of the reader to the advertised product Mobile Motor Oil. The imperative sentence is urging the reader to take a purchasing decision on the advertised product. The sentence places the reader in a position where their choice is limited to the Mobil Motor Oil. The next declarative sentence Mobil Lubricants are recommended by top automobile manufacturers makes a general statement about the advertised product. This sentence is simple and comprehensible. The copywriter presents the English in a clear and literal manner. The sentence is easy to read and it facilitates recall. The last sentence of the text is also declarative: Your vehicles last longer and perform better with Mobil lubricants. The copywriter addresses every reader personally and establishes a friendly relationship with them. The copywriter, by this strategy, engages the reader and draws their attention to the advertising message. The Ad GR text above illustrates the use of declarative sentences by the copywriter for persuasive effect. The declarative sentences make factual statements about the advertized product. They are simple, comprehensible and they communicate instantly. The declarative sentences are presented in a clear and literal manner to facilitate reading and recall. The copywriter also employs the imperative sentence in order to communicate more directly with the audience and to influence their behavior. The following text from the Ad GR coded texts category also illustrates the copywriter's use of declarative

sentences for rhetorical effect: The Riso KZ 30 Printer & Digital duplication 1Breaks new ground in fast, economical, high-quality printing! There's no energy-intensive heater –which means no warm-up time 9Enjoy hands-clean operation with sealed ink cartridges that just twist into place. 1It is compatible with a wide range of paper weights from 50- 128gm 2 and 4-step adjustment of paper feed pressure to match The easy-to-read control panel makes operation both, simple and intuitive. (Daily Graphic, Tuesday, February 14, 2017, P. 3) The text commences with a simple declarative sentence: The Riso KZ 30 Printer and Digital duplication 1breaks new ground in fast, economical, high quality printing. The sentence makes a general factual statement about all the attributes of the advertised product The Riso KZ 30 Printer and Digital Duplication. Owing to the fact that the sentence is clear, literal and easy to read, the audience is able to understand and capture the message with relative ease. The next string of words is a complex declarative sentence: 1There's no energy–intensive heater–which means no warm–up time. In terms of its communicative function, the sentence is stating a basic fact about the unique quality of the advertised printer. On the other hand, the sentence is complex because it consists of two clauses; A main clause There's no energy–intensive heater and a subordinate clause which means no warm-up time. The two clauses are short in structure and they state two different facts. The two clauses complement each other in terms of the information they are communicating. The third sentence of the text is an imperative sentence: 9Enjoy hands– clean operation with sealed ink cartridges that just twist into place. It is speaking to the reader directly at a personal level. This technique draws the reader closer to the advertising textual message. By the use of the imperative sentence, the copywriter addresses the audience individually. This enables the copywriter to communicate to as many people as possible. The English of the sentence urges the reader to act in an assertive way. The next sentence is a simple declarative type: 1It is compatible with a wide range of paper weights from 50- 128gm 2 and 4-step adjustment of paper feed pressure to match. It is stating a fact about the advertised printer's use of paper. The sentence has an emphatic effect since it is contributing to the description of the printer. Like the other imperative sentences in the above text, this is simple and comprehensible. The last sentence of the text is also the declarative type: 1The easy-to-read control panel makes operation both, simple and intuitive. The sentence consists of only one independent clause; it is therefore a simple sentence. In terms of structure, the sentence is fairly short. It has an impact on the reader since they can easily grasp the message. Because the English of the sentence is straight forward and understandable it has a mnemonic effect on the reader. The second Ad GR text also shows the use of declarative sentences by the copywriter to persuade. The declarative sentences communicate directly with the audience and they facilitate understanding of the advertising message. The declarative sentences are stating the basic facts about the advertized products and this draws the attention of the reader to the qualities and attributes of the advertized printer. In the following Ad GR coded texts category a grammatical theme emerged: Arrive in extreme comfort in the Nissan Urvan and Civilian buses. Built to make you cherish your long journeys. Enjoy the spacious legroom, comfortable seats and advanced features Comfortable interior Superb fuel economy Smooth riding (Daily Graphic, Wednesday, May 17, 2017, P. 21) In this text, the copywriter is advertising two vehicles: The Nissan Urvan and Civilian buses. The copywriter has used series of adjectives to modify the nouns in the text. Below are examples from the text: Extreme comfort Long journeys Spacious legroom Comfortable seats Advanced features Comfortable interior Superb fuel economy Smooth riding The adjectives are describing the nouns that they modify and this creates a word picture about the features and attributes of the two advertised vehicles. The adjectives enable the copywriter to unveil the exceptional qualities

of the Nissan Urvan and the Civilian buses. This makes the audience develop positive attitudes towards the two vehicles. From the Ad GR text above, the copywriter employs adjectives to persuade the audience. The adjectives are employed to modify the nouns that come after them. The copywriter uses the adjectives to bring the exceptional qualities of the advertised vehicles to the reader's attention. The next text also exhibits the use of adjectives by the copywriter for persuasive effect: Shield Paints Creating that long lasting smile We take pride in providing you with brilliant colours that guarantee unique designs, amazing colours with flawless finish With over 1500 colours available (Daily Graphic, Tuesday, March 21, 2017, P. 18) The text above is advertising shield paints and the copywriter has used series of adjectives to create a word picture about the qualities of the advertised paints. The following phrases illustrate the copywriter's use of adjectives in the text: Long lasting smile Brilliant colours Unique designs Amazing colours Flawless finish The adjectives are modifying the nouns that follow them. These adjectives are descriptive words; they paint a word picture about the attributes of the advertised products. The adjectives enable the copywriter to present the outstanding qualities of the paints. This makes the audience adopt a positive attitude towards the advertised paints. The adjectives are picturesque in nature; they create image in the mind of the audience. The adjectives in the second Ad GR text are modifying the nouns that follow them. The adjectives help the copywriter describe the advertised products as they paint a word picture. The use of the adjectives makes the audience develop positive attitudes towards the advertised paints. In the ensuing Ad GR text, the copywriter uses adjectives and an adverb to persuade: Trane, environmentally responsible Air conditioning Trane close control units Precise temperature control Designed for continuous operation Energy efficient and environmentally responsible (Daily Graphic, Wednesday, August 2, 2017, P. 3) The following phrases demonstrate instances of the use of adjectives in the text: Close control units Precise temperature control Precise humidity control Continuous operation Energy efficient The adjectives provide extra information on the features of the advertised air-conditioner. The adjectives draw the reader's attention to the exceptional qualities of the air-conditioners. They make the reader develop a positive attitude towards the advertised product. The adjectives create an attractive image of the product. The copywriter also makes use of an adverb in the text: Environmentally responsible. The adverb environmentally is modifying the adjective responsible. The adverb is adding more information to the exceptional qualities of the Trane air-conditioner. The adverb makes the reader think positively about the advertised product. The adjectival phrase environmentally responsible has two other persuasive effects on the reader. Firstly, it is personification of the air-conditioner. The copywriter has bestowed a human attribute (responsibility) on the air-conditioner. This creates an image in the mind of the reader. Secondly, the phrase has been repeated for emphasis and this reinforces the advertising message. The third Ad GR text demonstrates the use of adjectives and an adverb for persuasive effect. The adjectives provide additional information about the features and qualities of the advertised air-conditioners. The adjectives create an alluring image of the advertised products in the reader's mind. The adverb used in the text is modifying and adjective and it is adding extra information to the exceptional attributes of the advertised products. In the next Ad GR text, the copywriter also employs an adverb for rhetorical effect: The all new Mitsubishi Pajero Sport 8First class, road or not The world is yours in the new Pajero Sport. Whether confidently exploring rough terrain in the wilderness or attracting admiration on city streets, you'll be traveling first class all the way. (Daily Graphic, Thursday, March 2, 2017, P. 79) In the above text, the phrase, confidently exploring, illustrates the use of the adverb confidently which is modifying the verb exploring. The adverb is adding more information about the action of the

verb; the adverb indicates the manner in which the action of the verb is done. The adverb confidently makes the reader feel a certain way about the Mitsubishi Pajero Sport car. In the above text, the adjective new has been used to modify the advertised car the all new Mitsubishi Pajero Sport. In the phrase rough terrain, the adjective rough is modifying the noun terrain. These adjectives make the reader feel a particular way about the advertised car. They create attractive images of the car. The fourth Ad GR text portrays the use of an adverb and series of adjectives for rhetorical effect. The adverb is adding more information about the action of the verb. The adverb persuades by making the reader feel a particular way about the advertized car. The adjectives modify the nouns that follow them. They have a rhetorical effect on the audience by creating attractive images about the advertized car. The fifth text from the Ad GR coded category also exhibits the use of adjectives and adverbs and this can be seen below: Crompton Greaves heavy Duty Electric Motors Fully copper wound & energy efficient. Used in Agro Processing Mills, cement, plastic and other industries, block making, vibrators, mixers, etc. Extremely robust and long lasting (Daily Graphic, Wednesday, August 9, 2017, P. 3) From the text, the phrase fully copper wound demonstrates the copywriter's use of the adverb fully which is modifying the verb wound. The adverb is adding more information to the manner in which the action of the verb was done. This creates an image in the reader's mind and makes them feel and think a certain way about the advertized product. In the phrase extremely robust the copywriter also employs an adverb to complement a particular quality of the advertised product. The adverb extremely is modifying the adjective robust and it is adding more information about the degree or extent to which the electric motors that have been advertised are robust. The adverb in the above adjectival phrase contributes to the description of the advertised product by creating a picture in the reader's mind. The adverb in the phrase makes the reader feel a certain way about the electric motors leading to purchasing decisions. The copywriter also makes use of series of adjectives which paint a word picture about the advertised products. The following are the instances of the copywriter's use of adjectives in the above text: Heavy duty Energy efficient Long lasting Extremely robust The adjectives in the above phrases are: heavy, efficient, long, lasting, robust. These adjectives provide extra information about the advertised product and they also portray various qualities of the electric motors. The adjectives reinforce the reader's positive attitude towards the advertised products. Being picturesque in nature, they create attractive images of the electric motors. The adjectives add emphasis to the advertising text message and make it memorable. The fifth Ad GR text illustrates the use of adverbs and adjectives for persuasive effect. The adverbs are adding more about the action of and the quality of the adjective. The adverbs contribute to the description of the advertized products and they help create mental images. The adjectives provide extra information about the advertized product. They project the qualities of the electric motors advertized and draw the reader's attention to them. The use of the adverbs and adjectives make the audience feel a certain way about the advertized products. Another Ad GR coded texts category that emerged from the corpus is illustrated below: Hyundai Truck & Bus New thinking New possibilities Ready stock Genuine parts After sales services Dedicated & competent team Free specialist Driver Training Services (Daily Graphic, Tuesday, May 23, 2017, P. 31) In the above text, the copywriter uses nominal phrases to deliver the advertising message. Each phrase consists of a pre-modifier and a noun as the headword. The first line of the text in which the copywriter presents the advertised products is a nominal phrase that has a pre-modifier Hyundai which is the name of the advertiser. There are two advertised products: Hyundai Truck and Hyundai Bus. Lines two and three of the text New Thinking, New Possibilities have the adjective new functioning as the pre-modifier of the

noun heads thinking and possibilities. Lines four and five Ready stock and Genuine parts have the adjectives ready and genuine pre-modifying the noun heads stock and parts. These nominal phrases are short in structure. The copywriter uses them because they can be read easily. The nominal phrases are concise and they inform in a quick way. The sixth line after sales Services consists of a time adverbial, after sales, which is pre-modifying services. Line seven dedicated and competent team comprises a compound pre-modifier dedicated and competent and a noun head team. The last line free specialist driver training services has four pre-modifiers of the noun head services. The copywriter uses nominal phrases because they attract the attention of the audience to the advertised products. The nominal phrases enable the copywriter to present the advertising message in a brief and concise manner for easy communication. In the above Ad GR text, the copywriter uses nominal phrases for persuasive effect. The nominal phrases are short and concise and they communicate in a quick manner. They are easy to read and they have a mnemonic effect on the reader. The following text also illustrates the use of nominal phrases by the copywriters for persuasive effect: Suzuki Baleno 1.4L Automatic Push to start button LED Headlamps Reverse sensors 16 Alloy wheels Powerful stance, enhanced safety, iconic body and innovative features Light up the way with the All-New Suzuki Baleno (Daily Graphic, Wednesday, October 4, 2017, P. 61) The text commences with the name of the advertised car, the Suzuki Baleno. This is followed by the phrase 1.4L Automatic which is functioning adjectively and complementing the Suzuki Baleno. The third line of the text push to start button is a nominal phrase which consists of a pre-modifier push to start and a noun head button. The fourth line LED headlamps is also a nominal phrase in which LED is functioning as a pre-modifier. Reverse Sensors and 16 Alloy wheels are also nominal phrases. These series of nominal phrases are describing the advertised car in different ways. They are providing information on the car in a brief and concise manner. This makes the English readable and easy to understand. The copywriter continues with a chain of nominal phrases which are made up of pre-modifiers and nouns as headwords: Powerful stance, enhanced safety, iconic body and innovative features. These nominal structures function as descriptive phrases of the advertised car. They paint various word images in the mind of the reader. These nominal phrases are attractive; they draw the attention of the audience. By their short nature, the nominal phrases employed by the copywriter communicate instantaneously and with impact. The nominal phrases above enhance the readability and comprehension of the advertising text message. They also make the message memorable. The copywriter concludes the text with an imperative sentence in order to communicate with the audience at a more personal level: Light up the way with the All-New Suzuki Baleno. With the use of this imperative sentence the copywriter gets the opportunity to speak directly to the audience, individually. Having painted a word picture about the Suzuki Baleno to the audience, the copywriter uses the imperative sentence to urge the reader to take a purchasing decision on the advertised car. In the second Ad GR text above, the copywriter also employs nominal phrases to communicate the advertising message. The nominal phrases are describing the advertised car from different perspectives. They create a word picture about the car and the reader is able to imagine the car. By their short structure, the nominal phrases easily attract the attention of the potential customers. The nominal phrases communicate instantly and with impact. They facilitate readability of the advertising message. From the Ad GR coded texts category, another grammatical theme emerged: Nissan X-Trail Life's waiting. Cross/over Every moment counts. With the Nissan X-Trail it's no different, giving you everything you need in a crossover plus more. Capable, premium and even more versatile, the Nissan X-trail keeps you in control. With class-leading flexibility, seating 7, you can crossover in style. Any time. Any

place. Premium style, versatile, capable (Daily Graphic, Thursday, September 21, 2017, P. 4) The text begins with the name of the advertised car, the Nissan X-Trail and this is followed by the statement life's waiting which creates the impression that the people of Ghana have been expecting the car. The next statement cross/over is imperative in nature and by this the copywriter is urging the audience to get ready (financially, emotionally and physically) to experience a new car with special features. The first statement of the third line of the text every moment counts encourages the reader to be consistent in their preparedness and readiness for the new car. For the rest of the text, the copywriter uses the second person personal pronoun to talk to the audience directly about the qualities and features of the Nissan X-Trial. This is a rhetorical strategy which has a personal effect on the audience. The copywriter starts with the statement with the Nissan X-Trial, it's no different, giving you everything you need in a crossover plus more which promises the reader, in a hyperbolic manner, a car that possesses all the features they desire. [13The use of the second person pronoun in the statement engages the](#) reader at a personal level and this establishes a friendly relationship between the copywriter and the audience. In the next statement, the copywriter uses series of adjectives to describe the car: Capable, premium and even more versatile and these create images in the reader's imagination. The [5use of the second person pronoun in the](#) main clause the Nissan X-Trial keeps you in control attracts the reader's attention because they have been personally addressed. The readers feel special and good about themselves as the advertising textual message addresses them directly. In the next statements, with class leading flexibility, seating 7, you can crossover in style any time any place, the copywriter promises favorable terms and conditions regarding the purchase of the car at their convenience. This shows that the copywriter has concern about the well-being and the standard of living of the audience. The copywriter concludes with a summary of the attributes of the car to reinforce the advertising textual message: Premium style, versatile, capable. The Ad GR text above exhibits the [16use of the second person personal pronoun by the](#) copywriter for persuasive effect. With the [5use of the second person pronoun, the copywriter speaks directly to the](#) reader. The [5use of the second person pronoun engages the](#) reader at a personal level and establishes a cordial relationship between the copywriter and the audience. The second person pronoun brings the reader very close to the advertising message and this can make the potential customer take a purchasing decision on the car that has been advertized. The Ad GR text that follows also demonstrates the use of the second person personal pronoun for rhetorical effect: The new Kia Cerato 2017 [3Add a dose of extraordinary to your life Perhaps you never thought innovation, technical excellence and exceptional style could all come together in an affordable passenger car. But finally, they do. Let the new Cerato take you places you've only imagined.](#) (Daily Graphic, Thursday, July 27, 2017, P. 19) The copywriter introduces the text with the name of the advertized car, the new Kia Cerato, 2017 model. This is followed by an imperative sentence [3add a dose of extraordinary to your life](#) which is speaking directly to the reader. The statement has a personal effect on the audience and makes them have a positive attitude towards the advertized car. The personal contact that has been established makes the audience feel special which implies that the advertising message was created for their attention. It can be concluded that the audience get attracted to the car because they have been personally addressed. Having grabbed the attention of the audience from the onset, the copywriter continues to talk to them in a friendly manner: [3Perhaps you never thought innovation, technical excellence and exceptional style could all come together in an affordable passenger car. But finally, they do. The](#) copywriter makes the statements interactive [13by the use of the second person pronoun. This](#) makes the audience feel personally involved in the advertising message. The statements engage the

audience in a personal way and appeal to their thinking. Having presented an outline of the unique attributes of the Kia Cerato car and assured the audience of its affordability, the copywriter addresses the audience directly in the final statement of the text: [3Let the new Cerato take you places you've only imagined.](#) The copywriter speaks to the audience in an assertive manner about the multi-purpose nature of the new Kia Cerato. In the second Ad GR text above, the copywriter also demonstrates the [5use of the second person pronoun for persuasive effect.](#) [The5use of the second person pronoun enables the copywriter to address the reader at a](#) personal level. The reader gets attracted to the advertized car because they have been personally spoken to. The [5use of the second person pronoun engages the](#) reader and makes the advertising discourse interactive.

5.4.0 CONCLUSION In this chapter, I analyzed the textual data I collected and discussed the research findings from the perspectives of the research questions I formulated to guide the study. The data analysis revealed that copywriters in the print media in Ghana employed Aristotle's three artistic proofs, namely, logos, pathos and ethos in the English of adverts for persuasive effect. Another discovery from the corpus unveiled the use of figures of speech (both tropes and rhetorical figures) in the English of adverts for persuasion. From the data analysis, I also discovered that copywriters in the Ghanaian press employed grammatical elements in the English of adverts for persuasive effect. At the end of this chapter, the research questions that I created to keep the study in focus were all addressed. The next chapter is the concluding segment of the thesis where I present a summary of the research findings, the main contributions of the study to the body of knowledge, limitations of the study and finally recommendations for future research.

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CHAPTER SIX CONCLUSION 6.0 INTRODUCTION The main focus of the current study was to investigate the extent to which copywriters employ English to achieve persuasion in adverts in newspapers in Ghana. The study researched into the use of Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of adverts for persuasive effect. In the current study, it was reported that copywriters employed the English language in adverts in the newspapers in Ghana in an attractive and assertive manner for rhetorical effect. In this concluding chapter of the thesis, I present a summary of the research findings which will be followed by the main contributions of the study to the body of knowledge, limitations of the study, recommendations for future research and finally a conclusion for the chapter. **6.1 SUMMARY OF FINDINGS** In this section, I present a summary of the research findings and this will be done from the perspectives of the three research questions that I formulated to guide the current study. From the perspective of the first research question, the study revealed that copywriters in the Ghanaian press employed Aristotle's three artistic proofs (logos, pathos, and ethos) in the English of adverts for persuasive effect. The analysis of the Ad LO texts revealed that the use of logos in the English of adverts persuaded the audience through an appeal to logical reasoning. The copy-writers adopted the style of argumentation in their use of logos in the English of the advertising texts. They began with a declaration or proposition, then, they used facts and reasons as evidence to buttress their assertions. With the use of logos, the copywriters tried to influence the target audience by appealing to their reasoning in a logical manner. On the

other hand, the analysis of the Ad PA texts revealed that the use of pathos in the English of adverts persuaded the audience by appealing to their emotions, leading to the stimulation of positive responses. Copywriters used English to arouse various emotions such as fear, anxiety, pain, worry, uncertainty and insecurity in the audience in order to entice them to the advertised products; they used words that expressed strong emotions to play on the feelings of the target audience. With the use of pathos, the copywriters presented the English language in such a way that it evoked emotional reactions from readers. From another perspective, copywriters made a pathetic appeal to the audience by presenting the negative consequence that could befall the reader if the advertised products were not utilized. This might compel the audience to accept the copywriter's views, assertions or solutions. From another thematic trend, the analysis of the Ad ET coded texts revealed that the use of ethos in the English of adverts persuaded by the character of the copywriter. This was achieved by how credible or trustworthy the copywriters portrayed themselves in the English of the textual message. The copywriters gained credibility by promising and assuring the reader of the qualities and benefits of advertised products. The copywriters also gained trustworthiness by demonstrating their concern about the health and well-being of the audience. Other similar Ad ET texts demonstrated the use of a celebrity, the name of a reputable company and the name of a developed country to give credibility to the textual message. With the use of ethos in the English of the Ad ET texts, the copywriters achieved persuasion by making the audience believe or trust them. From the perspective of the second research question, the analysis of the Ad FS texts revealed that copywriters in the print media in Ghana employed figures of speech in the English of adverts for persuasive effect. The use of figures of speech in the Ad FS texts entailed unusual use of English in which one thing was associated with another or two dissimilar entities were compared. The figures of speech employed in the Ad FS texts illustrated a departure from the literal meaning or the usual arrangement of words to create a picture in the mind of the audience. The analysis of the Ad FS texts exhibited the copywriters' use of the two major categories of figures of speech, namely, tropes and rhetorical figures. The tropes that were employed in the Ad FS texts were: metaphor, personification, metonymy, synecdoche and hyperbole. The rhetorical figures that were used in the Ad FS coded texts category were: Rhetorical question, antithesis, parallelism, repetition, apostrophe, paradox, alliteration, allusion and cliché. The use of tropes in the Ad FS texts departed from the literal meaning of words to the figurative. With tropes, the copywriters used words in such a way that their standard meanings changed; for instance, one thing was turned to mean something else or one entity was used as a representation of another. The use of tropes in the Ad FS coded texts also involved a comparison of unlike entities to suggest a similarity and an unexpected connection established between two dissimilar things. With tropes, the copywriters presented the English of the Ad FS texts in an unusual way and this attracted the attention of the audience to the advertised products. On the other hand, the use of the rhetorical figures in the Ad FS texts was a departure from the usual order of words in English to create a certain rhetorical effect. With rhetorical figures the copywriters employed words in an unusual way to create an attractive effect without significantly changing their meanings. Unlike the use of tropes in the Ad FS texts that brought about a radical change in the meaning of words, the rhetorical figures employed in the Ad FS texts departed from the usual standard syntactic pattern of words to create a striking and attractive image in the mind of the audience. The use of figures of speech made the English of the advertising texts figurative. Figures of speech attracted the attention of the audience to the advertised products. They engaged the audience and made them think about the advertising textual message. From the perspective of the third research question, the analysis

of the Ad GR texts revealed that the copywriters in newspapers in Ghana employed grammatical elements in the English of adverts to persuade their audience. The grammatical elements that were employed in the Ad GR texts by copywriters for persuasive effect were: Imperative and declarative sentences, adjectives and adverbs, nominal phrases and the second person personal pronoun. The analysis of the Ad GR texts showed that the imperative sentences used by the copywriters persuaded the audience in a number of ways: Firstly, they addressed the reader in an assertive or aggressive way by urging and encouraging them to act on the advertising textual message. The imperative sentences employed in the Ad GR texts generally influenced the behavior of the readers. They made the reader feel as if they had no other choice than to act upon the advertising message. Secondly, the imperative sentences that were used in the Ad GR texts had personal effects on the audience since they communicated directly with them. The imperative sentences enabled the copywriters establish a friendly relationship with the audience and this made the potential customers feel personally addressed. Thirdly, by the short nature of the majority of the imperative sentences used in the Ad GR texts, the copywriters were able to deliver their message in a concise manner. This made communication instant and quick. The short imperative sentences were readable, comprehensible and mnemonic; they attracted attention to themselves. The next grammatical elements that the copywriters employed in the Ad GR texts for persuasion were declarative sentences. The analysis of the Ad GR texts revealed that the majority of the 4 declarative sentences that the copywriters used were simple structures. They persuaded by making emphatic statements that were clear, literal and understandable. The simple and short declarative sentences were attractive, readable, concise and memorable and they had a rhetorical effect on the audience. The simple declarative sentences communicated quickly and with impact. Another grammatical element that copywriters employed in the Ad GR texts was the adjective. The copywriters employed series of adjectives in the Ad GR texts. The adjectives described the nouns they modified. They enabled the copywriters present the exceptional qualities of the advertised products and this drew the attention of the audience. They also provided extra information on their nouns and this contributed to the painting of a word picture of the advertised products. The adjectives employed in the Ad GR texts were picturesque and descriptive in nature. They created an attractive image in the mind of the readers. The copywriters also employed adverbs in the Ad GR texts for persuasive effect. The adverbs employed added more information about the verbs and the adjectives. They created an image in the mind of the reader about the action of the verb or the attribute of the adjective. The use of the adverbs in the Ad GR texts contributed to the description of the outstanding qualities and features of the advertised products. They persuaded by making the audience feel or think a certain way about the advertised products. The use of adverbs in the Ad GR texts added emphasis to the textual message and made it memorable. The analysis of the Ad GR texts also exhibited the copywriters' use of nominal phrases for persuasive effect. The nominal phrases that were employed were short in structure. They made reading easy and contributed to the comprehension and recall of the textual message. The nominal phrases functioned as descriptive elements and they painted various word pictures in the 5 mind of the reader with respect to the features, qualities and properties of the advertised products. The nominal phrases in the Ad GR texts were concise in nature and they communicated instantly and with impact. They were attractive and they drew the attention of the audience to the advertized products. The nominal phrases in the Ad GR texts enabled the copywriters to communicate their information in a brief and precise manner. Another thematic trend that emerged from the analysis of the Ad GR texts was the use of the second person personal pronoun by copywriters for persuasive effect. The use

of the second person pronoun enabled the copywriters to speak to the audience directly about the qualities and features of the advertised products. This had a personal effect on the audience since they had been addressed, individually. The analysis of the Ad GR texts revealed that the use of the second person pronoun engaged the reader at a personal level and it established a friendly relationship between the copywriter and the audience. The use of the second person pronoun in the Ad GR texts attracted the attention of the potential customers to the advertised products as they had been personally addressed. The use of the second person pronoun made the advertising discourse interactive; the reader feels personally involved in the textual message. This makes the potential customer to develop a positive attitude towards the advertised product.

6.2 MAIN CONTRIBUTIONS TO THE BODY OF KNOWLEDGE

The current research focused on persuasive elements in the English of adverts in the Ghanaian press. The study revealed that copywriters in the newspapers in Ghana employed Aristotle's three artistic proofs, figures of speech and grammatical elements for persuasive effect. However, previous studies on the use of English in adverts in the Ghanaian print media dwelt on other aspects of English such as hedging, personalization, metaphor, discourse strategies, inter-textuality, identity and culture (Duah, 2007; Anim-Ayeko, 2012). Furthermore, the literature on the use of English in advertising in non-Ghanaian context also exhibited approaches that were different from the current investigation. From the West African sub-region, Adamu (2009) conducted a study in Nigeria on the use of English in the print media. Apart from English, advertisers in Nigeria incorporated cultural elements such as proverbs, kola-nuts, address terms and traditional wears in adverts. In the United Kingdom, Leech (1966) studied the use of English in advertising in Great Britain and he focused on the syntactic, morphological, grammatical, semantic, phonological and figurative components. Koteyko (2015) also studied the English employed in adverts in the print media in Britain. The study showed variations in the English used in adverts in terms of gender and social stratification in Britain. In the studies conducted in the United States, Noriega and Blair (2008) investigated the use of English and other languages in adverts and their influence on the attitude of consumers towards advertized products. Pigott (1996) was a comparative study on British and American English employed in television adverts. Gerritsen et al (2010) studied the use of English in product adverts in five Western European countries. They investigated the comprehension of the audience of the English of adverts. Balawka (2006) was a study on the English employed in product adverts in Magazines in Poland. The study revealed that copywriters use both English and Polish in adverts to achieve a certain rhetorical effect. Goldstein (2011) investigated the communicative and decorative functions of the English employed in Japanese adverts. Nga (2010) was on the use of English and Vietnamese in adverts in magazines. Other issues such as gender, identity and pictorial images were incorporated in the study. There were other studies conducted on advertising slogans in English (Romanenko, 2014; Skorupe & Duboviciene (2015). It can be deduced from the literature on previous studies that a number of researches have been conducted on the use of English in advertising both in the Ghanaian and non-Ghanaian contexts; however, none has incorporated all the three thematic areas (Aristotle's three artistic proofs, figures of speech and grammatical elements) of the current study in one research project. This attribute distinguishes the current study from previous ones. The current research contributes to the body of knowledge on the use of English in advertising. From the literature, previous studies have focused on linguistic violations in the English of adverts (Leech, 1966; Harris, 1989; Leah, 2001), comprehension of the English employed in adverts (Gerritsen et al, 2010), code-mixing of English and other languages (Bulawka, 2006; Ustinova, 2006; Martin, 2002; Bhatia, 1992, 2004; Lee, 2006), the communicative and

decorative functions of the English used in adverts (Goldstein, 2011; Takashi, 1990; Moeran, 1985; Mooney, 2000; Hyde, 2002) and the role English plays in advertising effectiveness (Koteyko, 2015; Noriega & Blair, 2008). It is worth noting that the current study has distinguished itself from previous research by demonstrating the persuasive functions of Aristotle's three artistic proofs, figures of speech and grammatical elements in the English employed by copywriters in adverts in the Ghanaian press. The current study contributes to the body of knowledge on the use of English in adverts for persuasive effect. Another attribute of the current study that differentiates it from previous researches is that it was conducted from three theoretical perspectives: Aristotle's Rhetorical Theory, Conventional Figurative Language Theory and Standard Theory of Generative Grammar. These theories lent support to the three thematic areas of the current research: The first theory underpinned the investigation on Aristotle's three artistic proofs (logos, pathos and ethos) in the English employed in adverts in newspapers in Ghana while the second theory supported the study of 8 figures of speech in the English of advertising in the Ghanaian press. The third theory backed the research on the use of grammatical elements in the English of adverts in the print media in Ghana. The three theories contribute to the body of knowledge on their use in research.

6.3 LIMITATIONS OF THE STUDY

In this section, the limitations that pertain to the current study are acknowledged. The first limitation is that the current research was restricted to adverts in the print media in Ghana; nonetheless, there were adverts designed for the electronic media as well. The present study did not cover adverts on television and radio because both English and the other Ghanaian languages are used in the transmission of information. It is worth noting that the newspapers in Ghana are written in English only and the current study focused on English. The second limitation is that although adverts in the newspapers in Ghana comprise English texts, pictorial images and graphic designs, interpretation of the findings from the current study should be limited to the linguistic component. All the constituent parts of an advert in the print media contribute to the attraction and persuasion of the potential customer. The current study focused on the persuasive elements in the English employed in the newspapers in Ghana as previous research have stressed the important role language plays in adverts (Dyer, 1982; Goddard, 2002; Nga, 2010; Vestergard & Schroder, 1985). The third limitation is that in spite of the fact that there are different types of adverts in the newspapers in Ghana (business, service, institutional, political, educational, corporate, agricultural, public service, classified and so on) the present research was restricted to products adverts. The choice of the latter is because they are many and varied, as compared to the other types of adverts. Indeed, products adverts yielded large corpus sufficient for analysis. The fourth limitation is that large quantities of adverts were sampled in order to select the type of adverts that served the purpose of the study. Since a purposive sampling approach was used in the qualitative methodology, interpretation of the findings from the current study cannot be generalized beyond the scope of the study.

6.4 RECOMMENDATIONS FOR FUTURE RESEARCH

Dwelling on the acknowledged limitations and the findings of the current study, a number of research-related concerns are recommended for further investigation. Previous studies conducted in non-Ghanaian context (Leech, 1966; Harris, 1989; Leach, 2001) had revealed linguistic violations in the English of advertising. In the current study, there were a few instances of rule-breaking or violations in the English of some of the adverts. For instance, the copywriters used incomplete sentences which took the form of words, phrases, dependent clauses and they were presented as if they were full-fledged sentences. Another example is that the subject elements of some sentences of the advertising texts were not part of the syntactic structures but were pictorial images that formed the background of the advertising texts. I recommend that

future research is conducted to establish the full picture of the nature of linguistic violations in the English of advertising in the Ghanaian press. Gerritsen et al (2010) researched into the extent to which a target audience in some Western European countries understood the English of a selected advertising text. The findings of the study revealed that a significant number of the participants of the research did not understand the English of the advertising text. The findings of the current study proved that the English of 10 adverts in the newspapers in Ghana is both literal and figurative. Further studies could be conducted into the extent of comprehension of the English copywriters in the newspapers in Ghana employ in the communication of advertising messages. Advertising in the print media comprises language, pictorial images, graphic and colour designs. As the ultimate goal of advertising is to persuade a target audience of the exceptional qualities of goods and services, whichever form that advertising takes it has attraction and rhetoric (Dyer, 1992; Vestergaard & Schroder, 1985). The current study focused on persuasive elements in the English of adverts in the print media in Ghana. Future investigation could consider the persuasive effect of non-linguistic features in adverts in newspapers in Ghana. There are many genres of advertising in the Ghanaian newspapers: Service, institutional, business, corporate, political, religious, educational, agricultural, cultural, Public service and classified; however, the current study focused on product adverts since, as compared to the others, they are many and varied; they yielded a wide spectrum of data for analysis. Further research could be conducted on the other types of advertising to establish the persuasive elements in them. In Ghana, two types of media are in operation: The print and the electronic. The current study was based on the print media for two reasons: First, the newspapers in Ghana are written in English only and second, the focus of enquiry of the current research is English. The present study was not extended to the electronic media because they are multilingual; they employ both English and the Ghanaian languages for communication of information. Future investigation into the persuasive elements in the indigenous languages used in advertising on radio and television could be considered. 11 Advertising is a strategic form of communication as its ultimate goal is to persuade a targeted audience to take purchasing decisions. The advertiser creates the advert to meet certain objectives, directs it to a target audience through the right communication medium. An effective advert, according to Moriarty et al (2009) is one that is able to meet its objectives. The authors therefore suggest an analysis of the effectiveness of all the effort incorporated into the creation of adverts. Effective adverts exhibit creativity; they are attractive and strategic (Moriarty et al, *ibid*). Another trend of future research into the effectiveness of advertising could be considered. The investigation could focus on the extent to which adverts are able to meet their objectives. The findings could give rise to improvement, modification or innovation in advertising in the Ghanaian press. 6.5

CONCLUSION In this final chapter of the thesis, I presented a summary of the research findings, the limitations of the study, the main contributions of the study to the body of knowledge and made recommendations for future research. The current study revealed that copywriters in the print media in Ghana employed Aristotle's three artistic proofs, figures of speech and grammatical elements in the English of adverts for persuasive effect. From the present study, it can be deduced that although advertising has different constituent parts, language enables copywriters to transmit the advertising message and makes the audience remember it. The current study is a contribution to the ongoing research on the use of English for persuasion in advertising. 2 3 6 7 9 12 13

**APPENDIX III
EDITING REPORT**

**UNIVERSITY OF CAPE COAST
COLLEGE OF HUMANITIES AND LEGAL STUDIES
FACULTY OF ARTS
DEPARTMENT OF COMMUNICATION STUDIES**

Telephone: 03321-30944
Email: dcs@ucc.edu.gh
Our Ref: DCS/W/1/47
Your Ref:



UNIVERSITY POST OFFICE
CAPE COAST, GHANA

15th October, 2018

TO WHOM IT MAY CONCERN

REPORT ON EDITING OF THESIS

This editing report is to substantiate that I have perused and wholly edited the doctoral thesis entitled “**An Analysis of Persuasive Elements in the English of Advertisements in Newspapers in Ghana**”, by Mr. Richard Torgbor Torto. In fact, apart from a few spelling, punctuation and grammatical errors which the candidate is to rectify, the English of the thesis is well-wrought. The sentences are well constructed, coordinated and mechanically accurate. Generally, the English of the thesis is lexically, morphologically, syntactically and semantically appropriate.

Thank you.

Yours sincerely,

Dr. Eric Opoku Mensah

Editor, Writing Centre

University of Cape Coast

APPENDIX IV
AUTHORIZATION LETTER

University of Cape Coast
Department of Communication Studies
Cape Coast
19th February 2018

The Director
Directorate of Public Affairs
University of Cape Coast
Cape Coast

Dear Sir,

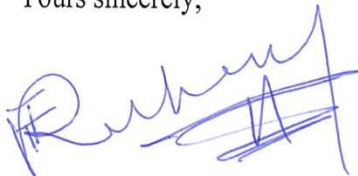
Permission to Have Access to Newspapers for Research

I would be very grateful if I could be permitted to use the 2017 stock of newspapers from your outfit for research purposes.

I am a Senior Lecturer with the Department of Communication Studies of the University of Cape Coast and pursuing a PhD in Advertising with the University of South Africa. My research is on persuasive elements in the English used in advertisements in newspapers in Ghana. The newspapers are my main source of data since my study is the document type.

I would appreciate it very much if I could be allowed to have access to the 2017 collection of newspapers from your archives.

Yours sincerely,



Richard T. Torto

APPENDIX V
Ad LO TEXTS DATA

The Chevrolet Cobalt

Compact

Conqueror

Digital dashboard

Radio, CD, AUX, Phone AUX, 4 speakers

Air condition, power steering, 2 airbags

Folding back Seats, cup holders

5 speed automatic, Automatic immobilizer

Fog lamps, Remote control door locks

Anti- lock braking system (ABS)

Power windows

(Daily Graphic, Thursday, January 26, 2017, P. 18)

The all new Nissan Altima is here.

Refined luxury. The power to thrill.

Whether you choose the economical 4-cylinder engine or legendary 3.5 litre V6, its feature packed, luxurious interior and dynamic handling will awaken your love of driving.

Introducing the most advanced Altima ever.

Refined luxury with the power to thrill

Japan motors: Genuine spare parts and affordable quality service throughout Ghana.

(The Ghanaian Times, Tuesday, September 19, 2017, P. 22)

Alfa Romeo Stelvio

All- Aluminum engine

2.0L direct- injection 14

Intercooled Turbo Engine

280 horse power

360LB-FT of Torque

8- Speed automatic transmission

Be the first to drive it

(Daily Graphic, Monday, May15, 2017, P. 66)

Ford Trucks

Made for the job

The new Ford Trucks construction series, on the job, with full force.

The new Ford Truck construction series has been designed for the toughest jobs out there, from mixing cement or moving great mounds of earth, working in the vastest of quarries to the smallest sites. Drop into one of our branches today to find out more about how our tenacious 12.7-litres, 430PS Motors – powered series can help you.

Ford Trucks

Sharing the load

(Daily Graphic, Friday, March 17, 2017, P. 31)

Nissan X – Trial

XTRONIC CVT TRANSMISSION

Maximum power: 126KW (169HP) Petrol

Radio with MP3/CD/FM/Bluetooth/cruise control

Aircon with 7 leather seats

Refrigerator cup holders

Alloy wheel and parking Sensor (Daily Graphic, Thursday, May 18, 2017, P. 29)

Nissan Patrol – GL

5 – Speed Manual Transmission

Maximum power: 110Kw (150HP) Diesel

CD player

Aircon with fabric seats

7 Seater

Steel wheels

Genuine 4x4 – steel frame chasis

(Daily Graphic, Thursday, May18, 2017, P. 29)

Nissan Patrol – GRX

4- Speed Automatic Transmission

Maximum Power: 110KW (150HP) Diesel

6 CD Changer

Aircon with Leather Seats

7 Seater

Alloy wheels

Steering wheel controls

(Daily Graphic, Thursday, May 18, 2017, P. 29)

New JAC N – Series

Specially designed for our local market

Highly efficient

Tough frame for any application

Tough axle: Whatever you load, N- series takes it easily

Tough suspension: Makes your task for more reliable

Optimized steering

Highly economical fuel consumption

Robust, durable, reliable

Waranty

AC

(Daily Graphic, Tuesday, May 16, 2017, P. 34)

The tried, tested and proven NPK fertilizer for your cereals

Get the added advantage of YaraMila Actyva fertilizer

A part of the nitrogen content is in nitrate form which is directly absorbed by the plant. YaraMila Actyva minimizes nitrogen losses compared to other NPK and straight fertilizers. YaraMila Actyva dissolves quickly ensuring rapid release of the nutrients to the crop. Comes with additional trace element such as sulphur, zinc and magnesium.

Friendly to the soil PH

(Daily Graphic, Monday, June 12, 2017, P. 45)

Trane

The contura 5G Air- conditioner

Standard Features

Environmentally friendly

R410 refrigerant

Energy efficient

Capacity range

Refrigerant leak detection

Dry and sleep mode

Self-diagnosis

Environmentally responsible Air conditioning

(Daily Graphic, Wednesday, October 4, 2017, P. 3)

Reverse osmosis water Filtration plants ranging from 250LPH to 2000 LPH complete with pre-filtration. Installation and maintenance services available. Removes salt, hardness, bacteria, viruses, heavy metals, arsenic, Ferro cyanides, nitrates, sulfates etc. from bore well and surface water.

(Daily Graphic, Thursday, September 21, 2017 P. 3)

Tough on road, light on budget

Hilux Tough

Tough, durable, affordable

Specifications:

Safety: D+P+Knee airbag, clutch start system, fuel tank protector, seatbelt warning, door ajar warning, light remind warning, anti-lock braking system.

Convenience: 6 seater capacity, 4WD- 2WD Swicth, auto disconnect differential, differential lock, deck guard frame with inner deckhooks/ Front towing hook, 80L fuel tank capacity, assist grip, accessory connector, fuel sedimenter.

(Daily Graphic, Thursday, January 26, 2017, P. 21)

Fevicol Adhesive

As one of the most trusted adhesive brands, Fevicol has been synonymous with building strong bonds since its inception. With an ever-expanding global footprint, and a special focus on Africa markets in recent years, Fevicol has grown to become the one of the largest selling adhesive brand in Africa, recognized for its superior quality and innovative products.

By creating an indelible mark in consumers' minds and connecting with their local needs, Fevicol has become one of the preferred brands in Ghana.

From what we've learnt over the years, it pays to stick with a brand that performs to lead.

Fevicol, the ultimate adhesive

(Daily Graphic, Thursday, January 26, 2017, P. 5)

New Renault Koleos

Style. Comfort. Character

Specifications: 2.5ltr engine, tyre pressure monitoring system, 8.7 multimedia tablet with navigation system, ventilated front seats, hands-free parking, ambient interior mood lighting, blind spots detection, sonar warning system, power tail gate, panoramic sunroof.

(Daily Graphic, Monday, November 27, 2017, P. 31)

Simply stunning

The All New Honda Civic

2.0 litre, 158BHP, day time running light, 7 display audio, electronic parking brake, smartphone tray, continuously variable transmission, Honda lane watch, walkaway auto lock, smart entry trunk and door, 2USB jack, HDM Jack, one push start, display audio apple car play & android auto.

(Daily Graphic, Wednesday, August 2, 2017 P. 62)

The exceptional

Mitsubishi L200 GL

The L 200 GL pick up is now available

Double- cabin, 4x4, high- quality specs, top safety features, great comfort at a very affordable price. Come, take it for a spin.

Free registration, free service at 1,000Km, free labour cost at 5,000km, quick service.

(Daily Graphic, Tuesday, April 18, 2017, P. 94)

Nissan Pathfinder

For the modern family

The ultimate crossover SUV for the modern family. From seamless shifting to seamless performance. The new Nissan Pathfinder redefines it all. Giving you power when you need it and efficient cruising for the long road. Next generation CVT transmission. Legendary 3.5litre V6 petrol engine. All mode 4x4 – i. All you need to do is get in, push start, and conquer everyday. Your way.

Premium comfort, versatile, Dynamic performance.

(Daily Graphic, Thursday, February 16, 2017, P. 8)

New Hilux

Comfortably tough

Specifications:

3L diesel MT /2.7L petrol AT

ECO/Power drive modes (AT model)

Noise absorption and sound insulation body

Reinforced/vibration absorbing suspension

265/65 R17 Alloy/ steel wheels

Steering Switch for Audio

5 speed manual/ 4 speed automatic

Driver + passenger + knee airbags

Extended cargo deck structure

Engine undercover

Audio panel system with CD player +6 speakers

USB /AUX /BT connectivity.

Toyota, Superior quality.

(Daily Graphic, Friday, February 24, 2017, P. 15)

Dell Computer

Dell Latitude 14 E5440

Intel core i5- 4300U (1.9GHZ/3MB)

8GB RAM/500GB (5,400Rpm)

Hybrid SSD W/8GB Flash

14 inch display

Webcam w/mic/DVD+/RW

Wifi/ Bluetooth.

Win 7 Pro 64-bit

NVIDIA Geforce GT 720m 2GB Graphics card

3 months WTY

(Daily Graphic, Thursday, August 3, 2017, P. 3)

APPENDIX VI

Ad PA TEXTS DATA

No Seal,

No Deal!

Every bottle of Voltic Natural Mineral water is sealed with a tamper-evidence seal, which shows that the content of the bottle is the quality, Voltic Mineral Water you know.

The Voltic dispenser bottle is no different and that's why you need to make sure that every Voltic dispenser bottle you buy has the Voltic logo embossed on it and has a red cap, sealed with the Voltic branded tamper- evidence seal. That's the quality Voltic Mineral Water you want.

Always remember to buy your Voltic dispenser bottles from our salesmen and wholesalers! And make sure to remove the tamper-evident seal before usage.

Choose Voltic Natural Mineral Water for your dispenser today.

(The Mirror, Friday, January 6-12, 2017, P. 22)

Aloette, share the younger skin

Battling with dark parches, dark spots, wrinkles or fine lines, we have the perfect product to treat it all. Guardian environmental protection serum works as a barrier against everyday environmental stress that leads to fine lines and wrinkles while helping to reduce redness, inflammation and discoloration.

(The Mirror, Friday 7-12 April, 2017, P. 7)

Make every print count.

Buy original HP ink & toner

Purchasing non-HP ink and toner can wind up costing you in the end- producing blotchy, streaky, faded prints.

Original HP and toner cartridges deliver superior prints 100% of the time.

(Daily Graphic, Thursday, March 23, 2017, P. 3)

Are you suffering from eczema, ringworm, stretch marks or dull skin

When the body needs revival, it needs this body lotion from the Re/ New by Aloette collection. Re/Vive uses farm to jar ingredients including aloe vera, ginger root extract and fast –acting detoxifying ingredients to provide a moisture barrier to the skin and keep dry skin at bay. When you’re looking for a lotion that de-stresses the mind, body and soul, look no further with Re/Vive.

(The Mirror, Friday, March 10-16, 2017, P. 9)

...Loss of libido?

Get Vivadona capsules for women!

Don’t let the stress and anxiety of your busy lifestyle stand in your way. Turn on the passion in your relationship with Vivadona capsules. Clinically proven, Vivadona is a herbal based capsules that help to increase libido and improves sexual interest or desire in females. Get Vivadona in all leading pharmacies.

Rekindles the fire

(Daily Graphic, Thursday, January 26, 2017, P. 19)

Honda Water Pump

Only original Honda Pumps will have the Honda logo embossed on the pump body metal. The original Honda pump now has a red fuel tank with the model WB30XH and the Honda logo. The original Honda pump has a tiny hidden trust – Gram sticker to prove its authenticity. Avoid fakes and buy only the original Honda WB30XH 5.5 HP3water pump.

(Daily Graphic, Thursday, August 3, 2017, P. 3)

Success is a pain in the back!

Stop pain before it stops you!

Get AirComfort chairs & Height Adjustable Desk

5 year guarantee on all AirComfort seats

(Daily Graphic, Tuesday, January 10, 2017, P. 9)

...Loss of Libido?

Get Vigomax

The energizer for men

Vigomax is a unique blend of scientifically proven herbs which help to increase libido in males.

Get Vigomax in all leading pharmacies.

(Daily Graphic, Tuesday, September 26, 2017, P. 5)

APPENDIX VII
Ad ET TEXTS DATA

Aloette: Share the younger skin

Aloette ageless science system restores hydration and smooth away deep set lines and wrinkles in just four weeks.

Our products contain the best botanical ingredients and cutting – edge problem solvers in the beauty industry that work for all ages and all skin types.

(The Mirror, Friday, October 27 – November 2, 2017 P. 10)

GH¢99 for decoder, Antenna and 1 month subscription.

Now with GH¢99 you can own a GOtv Decoder.

Why want? Go get yours today and transform your viewing experience with countless local and international channels.

Rush now to an accredited dealer!

(Daily Guide, Tuesday, October 3, 2017, P. 11)

“I believe in solar, I chose UMAWA”

(Prof Ablade Glover, Artist Alliance Gallery, Labadi, Accra)

Wonder what solar power has got to do with convenience, security, enormous savings and even your pension?

Lets prove it to you, the German way!

UMAWA! Solar Power Everyday

(Daily Graphic, Monday, May 15, 2017, P. 5)

Get the new Galaxy S8 from Vodafone

The wait is over – The Galaxy S8 is now available at any Vodafone shop and comes with 20GB data for 3 months, Alcantara Phone Covers, Power banks, screen protectors and other fantastic accessories.

Vodafone: Power to You

(Daily Graphic, Monday, May 15, 2017, P. 60)

SAMSUNG

Four star in energy saving

Samsung refrigerators don't only meet your fridge needs, they are best guaranteed to reduce your electricity bill.

Four – star approved by the energy commission

(Daily Graphic, Thursday, March 23, 2017, P. 15)

World's first smart convertible refrigerator

5 needs. 1 fridge

Twin cooling

Smart conversion

5 convertible modes for your specific needs

Get extra storage by converting the freezer into fridge

(Daily Graphic, Thursday, March 23, 2017, P. 15)

Crompton Air Coolers

Save electricity bills by 70% and enjoy the cool breeze with Crompton air coolers

Built with care

Built to last

Suitable for homes, offices restaurants, shops, churches and community halls

(Daily Graphic, Thursday, March 16, 2017, P. 3)

Steel Security Doors (From Turkey)

All doors come with:

Panels and bullet proofing

Triplet locking system on both sides

120 minutes fire resistance

10 year warranty

Free installation

Free delivery within Accra

Rust free security doors

Flexible payment terms available for salaried workers with reputable companies

(Daily Graphic, Tuesday, March 14, 2017, P. 57)

Prestige Pozzolana Cement Limited

Think quality, think affordability

Pozzo helps to control moisture rise

Resists salt and acid attack

Council for Scientific and Industrial Research (CSIR) Technology.

(Daily Graphic, Tuesday, March 14, 2017, P. 34)

Etrex tracker

Track your vehicle anywhere

Choose your own network provider

Stop and lock your vehicle with a phone, tablet and computer when stolen

Track your vehicle via phone, tablet and computer anywhere in the world

Monitor your vehicle fuel level wherever you are

24/7 rapid response in case of any incidence (Daily Graphic, Monday, May 23, 2017, P. 56)

Honda Civic

A masterpiece of intelligence

2.0 litre

158 BHP

Day time running light

7 display audio

Electronic parking brake

Smart phone tray

Continuously variable transmission

Honda lane watch

Walkaway auto lock

Smart entry trunk and door

2USB Jack

HDMI Jack

One push start

Display audio apple car play and android auto

(Daily Graphic, Tuesday, May 23, 2017, P. 18)

New VW Passat

As advanced as you

Engine – 1.8TSI, 132 kw/180bhp

Engine type, number of valves per cylinder – 4 – cylinder, gasoline

Fuel consumption – 5.8 litres/100km (extra urban)

Transmission – 7 speed automatic transmission

Cellphone preparation – Bluetooth availability

(Daily Graphic, Tuesday, March 21, 2017, P. 14)

HP Laserjet Pro MFP

This affordable, full-featured

MFP is easy to install – and prints, copies, scans and faxes

Enable easy printing from smartphones, tablets and laptops

With wireless connectivity and mobile printing features

(Daily Graphic, Tuesday, March 21, 2017, P. 47)

HP Printer: Laserjet Enterprise

Hi-speed reliability

Intuitive 4 – line colour display with 10 – button keypad

Built – in automatic two – sided printing

500 – sheet output bin

Two sided printing only with M602X

100 – sheet multipurpose tray. Handles heavy custom media up to 53 Ib board

HP 90X High Yield Black Original Laserjet Toner

(Daily Graphic, Wednesday, March 29, 2017 P. 3)

Denyo

Japanese Generator

Powered by Kubota Isuzu Engine

Fuel efficient

Quiet and powerful

High performance

(Daily Graphic, Thursday, March 3, 2017, P. 29)

Reduce your electricity bills today!

Save as much as 70% of your energy bill by investing in a solar Power System

Surveillance Solutions Limited

(Daily Graphic, Thursday, March 2, 2017, P. 75)

No. 1 selling Korean automobile in the world!

Modern premium reflects our commitment to offer the finest automotive products that make our customers feel proud and satisfied with their appearance and performance

Hyundai world

Hyundai Motors Investment (GH) Ltd.

(Daily Graphic, Wednesday, October 4, 2017, P. 62)

Durable, robust UK generators

Authentically built in the UK

(14.3KVA to 3000 KVA)

G & J Technical Services Ltd

The Generator People

20 years plus, experience

Generator sales

Exceptional customer service

Efficient workforce

Prompt response

(Daily Graphic, Monday, October 9, 2017, P. 21)

Think Big, Payless

Renault Duster

Starting at USD 15,900

Engine 1.6/2.0 Ltr

Dual Airbags

Anti – lock braking system

Bluetooth hands – free connectivity

Steering wheel with tilt function

(Daily Graphic, Monday, October 9, 2017, P. 75)

EcoTank ITS Printer

No cartridges

No hassle

No brainer

We've changed consumer printing forever.

Our EcoTank ITS Printer comes with up to three years' worth of ink included. And with no Cartridges to buy or change, you can expect print savings of up to 90%. See all the benefits of our revolutionary new printer at epson.eu/ecotankits

(Daily Graphic, Tuesday, October 24, 2017, P. 21)

The All – New Nissan Qashqai

Ride to new urban heights.

The ultimate city crossover. With its sleek sporting contours, advanced safety features, spaciousness and adjustable driving positions, the Qashqai delivers dynamic ride and handling that gives you total control.

The Nissan Qashqai is your enhanced urban driving experience waiting to happen. Get empowered today, visit Japan Motors today.

Dynamic design, advanced technology, inspired performance.

(Daily Graphic, Thursday, January 26, 2017, P. 8)

Aloette Share the younger skin

Brighten up your eye area with this essential eye pack

Dermabind

Micro injects moisture into thin eye tissue to plumb and revive the look of tired eyes! Also tightens connective collagen from brows, eyelids and under eye to provide light!

Soaks into the soft eye tissue and goes to work in plumping and lifting the entire eye area! By micro injecting moisture deep into the eye area.

Dermabind revives the look of saggy tired eyes!

Vitamin K is highly effective in the shrinking of inflammation, especially in enlarged blood vessels. Dramatically repair the look of dark circle around eye area due to this type of inflammation.

Echinacea is a soothing herbal anti – inflammatory that decrease swelling in soft eye tissue! Reduces the stress associated with eye strain!

(The Mirror, Friday, August 25 – 31, 2017, P. 7)

The Volkswagen New Passat and Polo

Top notch performance, highly comfortable and incredibly fuel efficient.

Prices you can afford

All these and more at a price that will meet your pocket.

3 years warranty

3 year free maintenance package

Test drive available

Finance options available

(Daily Graphic, Wednesday, June 21, 2017, P. 51)

Beware!

Tons of savings guaranteed!

With a loading capacity of to 80 tons, Ford Trucks 3543T Carries tons of fuel at a time, so that you can keep on making savings time and time again. Equipped with dual clutch, powerful engine brake and 16 – speed ZF transmission, the 3543T is now available in Ghana

Ford Trucks, sharing the load

In – house financing

Servicing packages

Stock availability

(Daily Graphic, Friday, November 10, 2017, P. 21)

Rocket AGM Batteries for Solar Power and Energy Storage

Maximum efficiency storage of power for minimum cost. Whether for business, industry, telecoms homes or big trucks, buy Rocket AGM batteries a globally trusted brand in energy storage.

(Daily Graphic, Thursday, February 2, 2017, P. 46)

The Chevrolet Cobalt

Feel the attraction

Digital dashboard

Radio, CD, AUX, Phone steering, 2 Airbags

Folding back seats, Cup holders

5 speed automatic, automatic immobilizer

Fog lamps, remote control door locks

Anti – lock Braking System (ABS)

Power windows

(Daily Graphic, Thursday, April 6, 2017, P. 63)

Agricultural Manufacturing Group Limited (AMG)

Don't just plant,

Plant right with the new NPK 25 – 10 – 10 + TE with slow release technology

AMG fertilizers (Sulphate of Ammonia, NPK, Urea) proudly supports the planting for food and jobs campaign.

(Daily Graphic, Tuesday, April 25, 2017, P. 15)

We do wonders behind your back...

...with our new range of AirComfort chairs that come with inbuilt Auto back support pump, which protects the back curvature

Heat, which promotes blood circulation, soothes and relieves muscle tension and

Massager, that relaxes tired and fatigued muscles. With these 3 new additional features you are guaranteed neck support and a pain – free back while sitting.

AirComfort chairs ensure that aches and pain that may arise as a result of long hours of and bad postural sitting are put behind you.

(Daily Graphic, Tuesday, February 14, 2017, P. 79)

APPENDIX VIII
Ad FS TEXTS DATA

Rethink your style

Classy new look

Every single bottle of Verna

Purchased helps to change

eone's life!!!

Verna Natural Mineral Water

Changing people's lives

(The Mirror, Friday, December 1 – 7, 2017, P. 22)

The new Mercedes-Benz GLE

Make the most of every terrain.

Venturing cross-country or across town?

Want to play it safe? Trust your SUV

The GLE is engineered to earn it in numerous ways. From its solid build and precise handling to the luxurious craftsmanship of its cabins, the GLE aims to inspire your confidence in its performance in all situations.

Mercedes Benz

The best or nothing.

(Daily Graphic, Tuesday, October 10, 2017, P. 27)

Elegant Money Counting and Counterfeit Detecting Machine

Intelligent, simple and accurate machine

Easy to clean and maintain

Specially designed to count poor quality notes

Counting speed 1500

Hopper capacity 400 notes

Detects all counterfeits, including Cedi, USD, Euro etc.

(Daily Graphic, Monday, July 24, 2017, P. 77)

Why settle for 4 wheels when you can have 6 for the same price?

Purchase the Nissan Patrol and receive a complimentary Yamaha Crypton.

(The Ghanaian Times, Monday, February 13, 2017, P. 2)

Coin Sorter

Intelligent high speed, heavy duty coin sorter

Programmable Bag Stop

Counts and sorts mixture of coins

Seven digital LED display

Direct easy access with safety interlock system

Employs reliable electronic counting systems, date value

(The Ghanaian Times, Tuesday, May 16, 2017, P. 23)

The new fabric sensation from the fabric masters. GTP unveils the fabric that's perfect for all the things you love to do!...

A night out, fun at the beach or a smart look for any occasion,

GTP NuVo does it all.

Get your GTP NuVo at any woodin boutique and in selected GTP outlets.

GTP NuVo, wear it with style

(The Mirror, Friday, May 5 – 11, 2017, P. 19)

Shield Paints (Italian technology)

The premium paint with endless possibilities

With over 1500 colours available (Daily Graphic, Thursday, March 16, 2017, P. 62)

Differences between uPVC windows and Aluminium windows

With uPVC:

You can use it for a long time without changing colour

You don't experience heat.

The colour doesn't change

It doesn't rust, no noise when closed.

You can use it for a long time without any problem

It doesn't shrink

(Daily Graphic, Wednesday, March 15, 2017, P. 29)

Skoda

The New Skoda Octavia

Reflecting the age we live in

Skoda world, sales, service, finance, spares, body shop, warranty

(Daily Graphic, Wednesday, January 11, 2017, P. 48)

New Samsung AddWash

Add forgotten items

Forgotten an item? AddWash lets you simply and quickly add forgotten clothes after your wash cycle has already started. You can also easily pop in hand-washed clothes that you just want to rinse or spin dry.

(Daily Graphic, Monday, October 30, 2017, P. 56)

The All New Honda CR – V

The world's best-selling SUV now here

2.4L CVT, 18 Alloy wheels, ECON System, power tail gate, LED lights, multi view rear camera, Bluetooth (HET), cruise control, 7 display audio, VSA, AWD, Smart entry

Honda, The Power of Dreams

(Daily Graphic, Thursday, June 15, 2017 P. 31)

SAMSUNG

The next innovation in TV

QLED TV

The next generation of display, featuring reinvented quantum dot technology and a metal core for 100% colour volume. Improved off-angle viewing and a boundless 360⁰ design bringing every scene to life, while the one remote puts you in control of all your devices. Welcome to the next innovation in TV.

(Daily Graphic, Thursday, September 7, 2017, P.12)

LG OLED TV 4K

Perfect colour on perfect black

Infinite contrast:

Unparalleled details and image depth beyond that of any LED TV

Billion rich colours

Over a billion colours for a rich, brilliant picture

Active HDR with Dolby vision:

Advanced multiple HDR solutions with scene by scene adjustment

Dolby Atmos:

Experience cinematic sound in motion all around you.

(Daily Graphic, Wednesday, August 2, 2017, P.11)

Nokia

Nokia smartphones believe united we have more fun. Nokia 3, Nokia 6, Nokia 5

Built to last

Beautifully crafted

Aluminium design

Latest Android

Tailor your phone to your liking (Daily Graphic, Monday, August 7, 2017, P. 56)

Y & W Industry Ltd

All products for sale @ wholesale price

Our uPVC doesn't fade

It doesn't rust

It doesn't recoil

It has soundproof

Is durable and stronger

It doesn't produce heat

(Daily Graphic, Thursday, June 29, 2017 P. 9)

The Chevrolet Tahoe

The possibilities are endless

The Tahoe's athletic stance and striking good looks will leave a lasting impression

(Daily Graphic, Thursday, February 9, 2017, P. 37)

Nissan Patrol

The perfect balance.

The new Nissan Patrol is an expression of richly crafted luxury combined with a 5.6L V6 engine to bring the perfect balance where absolute luxury meets absolute power

Power, luxury, heritage.

(Daily Graphic, Thursday, February 16, 2017. P. 8)

V8 Nissan Patrol

405 horse power

5.6 liter V8 tough engine, advanced 4x4 package variable 4x4 mode selected, Hydraulic body-motion control (HBMC)

With a class-leading 5.6 litre V8 and 7-speed automatic transmission

The most powerful Nissan Patrol ever.

(Daily Graphic, Tuesday, February 28, 2017, P. 15)

Fishmeal!! Fishmeal!! Fishmeal!!

Inter-grow company Ltd has in stock

Fish pro 60, product of USA

Protein 60-62%

This high quality fishmeal blend is good for feeding layers, broilers, chicks, pigs and fish feed production

Buy 500 bags or more and enjoy free transport to any part of the country.

(Daily Graphic, Wednesday, November 8, 2017, P. 64)

Special Yamaha YBR 125E Offer

Run the city on terms you can afford.

This is the best time to get your own Yamaha YBR 125E.

The Yamaha YBR 125E gives superb fuel economy, no frequent break downs and it is awesome, reliable and durable. Don't miss out on this offer. Experience the convenience and power of the Yamaha YBR 125E.

Available only at Japan Motors

(Daily Graphic, Tuesday, September 26, 2017, P. 6)

Suzuki Celerio

Dual airbag, ABS, Bluetooth and USB, alloy wheels, 1.0L petrol engine.

Extra roomy. Extra space. Extra mileage. Extra easy. Extra fun

(Daily Graphic, Thursday, September 28, 2017, P.19)

APPENDIX IX

Ad GR TEXTS DATA

Discover a whole new generation of fleet tyre performance.

Engineered in Japan with unique DECTES (Dunlop Energy Control Technologies) in selected patterns providing unparalleled economy and long-lasting performance in all wheel positions DECTES is a combination of innovative design technologies aimed at controlling heat energy build-up and energy loss while ensuring a more consistent contact patch; resulting in lower rolling resistance, higher mileage, a more wear resistant tread and a reduction in uneven tread wear, all contributing to excellent CPK for any fleet requirement.

(Daily Graphic, Monday, December 18, 2017, P. 57)

Foton light duty trucks

Empower you business

Fuel economy

Powerful engine

Excellent load carrier

(Daily Graphic, Thursday, May 11, 2017, P. 6)

Drink Blue Jeans energy drink

Keep fit, be smart, alert and energized for the day's job.

For high performance and endurance

(Daily Guide, Wednesday, July 12, 2017, P. 24)

Mitsubishi Outlander

When it's rainy season outside...

Sit back relax and drive

(Daily Graphics, Friday, May 26, 2017, P. 47)

Total Quartz Engine Oil

Superior performance

Excellent engine protection

Clean engine and environment

Extends oil change interval

Keep your engine younger for longer.

(Daily Graphic, Wednesday, May 3, 2017, P. 29)

The all new Mitsubishi Pajero Sport

First class, road or not.

The world is yours in the new Pajero Sport. Whether confidently exploring rough terrain in the wilderness or attracting admiration on city streets, you'll be traveling first class all the way.

(Daily Graphic, Thursday, March 2, 2017, P. 79)

Shield Paints

Creating that long lasting smile

We take pride in providing you with brilliant colours that guarantee unique designs, amazing colours with flawless finish

With over 1500 colours available.

(Daily Graphic, Tuesday, March 21, 2017, P. 18)

Interplast Pipes

The best quality with long lasting durability plastic pipes suitable for hot & cold water.

Size ranges from 20mm – 110mm.

Accessories available

Replace your copper pipes now and save money!

(Daily Graphic, Wednesday, May 10, 2017, P. 37)

Put Bosch in your tool

Put the right accessory in your tool and save money

Choose Bosh today!

Jigsaw and reciprocating saw blades – cleaner

Cuts make the difference

SDS Max drill bits – Designed for today’s challenges.

Bosch

Invented for life

(Daily Graphic, Wednesday, May 24, 2017, P. 35)

Aloette

Share the younger skin

Your soles could use some love. The ReWind Overnight Foot Treatment is a unique farm to jar treatment that hydrates the soles over night for a better tomorrow.

Revive and renew your lips with Aloette’s ultimate age-defying lip formula. For Kissably Soft lips, try soothe the n Smooth Lip Balm and Lip Exfoliator, an extraordinary two-in-one lip balm and lip exfoliator. (The Mirror, Friday, February 3 – 9, 2017, P. 18)

Suzuki Vitara

6 Airbags

17 Alloy wheels

Suede & Leather seats

Halogen automatic headlamps

Chrome package

Push to start

The Suzuki vitara lives

Make it yours. (Daily Graphic, Tuesday, October 3, 2017, P. 48)

Unleash your riding passion with the Yamaha

Range: XTZ – 125E, Crux, Crypton, YBR-125G/E

Quality aftersales Services

Flexible payment option

Free registration

Free quality full face helmets

Mobile service available

Free servicing at 500km

(Daily Graphic, Tuesday, October 17, 2017, P. 59)

Pajero Sport

The power to accomplish your mission

Well appointed refined cockpit

Powerful engine and automatic transmission

Luxurious interior (7 seats)

Free registration

Free service at 1,000km

Free labour cost at 5,000km

Quick service (Saturdays, too).

(Daily Graphic, Friday, June, 23, 2017, P. 19)

Suzuki Baleno

1.4L Automatic

Push to start button

LED Headlamps

Reverse sensors

16 Alloy wheels

Powerful stance, enhanced safety, iconic body and innovative features.

Light up the way with the All-New Suzuki Baleno

(Daily Graphic, Wednesday, October 4, 2017, P. 61)

Affordable Elegance

Renault Sandero and Renault Sandero STEPWAY

Starting at USD 11,750.

Engine 1.6 Ltr.

Dual Airbags

Leather Interior

Rear view camera

Bluetooth Hands-free connectivity

Large interactive touch – screen entertainment system.

Renault

Passion for life

(Daily Graphic, Wednesday, June 7, 2017, P. 59)

HELI

Lifting your future...

Engine – powered forklifts

Electric forklifts

LPG/Dual fuel forklifts

Reach trucks

Container trucks

(Daily Graphic, Wednesday, June 7, 2017, P. 18)

Buy. Drive. Enjoy

Upgrade your status with a brand new Ford Ecosport today. Pay \$13,000 now and spread the balance at \$1,900 a month for 6 months.

Hands – free Bluetooth

Coolbox

Keyless entry

6 airbags

Excellent ground clearance

Compact yet roomy

Unbelievable road handling and safety features

Book a test drive today.

(Daily, Graphic, Tuesday, July, 25, 2017, P. 43)

Prowoman

Mineral & Vitamin Supplement for woman

For the

Everyday

Woman

(Daily Graphic, September 27, 2017, P. 12)

Sollatek

The power to protect

You don't have to ever worry about notortious power surges, use Sollatek products.

Staysafe

(Daily Graphic, Wednesday, February 22, 2017, P. 44)

Boost your health with...

Show yourself some love by drinking and eating healthy sugar-free cocoa from Golden Tree.

Our Royale and Aspire range are specially made to keep you vitalized and well.

(The Mirror, Friday, September 8 – 14, 2017, P. 7)

Mitsubishi Pajero

Drive the beautiful earth

Free registration

Free service

Free labour cost

Quick service

(Daily Graphic, Thursday, January 12, 2017, P. 62)

Experience the power to perform with

Yamaha

Motorbikes

Water pumps

Generators

Outboard Motors

Japan Motors Driven by excellence

(Daily Graphic, Thursday, January 12, 2017, P. 11)

Grundfos Pumps and accessories

Automatic booster pumps

Hydro-Pneumatic Pumps

End Suction Pumps

Submersible water pumps

Vertical multi stage pumps

Drainage pumps

Fire pumps

(Daily Graphic, Monday, July 31, 2017, P. 5)

POSSITECH

Car Tracking Device

Disable your car engine with a text message

Ignition detection and disabling

Free software and installation

No third party involvement

Speed reporting

No monthly fees or annual subscription

Driver monitoring and fuel cost reduction

Periodic reporting

Easy to install

Easy to install

(Daily Graphic, Thursday, November 9, 2017, P. 8)

The luxurious new Mitsubishi Outlander

Tame your world.

Master urban or off-road motoring in the newly refined Outlander. Agile handling and spirited response put you in total control, while quiet riding pleasure brings out the comfort of city, or off- the – track driving in a spacious 7 – seater. Wherever you roam, you'll feel refreshed in the new outlander.

(Daily Graphic, Wednesday, November 8, 2017, P. 63)

Raincoat roofing systems Ltd

Ghana's leading roofing company

Supplier of genuine Truecore (blue resin) steel trusses and clean colorbond roof sheets

Truecore:

Light weight

100% termite resistant

Non-combustible

Easy and fast to erect – true and straight

Colorbond:

Clean technology for cleaner roofs

Thermatech technology keeps your house cooler

Superior colour performance

Zincalume coated steel substrate – superior

Corrosion performance

(Daily Graphic, Wednesday, November 22, 2017, P. 21)

The Riso KZ30 Printer & Digital duplication.

Breaks new ground in fast, economical, high – quality printing.

There's no energy – intensive heater – which means no warm-up time

Enjoy hands – clean operation with sealed ink cartridges that just twist into place

It is compatible with a wide range of paper weights from 50 – 128gm 2 and 4 – step adjustment of paper feed pressure to match.

The easy – to – read control panel makes operation both, simple and intuitive

(Daily Graphic, Tuesday, February 14, 2017, P. 3)

Suzuki Alto

Best – in – class mileage

Easy drive and handling

Wave – front design

Very economical

Accelerate your life with the Zippy new

Alto. Big on style. Big on comfort

(Daily Graphic, Tuesday, February 14, 2017, P. 94)

Intelligent Luxury

The all news Honda Accord

2.4L I – VTEC engine, LED Daytime running lights, Econ system, start/stop button, rearview camera.

Honda, the Power of Dreams

(Daily Graphic, Wednesday, September 20, 2017, P. 27)

Total Land Cruiser Prado

Join the big league!

Display audio with DVD

Driver + passenger + Knee + Curtain airbags

Hill start & downhill assist controls

Vehicle stability + active traction control

independent suspension

Independent auto A/C

(Daily Graphic, Thursday, August 3, 2017, P. 62)

Cold & Flu Solutions

Mixtab & Tower

Fight the cold before it gets you

For the treatment of:

Cold, & flu, fever, headache, nasal congestion

Hay fever

Upper respiratory track infection, Rhinitis Bronchitis, catarrh

(Daily Graphic, Wednesday, September 27, 2017, P. 10)

Number one Liquid Fertilizer

Cocoa Wura Liquid Fertilizer

Pod growth

High yield

Sustainable income

(Daily Graphic, Monday, October 2, 2017, P. 62)

Renault, Passion for life

Renault Dokker Van:

Engine 1.6 Ltr. Payload 850kg, Bluetooth hands-free connectivity, anti-lock braking system

Renault Oroch Pick Up:

Engine 1.6Ltr, dual airbags, Bluetooth, hands – free connectivity, anti-lock braking system

(Daily Graphic, Monday, July 10, 2017, P. 93)

Crompton Greaves Heavy Duty Electric Motors

Fully copper wound & energy efficient. Used in Agro processing Mills, cement, plastic and other industries, block making, vibrators, mixers, etc.

Extremely robust and long lasting

(Daily Graphic, Wednesday, August 9, 2017, P. 3)