The Language of Newspaper Advertising: Stylistic and Semantic Perspectives

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Abstract
Stylistic is a branch of linguistic that studies the language patterns of particular authors. It is a branch of Linguistics which studies the linguistics features of situational distinctive uses (varieties) of languages made by individual and social groups in their communication. Semantics is a branch of linguistic that studies meaning. Meaning is the relationship between language and the external world. Combining stylistic and semantic features in advertising will give rise to efficiency. The uniqueness of the diction makes the language of advertising a specialized field of study. This study investigates the stylistic and semantic features involved in newspaper advertising. The research adopted a textual analysis approach to the qualitative research method. The population of study are 9 popular Nigerian daily newspapers that advertised organizations, products or services. The researcher used the purposive sampling techniques to select four commercial banks namely: GTB, FIRSTBANK, ACCESS and FCMB in Nigeria who advertise in these Nigerian daily newspapers were purposively sampled. The research used secondary sources or documents. The data analysis was done using documentary analysis where words, expressions and signs used in the newspaper adverts were analyzed in relation to what they seek to communicate to the audience. The study found that all stylistic devices proposed in this research such as Phonological devices, Grammatical devices, Graph logical devices, symbolical devices (pictures, icons etc.) and distinctive features among others are present in newspaper advertisement. The study also found that newspaper advertisement uses semantic features such as acronym, emotional connotative, adjectives, repetition and metaphor, among others to inform, entice, excite and induce the audience towards patronizing their products. The study concluded that stylistic and semantic analyses in newspaper advertisements have been serving as an effective way of bringing services to the audience as well as communicating and appealing to the emotions of customers. The study recommended that future researchers may explore some other linguistic approaches in the study of newspaper advertisement.
Keywords: Advertising, Semantic features, Stylistics, Newspaper.

Introduction
Communication is a vital aspect of the society. There are various mediums through which communication can take place. These mediums can be verbal or nonverbal. Verbal communication involves the use of organs of speech to articulate meaningful or non-meaningful utterances while nonverbal include the use of gestures, signs, graffiti, graphics, icons, gestures, mime, pictures etc. to transfer messages. Written communication is also a nonverbal communication involving the use of pen, joystick, ink, keyboard, typewriter to scribble messages on papers, computers, billboards, brochures, magazines, newspapers etc. Language no matter which medium plays an important roles in communication. There are many purposes for using language which determine how the writer or speaker chooses words. One of the major purposes for using language therefore, is to persuade the audience (Seino & Agwa, 2016). This is as a result of the fact that language has a very powerful effect on the actions and thoughts of people. Because language is not static or rigid, it is used in a dynamic way as the different situations of use arise. In using persuasive language the speaker or writer convinces the listener or reader to carry out an action or buy an idea. This is seen in the use of language in various discourse types which include sermons, lectures, newspapers, advertisements, etc.

The term "advertising" originates from the Medieval Latin verb "advertere" meaning to direct one's attention to. It is any type or form of public announcement intended to direct people's attention to the

availability, qualities, and/or cost of specific commodities or services (Hosni, 2019). There are three main categories of advertising which include consumer advertising aimed at promoting some product or services to the general public ,trade advertising which is targeted at trade publication for dealers and professionals and public relation advertising targeted at showcasing to the society issues of social concerns that need to be promoted. This study focuses on consumer advertising for the purposes of promoting some goods and services to the general public. The language of advertising, like every other field or discipline, has a language of its own, very often, it does not follow the grammar or logical rules of the everyday language. It is a kind of language that functions and familiarizes itself with the context in which it is used. Disciplines such as law, Journalism, Arts and Humanities all have kinds of languages peculiar to them such that the linguistic features employed directs one to know the field that such language use belongs (Robert, 2013). This clearly shows the inevitable power of language and its capacity to influence people and their behaviors. This is also true in relation to newspaper advertising where the choice of language affects the way messages are composed and conveyed; and the way of possible inflections and usages that language lend itself to. Therefore, to achieve this effect, newspaper advertisers must take into consideration the conative and emotive power of the lexical and syntactic structures they use. They also need to consider the idea that they want to communicate, thereby creating an appropriate style and diction that will portray the idea. Catchy phrases are most effective in attracting consumer's attention.

Stylistics is the linguistic study of style in language. Its objective is to delve into the manner in which a text projects meaning and how this meaning is interpreted by readers. These texts can be literary or non-literary. 'Stylistics is a method of textual interpretation in which primacy of place is assigned to language because the various forms, patterns and levels that constitute linguistic structure are important in the function of the text'(Simpson,2004). Language could be said to be a sine-qua-non in stylistics. While stylistic studies style, semantics deals primarily with the mind to give the right meaning to a word or an expression. 'Semantics is exclusively concerned with the meanings of linguistic entities such as words, phrases, grammatical forms and sentences, but not with the meaning of actions or phenomenon' (Murphy,2013). From the aforementioned, it is obvious that stylistic and semantic deal with style in language and their meanings respectively which are derived from words and utterances. In this view, advertisement in newspapers tend to apply the use of the stylistic and semantic nature of language because style in writing is highly required in newspaper publication and writing as well as ensuring that the words and utterances used are meaningful and derived from root words in a particular language. Also, stylistic and semantic languages have a powerful influence on people, especially in advertisement because of their ability to persuade the readers. Consequently, they make the language of advertisements positive and emphatic on the superiority of their products. They use techniques that are deviant and catchy. Advertisements stand out stylistically on several counts and they are lexically vivid, concrete, positive, unreserved and grammatically, they are typically conversational and elliptical, and they also have highly figurative expressions, deviant graphology and strong effects(Crystal,2013). They use various stylistic and semantic approach as well as linguistic devices to catch attention, arouse desire, induce action and contribute towards satisfaction (Linghong,2014). Both the stylistic and semantic have various patterns, nature and typologies in language use during advertisement and they are carefully designed to ensure that it attract readers to a product or service (Simpson, 2004). The use of stylistic and semantic language as well as variation, distinctiveness and choice in advertisement process is very obvious in most advertisement of a service or product organization (Agbede,2016). In advertisement, stylistics is interested in language as a function of texts in context, and it acknowledges that utterances (literary or otherwise) are produced in a time, a place and in a cultural and cognitive context. Therefore, the more complete and context-sensitive the description of language is, the fuller the stylistic analysis that accrues (Simpson, 2004).

Language used in newspaper advertising portrays the ways advertisers use language to gain and retain the attention of their audience. With particular emphasis on stylistic and semantics, newspaper advertisers tend to attract and influence the behavior of the people by the appropriate use of these languages which play a vital role in people's decision to a product, service or organization. Also the visual images in newspaper advertising have great impact on the targeted audience . Newspaper

advertisers try to make their advertisements as effective as possible so as to have a good number of readers ahead of other related advertisement. Therefore, the use of stylistic and semantic language element in newspaper advertisement is very important. But regrettably, most newspaper advertisers do not apply the proper use of these language elements in their ads. There are instances where a newspaper will use confusing words and terms that can mean a different thing to her audience. In newspaper advertisement, the choice of diction involves exceptional skills and some advertisers are not competent with this. Of course, their inability to find the right words combination for a given situation or the use of wrong lexical choices will either inaccurately mar the purpose of communication or at best vaguely or partially convey the intended meaning.

Relatedly, advertisers' application of stylistic tools in newspaper is sometimes not clear. Semantically too, the lexical choices may contain few meaning of words that may not be clear as some vocabulary used and tenses may be too ambiguous and unrelated to an extent that readers may not be able to decipher the meaning or context at which such advertisement is directed at. Poor uses of stylistic and semantic elements in newspaper advertisement may result to problems of poor patronage of the products being advertised. The newspaper advertisers may also lose goodwill due to poor writing style and usage of inappropriate words or tenses in their ads.

The purpose of this study is to investigate the stylistic and semantic features involved in newspaper advertising. This will be achieved through focusing on advertisement by selected financial institutions and home products in popular newspapers in Nigeria .The result of this study will go a long way in improving the use of stylistic and semantic features involved in newspaper advertisement .It will also serve as a data base to future researchers in this field of study,   This study is limited to First bank , Access bank, First city monument bank, Guaranty trust bank and some home products in Punch ,Daily sun, Vanguard and Guardian newspapers.
The following research questions were posed to enable the researcher achieve the purpose of the study as follows:
  i.   What are the stylistic features of language embedded in newspaper advertisement?
  ii.   What are the semantic features of language embedded in newspaper advertisement?

Literature Review
Language is a vital part in people's life. Therefore, it can be stated that a human cannot be separated from language since human needs language to communicate with others. Language is a series of sounds strung together in groups to convey meaning to listeners. (Omojuyigbe, 2004). Language is a form of communication which allow human beings to engage in transaction and share thoughts, beliefs, notions, ideas, experiences and so on which are presumably known to both parties (Lakoff,1975). Language is principal means whereby people conduct their social lives(Chomsky,2014). Language therefore is a medium of communication for humans. In everyday life people use language for different purposes. Beside for communication, language is also used for negotiation, introduction and socialization. In other words, communication cannot be separated from language and society.

Stylistics is the techniques of explication which allow us to define objectively what an author has done, (linguistic or non-linguistic), in his use of language(Verdonk,2002). Based on Verdonk's definition, stylistics is basically an objective study of techniques used by authors in their use of language. Stylistics is interested in language as a function of texts in context, and it acknowledges that utterances (literary or otherwise) are produced in a time, a place and in a cultural and cognitive context (Simpson,2004). Stylistic can also be seen as a branch of linguistics which studies the features of situational distinctive uses (varieties) of language made by individual and social groups in their use of language(Crystal,1992). 'The goal of most stylisticians is not simply to describe the formal features of texts for their own sake, but to show their functional significance for the interpretation of the text; or in order to relate literary effects to linguistic 'causes' where these are felt to be relevant'(Wales,2011). Stylistics can be applied to an understanding of literature as well as linguistics.

Semantics is also a part of Linguistics. Semantics is literally known as study of meaning. 'Semantics is coined from a Greek verb "semantikós" which means to signify, it is the study of meaning, which seeks to convey and classify experience through language and which focuses on the relation between signifier, like words, phrases, signs, and symbols'(Babatunde,2000). Semantics deals with the signification of signs in all modes of signifying(Lyons,1977).'Semantics is the study of the meaning of words, phrases, or sentences in the language in other words, semantics is the study of linguistic meaning'(Leech,1981). These three concepts, language, stylistics and semantics are key features employed in effective advertising and they will be the basis in the analysis of this paper.

Advertising is a paid form of communication. Advertising is seen as a means that tries to persuade or influence the consumer to do something, although in some cases the point of the message is simply to make consumers aware of the product or company as the message is conveyed through many different kinds of mass media reaching a large audience of potential consumers (Shrum et al, 2012). Advertising is a form of communication used in selling products and services which are not only meant to fascinate, but also to catch attention, persuade, appeal and contribute towards satisfaction (Frank, 2005; Borden, 2007 and Robert, 2013). Advertisement is the announcement of a product or service through media such as newspapers or radio, television, or the internet (Kannan and Tyagi,2013). Drawing from these definitions, advertising is a communicative process aimed at creating awareness, promoting a service or product with the intention of attracting the targeted audience through oral or visual display of the service or product by persuading, advising or convincing them on the inherent benefits in the product or services. The major interest of the people advertising is to market their product as fast as possible.

The Language of Advertising
Both the mass media, when reporting news items and marketing and advertising personnel have to consider the emotive power of the words they use. First, they make a decision about what to communicate and what to withhold. One way in which advertisers adapt language to their own use is to take compound words and use them as adjectives. These compound words often later become widely used in normal situations. Examples of these compounds which have become part of the English language are: top-quality, economy-size, chocolate flavoured, feather-light and longer-lasting. The language of advertising is, of course, normally very positive and emphatic, emphasizing why one product stands out in comparison with another. Advertising language may not always be "correct" language in the normal sense. For example, comparatives are often used when no real comparison is made. An advertisement for a detergent may say "It gets clothes whiter", but whiter than what? A study of vocabulary used in advertising listed the most common adjectives and verbs in order of frequency. According to Kannan and Tyagi (2013), they are:

	Adjectives		Verbs
1	New	1	make
2	good/better/best	2	get
3	Free	3	give
4	Fresh	4	have
5	Delicious	5	see
6	Full	6	buy
7	Sure	7	come
8	Clean	8	go
9	wonderful	9	know
10	special	10	keep
11	Crisp	11	Look
12	Fine	12	need
13	Big	13	love
14	great	14	use
15	real	15	feel
16	easy	16	like
17	bright	17	choose
18	extra	18	take
19	safe	19	Start
20	rich	20	Taste
Good and new were over twice as popular as any other adjective			

Hyperbole - exaggeration, often by use of adjectives and adverbs is a language of advertising, Neologisms may have novelty impact, eg Beanz Meanz, Heinz, Cookability,; Long noun phrases, frequent use of pre and post modifiers for descriptions. Short sentences are employed for impact on the reader. Ambiguity may be syntactic (the grammatical structure) or semantic (puns for example). Weasel words are often used. These are words which suggest a meaning without actually being specific. Use of Imperatives, Euphemisms, Avoidance of negatives Simple and Colloquial language, Familiar language is seen in the use of second person pronouns to address an audience and suggest a friendly attitude, Present tense is used most commonly, though nostalgia is summoned by the simple past, Simple vocabulary is most common with the exception of technical vocabulary to emphasize the scientific aspects of a product (computers, medicines and cars but also hair and cleaning products) which often comes as a complex noun phrase. Others include Repetition, Rhyme, Rhythm, Syntactic parallelism ,Association, Humour and Glamorisation. The goal of advertisers is to capture the   attention of the target audience or prospective customers. (Okanlawon and Oluga, 2015)

Stylistic Analysis employ Graphology and Graphetics which is the study of a language's writing system and the formalized rules of spelling in texts while graphetics is the study of written or printed shapes in texts. Features such as punctuations, capitalizations, orthography, font style and size, spellings, pictures and images, emphatic devices such as emboldening, underlining, italics, block letters, quotation marks and colouring are the basis of graphological analysis. Phonological analysis focuses on the analysis of sound patterns, utterance of different words and forming systemic use of sound in languages in order to know the meaning, ideas, focuses, idiosyncratic behaviours in a text. Grammar which involves Morphological components are word formation processes such as: affixation, neologisms, compounding, back formation, blending, abbreviation, coinages and acronym and so on. Syntactic features include phrases, clauses, and sentences. The essence of this level of stylistic analysis is to put through an analysis to discover what the norm is and what is in some way deviant against the norm Lexico-semantic features is the combination of both lexical and semantic qualities of texts. Focus is on words that is, lexical relations and their meanings according to the context – types of meaning and change in meaning. Lexical-Semantic features include: simile, metaphor, irony, synecdoche, metonymy, denotation, connotation, collocation, synonymy, antonymy, polysemy, homonymy, hyponymy, homography and homophony. Reference is a relation of pronouns in texts used to achieve cohesion. An act by which a speaker or writer uses language to enable a listener or reader to identify something. In texts, reference is used to describe the functions of words like pronouns and determiners ,to designate a noun phrase they identify with in the immediate co-text that is the endophoric reference. Foregrounding is an important concept in Stylistics that refers to the act of making certain features prominent in a text.

Theory of Systemic Functional Linguistics (SFL)
The theory of Systemic Functional Linguistics (SFL) was propounded by M.A.K. Halliday in 1960.Halliday was influenced by the work of J.R Firth. Halliday's Systemic Functional Linguistics (SFL) which is a theory of language that centers on the view and notion of language function. The theory proposes an interface between choices of words and how they are structured and the meaning made by those words. Systemic functional linguistics (SFL) accounts for the syntactic structure of language and places the function of language as central (what language does and how it does it). Systemic functional linguistics (SFL) looks at how language acts upon social context and how it is constrained by it. It explores how language is used in social contexts to achieve particular goals. Systemic functional linguistics (SFL) grew out of the work of JR Firth, a British linguist of the 30's, 40's and 50's but was later developed in the early sixties by M.A.K. Halliday who studied under him. SFL attempts to understand the manner by which language is utilized for various reasons and in various scenarios thus serving as a communicative motivation in the learning of language. A central notion of Systemic functional linguistics (SFL) is "stratification". This implies that language is analyzed in terms of strata which are: context, semantics, lexicogrammar and phono-graphology.

Theory of Textual Conceptual Functions (TCFs)

The theory of Textual Conceptual Functions was developed by Lesley Jeffries in 2016. The Textual Conceptual Functions (TCFs) theory of Lesley Jeffries posits that stylistic judgments are based on evidence from texts and uses linguistic models to account for this analysis .This takes stylistics to a critical perspective which functions in the text. Jeffries gives a description of the language of a text linked to a set of interpretations. This is explained in the Textual Conceptual Functions (Jeffries 2016) which has three types of meanings, which are the linguistic, the ideational and the interpersonal. The linguistic meaning as explained in Jeffries (2016) includes the de-contextual, structural and semantic meanings that examine the levels of language which are phonology/graphology, morphology lexis, syntax, discourse. The linguistic meaning is the core meaning, fundamental to all language use. The ideational (textual-conceptual meaning) is the co-textual effects of linguistic choices made by language users. Here, the analyst takes into consideration the linguistic environment in which a word is used within a text. At this level gives a set of textual meanings that can be used in analyzing the text, exposing the different ways in which texts represent the world. The interpersonal is the pragmatic meaning that focuses on the contextual intention of linguistic uses on others. At this level the analyses is on the way interlocutors interact and the ways the producers seek to achieve their intentions by using language in speech acts, and implicatures

Empirical Reviews

Robert (2013) did a study which focuses on a critical analysis of the language of advertisement in selected newspapers and magazines; from the aspect of graphology and lexis of The Nation Newspaper and Newswatch Magazine respectively. This work is based on the framework of stylistics. Through this study, it is discovered that the language of advertisement is persuasive, informative and it serves as a reminder to the consumer to patronize the products. The study also reveals that both linguistic and nonlinguistic features are usually employed to drive and compel consumers to purchase goods whether good or bad. The linguistic forms include the manner and style of composition of texts, lexical choices, use of figurative expression, use of simple diction, use of proper names and emotive expressions etc. The nonlinguistic forms are the graphitic and graphological features which are put into significant use to rouse the emotions and further catch the attention of the readers/customers; examples include the special use of punctuations, colours, pictorial images and figures. These features help to extensively create effect of the message conveyed in the eyes and minds of the reader. The language features in advertising in the Nation Newspaper and Newswatch magazines qualifies for a unique variety of the English language.

Okanlawon and Oluga (2015) conducted a study in which they examined the language use in contemporary Nigerian advertisements. Their findings concur with those of other studies that have already been reviewed. However, their study presents and clarifies different stylistic devices such as personification, alliteration, ambiguity, faulty language among others. They note that in stylistics, personification is a "technique often used to establish a kind of relationship between the brand or products, services, ideas or organizations being advertised and prospective customers who constitute the intended advert audience". Alliteration which is common in contemporary adverts is thus employed to aid "memorability because the rhythmic pattern the repeated sound makes it easy to memorize and remember advert". Ambiguity, on the other hand, is used in adverts because they are susceptible to double or multiple semantic interpretations as they convey both intended and unintended meanings. Lastly, faulty language is also often used intentionally in order to deviate from norms and thus, create a stylistic effect. Nnamdi-Eruchalu (2015) did a study on the Linguistic Features of Billboard Advertising in Nigeria, the study noted that the language of advertising has its own favoured linguistic expressions through which it reaches its target audience. It is within this context that advertisers tend to go for short smart messages which can be read at a glance. Such patterns of linguistic choices according to her imply the style of the language of advertising.

Lazoviæ (2014) did her study within levels of stylistic analysis such as phonological, orthographic/graphological, lexical, and grammatical levels. The study concedes that advertisers make use of orthographic features such as capitalization, bold print, gothic writing and punctuation marks to

emphasize a point. On the grammatical level, tenses and parts of speech are often employed. Such linguistic strategies are perceived to be indicators of direct user addressing and so-called personal style. When verbs are used, they often serve imperative purposes such as giving an instruction, making a polite request or suggesting to the reader to act in a certain way.

In a nutshell, stylistic devices make advertisements more effective and persuasive. It can be surmised from the above discussion that stylistic devices manifest the power of the language of advertising. Kannan and Tyagi (2013:9) confirm this assertion by concluding that the language of advertisements lures the consumers. In their words, "advertising is the art of influencing human action and awakening of a desire to possess products and services".

Using a stylistic framework, Robert (2013) carried out a study on the critical.analysis of the language of advertisement in newspapers and magazines, she also found out that the language of advertisement is persuasive, informative and thus, serves as a reminder to the consumer in order to patronize the products. She particularly focused on the aspects of graphology and lexis in the selected newspapers – The Nation Newspaper and Newswatch Magazine respectively.
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Methodology
This research adopts a textual analysis approach to the qualitative research method. Text is perceived as letters, texts, documents etc. containing statistical data considered a resource for social science researchers (Carrera-Fernández, Guàrdia-Olmos and Peró-Cebollero 2013). To Lockyer (2015), textual analysis is a method of data analysis that closely examines either the content and meaning of texts or their structure and discourse on newspapers. This analytical method does not only examine how texts operate but also the manner in which they are constructed as well as how meanings are produced. The study made use of 9 popular Nigerian daily newspapers that advertised organizations, products or services. Considering that it is impossible to investigate the whole Nigerian daily newspapers, the researcher had to use the purposive sampling techniques to select four (4) Nigerian daily newspapers which are Punch, Daily sun, Vanguard, and Guardian. Four (4) commercial banks namely: GTB, FIRST, ACCESS, and FCMB in Nigeria who advertise in these Nigerian daily newspapers were purposively sampled. These institutions will be analyzed using the stylistic features while semantic features will be used to analyse advertisement of products/services such as bournvita,Guinness,home-pride hotel,joy soap, lipton,jojo hair relaxer that were seen in Nigerian daily newspaper. These Nigerian daily newspapers were analyzed based on the Stylistic and Semantic features used on the advertisement. The purpose of this analysis is to interpret and draw conclusions from the data collected using Systemic functional theory and Textual conceptual functions.

Stylistic Features in Newspaper Advertising

Figure 1: Savings advert (*The Punch Newspaper, 2020*)   Figure 2*: Summer advert (The Punch Newspaper, 2020).*

In Fig.1, enticing gifts are displayed to attract the attention of the target audience. The advert presents a bank that wants to develop a saving habit in its customers; the bank entices the audience with different flamboyant gifts. One of the graphological devices employed in this advert is gothic writing to draw the audience's attention. This is easily observed in the words "First Bank save & Excel

Promo" and "HERE ARE THE FOUR CARDINAL RULES TO ENJOY SUMMER" of Figures 1 and 2 respectively. The reader is more likely to look at the adverts presented in gothic form before any other. Furthermore, the use of the exclamation mark (!) in Fig. 1, shows emotion or surprise – "save to win gifts of a lifetime!" In this advert, it is employed to indicate emphasis and show surprise that one can actually win gifts that are relevant for a lifetime. This is an attempt to manipulate the audience as nothing can last and be relevant for life. Nnamdi-Eruchalu (2015) agrees that advertisements are carefully worded to manipulate the minds of the target audience to believe that patronizing the services will make them win some of the gifts promised in the advert. In the above advert, "money" is implied although it is deliberately omitted. "Save (money) to win gifts…." The ellipsis in this advert is employed to express brevity and ambiguity. The ambiguity is evident in that it is not only money that can be saved. Okanlawon and Oluga (2008) submit that ambiguity is used in adverts because they are susceptible to double or multiple semantic interpretations as they convey both intended and unintended meaning. It is no doubt that the gifts are of quality and can appeal to the audience; however, that they will serve for a lifetime is but a mirage. Nevertheless, the statement serves its stylistic purpose of overstatement which can easily win the attention of the audience. Nnamdi-Eruchalu (2015) notes that figurative expressions such as hyperbole tend to beautify language and make it appealing and evocative. This is a point also acknowledged by Mensah and Ndimele (2013) when they say that figurative language is a strong linguistic attribute of the language of advertising. Grammatical devices such as the plural form "gifts" points to the fact that there are many gifts to be won. This prepares the mind of the audience that he/she might be fortunate to get hold of some of those enticing gifts. In fact, looking at the situation in Nigeria where people are fond of promos and gifts, First Bank has targeted its audience in a way that may attract more people to believe the adverts and become part of the promo. Clipping was employed in the word "promo" which is shortened while maintaining its original meaning as derived from the word "promotion". Clipped words are often used as a form of colloquialism or slang so that they can stay on the mind of the audience longer than the original word. If adverts are constructed to have a lasting effect on the audience, using clipped words may definitely achieve that purpose. Such word-formations according to Nnamdi-Eruchalu (2015) can capture the attention of the audience within a short period of time. From a general perspective, there are also enticing images and pictures of gifts employed for the purpose of appealing to the audience. The audience might even be interested in seeking to know what the advert entails because of the enticing pictures. In Fig. 2, Images such as umbrella, small tent, summer bags, and trolleys signify that it is indeed summer time. One can even say that by merely seeing these pictures without the text, it can be figured out that the pictures are trying to communicate summer time. The different colours used to print "card" and "inal" in the word "CARDINAL" are stylistically significant. There are images of money, a television, a car, and so on.Phonologically, one can see rhyming patterns of the "first bank" displayed as the cardinal rules. Ánh (2012) specifically notes that the phonological devices are very important in stylistics. She maintains that such instances aid tone as well as memorability. By so doing, customers easily remember the sentence and the brand name of the products as well. The symbiotic relationship between texts and symbols in the advert cannot be overemphasized. The structure of the advert looks entertaining and fascinating. Let's consider another set of adverts.

Figure 3: *A GTB advert (Daily Sunday, 2015)*
(Daily Sun.2019)

Figure 4: *A GT Bank advert*

Fig.3 advert suggests that a holistic way to an interesting and amazing vacation around the world is via the GTBank card. There are numerous stylistic features in this advert. First, there is a picture of a young woman posing in style as if to suggest financial independence. Adverts tend to attract more attention when a woman is used because women are generally perceived to be more attractive than men. A major point is that images and symbols are adequately used in this advert. The symbols of nice and beautiful places such as Paris, Dubai, Roma, New York followed by the image of an aero plane flying above would easily appeal to emotions and attract the attention most people. In Fig.4, there is a distinctive use of graphological devices especially in terms of texts and symbols in the advert. The text "Introducing social banking from GTBank" is meant to divert customers' attention towards the possibility of banking using social networks which most people can easily access on their gadgets such as smartphones, tablets and laptops. To complement the text, there are several symbols of the different types of social networks that customers can access. Among the networks represented by the symbols are Facebook, Twitter, google+, YouTube, Wi-Fi and so on. The texts and symbols literally communicate that while you enjoy Facebook, Twitter etc. on your smartphones, you can easily bank with GTB without having to go to one of their branches. Thus, social networks are no longer used only for "social networking" but also for banking. Graphologically, "social banking" is presented in bold to signify that banking via social networks is the subject or theme of the advert. With regards to lexico-semantics, there is a rhythmic repetition of anywhere, anytime, any device where any is systematically repeated to represent anaphora which is the repetition of the same word at the beginning of successive stages of the chosen pattern. In that case, the repetition of any is in fact melodious and thus can remain on the minds of the audience for a long time (Ánh 2012).

Figure 6: An Access bank advert (Vanguard, 2019)   **Figure 7: A FCMB advert**
(The Guardian, 2020)

Fig.6 advertises Access Bank Visa cards, a new comfortable service for customers travelling abroad. In this advert, we have bold prints and gothic writing in lines such as "TRY SOMETHING NEW" and "NAIRA JUST GOT UNIVERSAL". Also, the structure of "TRY SOMETHING NEW" is presented in a spacious and attractive manner which may be further corroborated by the pictures displaying people who may have found the new service useful and by so doing, are happy. One can also see that exclamation marks are used twice in the advert. Exclamation marks are often employed for emphasis and as such, the advert is trying to emphasize two major things to the audience- the new service is universal and secondly, it does not require too much effort but "just a swipe". The major theme of the advert is the Access Bank Visa ATM Cards which is implied in "NAIRA JUST GOT UNIVERSAL!" Here, the bank is explaining that the new cards can be used anywhere even if the cardholder travels outside Nigeria. However, there might be a sense of manipulation in the advert which is also one of the functions of adverts. The pictures displayed are possibly of astronauts travelling into space. The advert would therefore be manipulative if people were to think that Access bank has managed to introduce Visa Cards that can not only work on earth but also in space. However, that does not stop some audiences from being enticed by the astronauts' pictures. The verb "Try" also contributes to the effectiveness of the advert stylistically. It calls the potential customer to Action. Verbs are action words and in adverts, they may be used to ensure someone takes an action. "Try" is imperative and thus can be read as a command or suggestion. Lazoviæ (2014)

upholds that verbs are often used for imperative purposes and can function as instruction, polite request or suggestion and can make the reader act in a certain way.

Fig. 7 advert entices customers with new promo materials, most notably money. Bold prints have resurfaced again. This is easily visible in "BE ONE OF THE 12 MILLIONAIRES IN THE MILLIONAIRE" Promo. There is also an excellent use of capitalization in the advert. Capitalized words bear more emphasis than non-capitalized words. Also, there is the use of the exclamation mark in … one of the millionaires! These marks are often used to mark high words. This advert invites people to become millionaires. As such, the word "millionaire" is repeated 3 times in the advert to imply that this is the theme of the advert. Repetition aims at creating emphasis and in turn accounts for memory retention in the minds of the target audience. The word "millionaires" is pluralized and thus, does not limit the number of potential millionaires to just one. In fact, it is stated that there would be 12 millionaires. In this case, the higher the number of potential winners, the higher the number of people that may partake. Another example of plurality is the use of "people" instead of person to suggest that the advert is targeting the whole population. While some people interested in money may be more attracted to the word "millionaire", some other people may be attracted to the picture of the beautiful lady displayed. The picture of an attractive lady on the advert is meant to also steal the attention of some men who may be millionaires, susceptible to women. One can see enticing pictures of gadgets such as generators which, to a large extent, can attract more people who may believe that if they cannot win millions, they can still win some other valuable materials. This shows that the bank has a good understanding of its demographic factors.

Figure 8: An FCMB MasterCard advert (The Guardian, 2020)

This FCMB advert introduces the audience to a service and explains how the service can be of benefit. Bold print remains common to all the adverts that have been analyzed. To further draw the attention of the audience, some words are capitalized for emphasis. An example is VALUE which implies that the service being introduced comes with advantages .There is the use of ellipsis in "Get more VALUE on your…" which signifies that there is a possible omission. However, the ellipsis in this instance is a kind of long pause before the introduction of the theme of the advert FCMB MasterCard. The pause is meant to create suspension and therefore interest in the audience. The word "spend" is repeated twice to suggest that the service can only be accessed after some money has been spent. In the two instances where customers have been advised to spend, there are rewards for them, either in cash or in the form of gifts. One can also argue that the repetition is a clue to the audience that there is a lot to be won but first, customer should spend through the Master Card. The bank has also made provisions for both national and international customers. The abbreviations POS and WEB speak to the manner in which the cards can be used to redeem the available rewards. Anaphora can also been seen in the line "the more you spend, the more you get rewarded". Words such as travel, shopping, leisure and business serve to inform the audience that there are various ways by which their service can benefit the audience. Finally, images are again used to draw the attention of the audience. A pile of cash in the advert is likely to lure the audience who would like to get rewards. Some customers may be tempted to spend more so that they can win some money. While everyone cannot win money, there are other redeemable gifts such as gadgets which a lot of audiences will be interested in.

The Semantic Features of Language Embedded in Newspaper Advertisement
With a view that Semantics is the study of meaning system of a language and its approaches vary widely. This analysis will be done to ascertain the meaning of words used in newspaper advertisement and its relationship between language and the external world (referential or denotative meaning), and between a word and the concept it stands for. This part of analysis will also involve the mental state of the newspaper advertisers, as reflected in a range of personal, emotive overtones (affective or connotative meaning). The analyzed semantic nature as used in newspaper advertisement will be portrayed to show the linguistic forms that propel advertising to the desired height. One can say that the language of advertising is connotative. Let us consider the bournvita advertisement and its nourishing connotations. It seeks to appeal to an audience which is expected to see the rich and delicious content of the beverage.
Example 1:

> *Bournvita is the <u>delicious</u>*
> *<u>refreshing, vitality</u> giving food drink*
> *ideal for the whole family. Bournvita*
> *hot or cold, can be drunk any time of the day.*
>
> (Excerpts from Punch, 2021)

From the presentation of the above newspaper advertisement, the semantic features were noticed from such words as <u>delicious, refreshing, and vitality</u>. The advertiser wants the audience to bear in mind that bournvita is nutritious and could be taken any time of the day whether the weather is hot or cold. It is also for the young and the old, hence the invitation 'ideal for the whole family`. The adjectives depict bournvita as a total vitality drink that contains all the important nutritional values: proteins, vitamins, minerals, and carbohydrates. Because of this, it should be used by everybody.
Example 2:

> `*... enjoy a Guinness. Good <u>rich</u> <u>dark</u>, satisfying....'*
>
> (Adapted from Punch, 2021)

The words 'rich' and 'dark' have an emotional connotation because they are unusual adjectives to a drink. Many words used in copies are endowed with strong emotional connotations. They not only provide us with information, they tell us a lot about the feelings of user.
Example 3

> ......Home-Pride hotel: 'The best hotel ever, home for all'....
>
> (Adapted from Vanguard, 2021)

A word like 'home' seems to be inherently emotive and in captions carries a high emotive overtone. The emotive overtone of words is always pleasant. This is because advertising seeks to influence the audience and, as such, words of pleasant connotations must be used. They are used in also this advertisement for the Home-Pride hotel: 'The best hotel ever, home for all'. The word 'home' raises emotion in the minds of the listeners. It connotes comfortability. By using 'home', an impression of a family-setting for relaxation is created.
Example 4:

> ....'Joy…your special own beauty soap'
>
> (Adapted fromVanguard, 2021)

In this caption 'Joy…your special own beauty soap' the emotive factor is derived by the use of emphatic determiner 'own' and the adjective 'special'. The Joy soap is not only 'your own' but special. Apart from the connotative and denotative meanings, there are also the other forms of meaning, such as the evocative meaning. Certain words, which have the ability to evoke images and feelings, are deliberately used to influence the hearer's attitude to what he listens to.
Example 5:

> *...Exquisitely roasted by Lipton to a real*
> *Full-bodied <u>flavour</u>……..*
> *Boncafe gives you the <u>original</u>, real*
> *Coffee taste with all the <u>appetizing aroma</u>*
> *That comes with <u>real</u> coffee flavour.*
>
> (Adapted from Daily Sun,2021)

In the above except, certain words like <u>flavour, appetizing, aroma, real</u> and <u>original</u> are imbued with greater meaning and evoke images and feelings.They evoke a vivid picture of what the advertiser wants to show and can cause positive feelings in the audience.

Example 6:

> *Experience the luxury of Jojo*
> *For that <u>soft, silkier, thicker</u>*
> *Fuller hair that's <u>unforgettable</u>*
>
> *Use Hair care Ronge*
> *..The <u>best</u> or <u>nothing</u>.*
>   (Adapted from Daily Sun,2021)

The underlined words show the advertiser's use of adjectives to produce a vivid picture of what he wants to portray. In the above advertisement, the words <u>silkier, thicker, fuller, soft</u> are used to show the qualities of the product. It can help to prevent hair damage and destruction, smooth, solidify, and soften hair and make hair full. These are the qualities every relaxer is expected to have. It has been compared to other relaxers and has emerged the best one. At the end of the caption, the superlative 'best' is used to show that it is incomparable to other relaxers.

Example 7

> *…Extra-pearl beauty cream*
> *Hints…..True –life romances*
> *Super-active blue Omo Washes even*
> *Brighter and it shows.*
>   (Adapted from Guardian,2021)

The adjective compounds emphasize the features of the product. The silver is not only a beauty cream but an 'extra- pearl beauty cream` while the Hint magazine contains 'true-life romances'. The blue Omo is `Super-active'.

Example 8

> `New super- shelltox,
> *The hardest –hitting insect killer ever'*
>   (Adapted from Guardian,2021)

The advertiser coined 'super- shelltox' to form a compound word. In the same vein, he formed 'hardest- hitting' from the adjective 'hardest and the participle 'hitting' to form the compound. The meanings of the compounds are derived from the meaning of the two words combined. The strength of the insect killer is shown by the compound 'hardest-hitting'. The two compounds 'super-shelltox' and hardest-hitting' connote great value and extra power, respectively.

Discussion of Findings

Findings from the analysis of the stylistic and semantic features involved in newspaper advertisement show that all stylistic devices proposed in this research such as Lexico-semantics devices, Phonological devices, Graphological devices, Grammatical devices, Persuasive devices, Manipulative devices, Symbolic devices (pictures etc.), Demographic considerations, and Distinctive features are present in newspaper advertisement used for this study. It can be further argued that these stylistic features have in one way or the other been used for persuasive, enticing and manipulative effects as evidently discussed earlier. Graphologically, some words are deliberately large and attractive. Rhyming was also used in some examples as well as repetitions of some words. From this analysis, newspaper advertisers display a lot of identifiable stylistic features which serves to inform, entertain, persuade, entice, and educate the audience. As a result, such advertised products become popular and can bring about a sustainable goal of remembrance from the consumers.

Advertisers, especially bank advertisers pay serious attention to the use of language that can attract the audience to their services. It was also found during the process of this analysis that bank advertisers adapt linguistic, textual, contextual and visual devices in an attempt to express the excellent nature of their services. Such devices can make advertisers communicate more effectively with the consumers.

One cannot also rule out the importance of symbols and images in advertisements. It was found that text only may not be enough to attract customers, but when used together with images, pictures and symbols, they show the context of the advertisement. Advertisers often match texts and images together effectively. The whole context makes the audience aware of the adverts because an advert may not be meaningful without the context. One point to notice is that the newspaper advertisers target audience differently by focusing on what they assume could attract the audience.

On the second objective which was on the semantic features of language embedded in newspaper advertisement, it was found that newspaper advertisement and other columnists use semantic features of Nigerian English to enhance effective communication to their readers. The study revealed that language is affected by culture and context, making such as a language appropriate for use within the socio-cultural context of the people that use it. Lastly, it was discovered that acronym is the feature that was the most prominent in newspaper advertisement.

In the above semantic analysis of language advertisement in Punch, Daily sun, Vanguard, and Guardian newspaper, advertisers tell the prospective consumer about the existence of their products and services. They try to persuade the consumer to buy through the use of language. The language of advertising suits the advertisers aims which are to inform, entice, excite induce, the audience to buy. The audience cannot believe the advertisers unless he convinces them. Believing the advertiser depends on whether he uses his language wisely. To achieve his aims, he must apply imaginative, original, and fresh language. Therefore the novelty and freshness of advertising language is justified for the purpose of attracting people's attention and winning their trust. Adjectives, coined word, and non-existing words are all linked with the images and features of the products. Misspelling is for visual effect and attraction. The use of concrete words makes for easy understanding. Repetition and metaphor are for emphasis and effectiveness. Punning is linked with remembrance, memorability, interest and impression.

Conclusion
Analysis of stylistic and semantic features of language used in newspaper advertisement was done using adverts from Nigerian banks, products and services of different firms. It is no doubt that newspaper advertisements have been serving and will continue to serve as an effective way of bringing services to the audience. It can lure the attention of the audience and thus, the audience can start to participate in a service they were not interested in earlier. Such is the power invested in the discourse of advertising. This research can conclude that newspaper advertisement from the banks and the products/service aspects have stylistic and semantic attributes present in their designs and constructions.

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