

Language of Advertising: A Study of Nigeria's Nation Newspaper and Newswatch Magazine

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Abstract

This paper 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 non linguistic 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 non linguistic 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.

Keywords: advertise, patronize, product, customers, purchase, unique variety, lexical and graphitic features

1. Introduction

1.1 Research Problem

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 etc have kinds of languages peculiar to them such that the linguistic features employed directs one to know the field that such language use belongs. This clearly shows the inevitable power of language and its capacity to influence people and their behaviours. This is also true in the field of 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. This paper therefore is set out to investigate the language of advertising in the Nation newspaper and Newswatch magazine.

Advertising of products and article publications are both different aspects of journalism. Sometime ago, analysis was carried out on articles of Adegulugbe's 'St Valentine's Day: The Nigerian Way' and Ekunkunbor's 'Much ado about Valentine' from Punch and Vanguard newspapers of February 10, 2008'. Application of stylistic tools revealed differences between the two texts written by different authors in language use and organization notwithstanding the fact that the subject matter was the same. Other discoveries were differences in the system of writing, paragraphing, spacing, capitalization, punctuation and even font size. Grammatically, both texts exhibited structural and functional sentence types; however, complex and declarative sentence types were highly significant. Semantically too the lexical choices contained few unique usages. This explanation so far shows that language can be put to several uses and quite interesting discoveries could be recorded no matter the number of times a research is carried out on a particular field as it is the case with the work mentioned above and the one in this study.

The language of advertising normally is very positive and emphasizes why one product stands out in comparison with another. It could be assessed from different areas of stylistic analysis such as: to compare and contrast

language use in select newspaper and magazine; discover what linguistic features are used and why these linguistic features are used instead of others. Precisely, this paper evaluates the manner in which language is used graphologically and lexically to achieve certain objectives and goals in the field of journalism particularly in advertising.

The theoretical framework for this study is stylistic criticism. The immediate goal of stylistics is to evaluate the dialectical relationship between the 'how' and 'why' of a text (Osundare, 2003, p. 34). Young (1969) as cited by (Osundare) sees stylistics as a 'pre-critical activity' (2003, p. 34) which is basically concerned with a clinical analysis of how language works. This theory enhances the analysis of language use at defined levels of phonology, grammar, graphology, lexis etc. It further advocates choice as very paramount because choice itself goes beyond the surface structural appearances of style to the creative deep dynamics and imperatives of style option. It is important to observe that the writer's medium, language is a shared social activity and at the same time culture nourishes language. This means that the writer's options are made for him by culture in which his subject matter is rooted, and the language he employs in articulating it. Traugott and Pratt (1980, p. 29) also share in this view when they assert that language is the sum total of the structures available to the speaker and style concerns the characteristic choices in a given society. Halliday (1978) from a systemic perspective on language declared that all choices or options are embedded in the language system which is a network of options from all functions of language. This work draws from this theory by demonstrating how the advertisers bend the rules of language, explore the loophole in the language system; widen or stretch the language by their choices to achieve their aims and objectives after all language users have severally ignored some choices forced on them by substituting their choices and deliberately their styles.

1.2 Importance of the Problem

The beauty of language and its versatility in performing unlimited functions deserves attention here that is why this study takes an evaluative assessment of written language usage in *Nations Newspaper* and *Newswatch Magazine* respectively. It identifies distinct peculiarities in the texts, examines the relationships between the function that language serves, the rhetorical operations that hold in both texts and the unique characteristics at the levels of lexis and graphology. Considering the somewhat elaborate relevant discourse as this, one believes that this work will certainly aid students to appreciate those peculiar lexical items that characterize the language of advertising. Significantly too, this work showcases how graphological features are employed to rouse the interest of its consumers. In addition, it unravels the distinction between language use in newspaper and magazines and ultimately serves as a reference material to researchers in this area.

1.3 Relevant Scholarship

One of the assumptions held by proponents of stylistic criticism is that "style is the way language is used with the aim of relating it to its artistic and aesthetic function, crystal and Davy (1969, p. 28). The importance here is that wherever a writer makes use of language, it is the function that determines the 'style'. Coulson, (1984) opines that the language of advert is informative, persuasive, and emotive and product claims. From this position, the language of advertising serves the function of informing the public about the availability of a product on the market. It is also a persuasive and emotive language meant to appeal to the minds of the consumers. Sharing the above view Broom observes that:

... the language of advertising is audience oriented ... this is because, notwithstanding the level of socialization and learning of the advertiser, he or she does not impose this on the listener, rather language that is transparent is used (1978, p. 28).

According to Broom, the language of advertising is targeted at the audience's ability to decode the message in the advert therefore the advertiser does not bring to bear his level of sophistication when using language in advertising. Commenting further on the language use in advertising, Broom views that:

Transparent and easily accessible language is used so that the advertisement will bring to the listener, who expects first hand information from any piece of advertisement (1978, p. 28 & 29).

In other not to bore the listener, the language of advertising is characterized with the use of simple diction which will expose the message first hand.

Writing about the emotive nature of the language of advertising, Denis (1978) observes that certain lexical items are often selected instead of others. This is done through this example: 'every bright toothpaste 'helps' get your teeth whiter and cleaner'.

It 'helps' ingredients fight tooth decay. In analysing the above piece of advertising, Denis observes that the word 'helps' is used constantly, but that the word 'helps' does not mean 'does'. Denis canvasses that it would have

been more appropriate to say ‘does’ but ‘helps’ is just one of those adjectives adopted by advertisers to appeal to the emotions of the listeners. The language of advertising is also characterized with the use of some rhetorical figures. According to Corbett (1990, p. 76), ‘a rhetorical figure is traditionally defined as an art of deviation’.

A figure in the language of advertising is one that tends to deviate from the norm. Another scholar, Genette, writing on the language of advertising states:

A rhetorical figure is an expression that deviates from expectation ... the expression is not ... nonsensical or faulty and it occurs at the level of form rather than content (1982, p. 12).

Genette is of the view that a rhetorical figure indeed is a deviation from the norm; however, a figure must make sense. Genette argues that figures in the language of advertising only affect the form and not the content.

2. Method

The research methodology adopted in this study reflects the theoretical framework mentioned in the introduction. Resources were drawn from textbooks, library, journals, internet, newspapers and magazines. Besides the above, about fifteen adverts were randomly selected from nation newspapers and Newswatch magazines. Data drawn from these sources were analysed under lexical and graphological features. Under lexical, figurative expressions, uses of simple diction, proper names and emotive expressions were isolated specifically for discussion. On the other hand, graphitic/graphological features such as, use of punctuations, colour, pictorial images and figures, were also isolated for discussion.

3. Data Presentation and Analysis

3.1 Lexical Features of Language Use

The study reveals that advertisers frequently use figurative expressions, the use of simple diction, proper names and emotive expressions.

3.1.1 Use of Figurative Expressions

The use of figurative expressions is one of the unique characteristics of the language of advertising in the Nation Newspapers and Newswatch Magazines. As earlier established, one of the critics Genette (1982) who observes that a rhetorical figure is an expression that deviates from expectation and occurs at the level of form rather than content implies that a figure is an expression that deviates from the norms of English grammar. Also a figure according to Genette is only understood by its form and not meaning. What this means is that a figure cannot be understood outside the context of usage.

Accordingly, in order to understand how figurative expression feature in advertising in The Nation Newspaper and Newswatch Magazines, it is important to present data collected from these respective papers.

Table 1. Presentation of data showing the use of figurative expression

Figurative Expressions	Newspaper	Date
Love Babies? Come afribaby African International Bay Exhibition	News-watch	May 30, 2011, p. 11
Ankara – Africa’s Irresistible Fabrics	News-watch	June 21, 2011 p. 22
WHO will be the next Queen Ambassador Miss Nigeria 2011?	The Nation Newspaper	November 2011
Catch the Vibes this holiday season	The Nation Newspaper	August 2, 2011
Easy recharge Recharge to your heart’s desire	The Nation Newspaper	September, 21, 2010

3.1.2 Figurative Expression in Advertising

From the data above some instances of figurative expressions that characterize advertising *The Nation Newspapers and Newswatch Magazines* may be analysed thus: the advert “Love Babies? Come afribaby...”, “Love babies” is a metaphor. This is because it represents a kind of baby or babies. Individual words in “love baby” cannot provide it meaning rather it is the environment where this word occurs that aid its meaning. Within

its context of usage ‘love babies’ is a metaphor reflecting the class of society the advertisement is meant to serve. Also in the advert “Ankara – Africa’s Irresistible Fabrics” the advertiser makes use of “Ankara” as a metaphor to reflect the quality of the fabric in advertising. The word “Ankara” in isolation will not convey the same meaning as in this context. In the advert “who will be the next Queen Ambassador, Miss Nigeria 2011”. The figure “Queen Ambassador” does not refer to a Queen nor an Ambassador, rather it is used significantly in context to represent the prospect winner of the Miss Nigeria beauty context, who as an ambassador will represent Nigeria in the Miss world beauty context.

When one is looking at an advertisement from the figurative viewpoint, one is not looking at how individual words are used to convey their desired meaning but how the inter-relatedness of one word to another has led to the meaning of the entire expression. The implication of the above is that in figurative usages, meanings are not derived from individual words but on how this individual words have come together to give meaning to the entire expression. In other words, meaning is derived from the environment of other words. In the data “Easy recharge. Recharge to your heart’s desire”, the expression “heart’s desire” is figuratively used. The expression does not mean a kind of heart that desires something but is simply a figurative representation of the word “choice” or “affordability” as can be chosen from the array of prices made available to consumer. If the expression is to be used in simple terms it would appear thus “Easy recharge. Recharge according to your choice or affordability”.

Whenever the expression “catch the vibes this holiday season” occurs, what comes to the minds of the readers is a mental picture of a hand catching something as though vibes were something physical. The expression’s ability to create imagery in the minds of the readers is what makes the expression figurative. Perhaps the simple way could have been “enjoy the funs and excitement this season”, but there is a deviation from convention or norm; this is deliberately done to infuse figurative elements in the entire expression. Figurative usages constitute a recurrent decimal in the entertainment world and words are manipulated to fit their context.

3.2 Simple Diction

3.2.1 Use of Simple Diction in the *Nation Newspaper and Newswatch Magazines*

The use of simple diction in this context refers to the tendency of advertisers’ use of simple direct and familiar kind of language to communicate sense to the potential customer/client. Below are data for the illustration of the advertisers’ diction.

Table 2. Presentation of data showing use of simple diction

Simple Diction	Newspaper	Date
Special subscription offer SAVE OVER ₦7,800 off the cover price when you subscribe make the right choice now.	Newswatch Magazine	July 25, 2011
NOW OUT → Jogging in the Jungle... a book that tells the Newswatch story of 25 years of raw courage, determination, commitment, challenges, travail and triumphs	Newswatch Magazine	February 7, 2011
We lose N120 Billion to Foreign Airline yearly” – Dr. Harold Demuren Director General Nigerian Civil Aviation Authority NNCAA ... help stop capital flight, fly Arik, Truly Nigerian.	The Nation Newspaper	Tuesday, August 31, 2010

3.2.2 Data Showing Use of Simple Diction

One of the arguments put forward by critics about the language of advertising is that the language must be simple to the understanding of an average audience.

Broom (1978, p. 28) argues that:

The language of advertising is audience oriented... this is because, notwithstanding the level of socialization and

learning of the advertiser he or she does not impose this on the listener rather language that is transparent is used. Here Broom observes that the language of advertising is characterized by the use of transparent or simple diction irrespective of the advertiser's level of education. The simplicity of the language is so that the aim of the advertisement reaching out to a large number of potential customers/client would not be defeated with the employment of complex and opaque language.

From the data presented, the language of advertising in *Newswatch Magazine* and *The Nation Newspaper* are characterized by the use of simple diction. For instance, in the advert "special subscription offer save over..." the advertiser does not disguise the message content by using metaphors or high sounding language, rather, simple dictions like 'save over', 'now out', 'lose', 'help stop' are used for purpose of clarity. The essence of using simple dictions, according to Broom (1978, p. 28 & 29), is "...so that advertisement will not be boring to the listeners who expect first hand information". Therefore, the research reveals that advertisers in *Newswatch Magazines and the Nation Newspaper* make use of simple diction because they do not want to bore their audience rather to expose the message content of the advertisement to the society.

3.3 Proper Names

3.3.1 Use of Proper Names

Another prominent feature in advertising is the use of proper names. Below are data for illustration.

Table 3. Presentation of data showing the use of proper names

Proper Names	Newspaper	Date
Newswatch special subscription offer save over 7,800...	Newswatch Magazine	May 30, 2011
Win Big every 30 days for saving 25,000 monthly, Skye Bank savers promo.	The Nation	May 16, 2011
Fly Arik Air, Truly Nigerian London. New York. Johannesburg more coming soon.	The Nation	August 31, 2010
MTN Smartlink for a life that is truly special.	The Nation	August 31, 2010
REGISTER YOUR GLO SIM & WIN!	The Nation	September 2, 2011

3.3.2 An Analysis of Proper Names

From the data, proper names are put to significant use and it is only the understanding of the context of usage that guarantees meaning. For instance, the advert 'Newswatch special subscription...' - the word, 'Newswatch' is a proper name representing the company or product in the advertisement. In essence, proper names are used significantly in advertisement to depict the product or company in advert. It automatically directs the attention of the audience to the company and their product before telling them of the special subscription offer.

In addition, the advert "Win big... Skye bank saver promo", the term 'skye bank' is the proper name in use. From the expression, the company or the institution's name is Skye Bank. The aim of the advert may not even be the promo but majorly to advertise the company/institution "Skye Bank". The attempt of the advertiser is to reveal firsthand information about the company whose product is in the advert. In addition, the advert 'MTN smart links' is mounted to reveal the company or product. In this case the product 'MTN Smart Link' is the proper name that captures the interest of the audience.

A company or an institution's major concern in making aware of new products and services to the general public is primarily to showcase the name behind the product. This is where the name of the manufacturer comes to play. In other words, it is not enough for a product to be advertised, most times, the company behind the product or services offered, indicates its name in a conspicuous manners. This is because the name plays a very significant role in any advert. For example "REGISTER YOUR GLO SIM & WIN", it is obvious that the company's major concern in the advert is the underlined words which carry the name of the company. The only way GLO Sim

Card can be differentiated from other network's SIM is through the use of the proper name GLO.

It is important to assert that understanding of the society where the advert is rendered can guarantee the understanding of the particular advert. Also other information is used as supporting detail to subject matter (proper names) in an advertisement. For instance, the adverts "fly Arik Air... London, New York, Johannesburg..." the proper name here is "Arik Air" other information serve as supporting details to the advert of 'Arik Air' through these information, the audience will be able to know the routes flown by 'Arik Airline'.

3.4 Emotive Expression

3.4.1 Use of Emotive Expression

The use of emotive expressions is another significant feature noticed in this study. Emotive expressions here refer to the use of words that give the consumers an emotional appeal. It is the use of words that makes the consumer to select a particular product in advert instead of others of its kind. To understand how emotive expressions thrive in advert, data is presented below for illustrations:

Table 4. Presentation of data showing the use of the emotive expressions

Emotive Expressions	Newspaper	Date
Special subscription offer... make the right choice now... Beat the Rush! Subscribe Today.	Newswatch Magazine	February, 2011.
Vanguard Always on point accurate, informative, insightful, incisive.	Newswatch Magazine	May 30, 2011 (p 1).
... help stop capital flight. Fly Arik, Truly Nigerian...	The Nation Newspaper	August 31, 2010
Win Big Every 30 days. For Saving N25,000 monthly	The Nation	May 16, 2011

3.4.2 Analysis of Emotive Expression

From the data presented company generally make use of persuasive language/emotive expressions in advertisement. Advertisers employ certain lexical items to persuade customers into patronizing a particular product. For instance, in the advert "special subscription offer... make the right choice ... Beat the Rush today" the advertiser makes use of words like 'special', 'right', 'choice', and Rush to persuade the customer into patronizing the product. The word 'special' indicates the uniqueness of the product, while 'right choice' makes the product a better option to others of its kind in the market and "Rush" indicates the limited nature of the offer which can only serve those who patronize it on time.

This tendency is found in the advert "Vanguard also on point... accurate, informative insightful and incisive". Among the emotive expression in the advert include 'on point', 'accurate', 'informative' etc. The advertiser's aim is to assert that vanguard focuses on topical issues (i.e., point) and the information in Vanguard is reliable (i.e., accurate). In the advert "help stop capital flight", the advertiser makes use of the word 'help'. This word appeals to the emotion of the audience by establishing that they are relevant to Arik Air if they must stop capital Flight in Nigeria. The word 'help' in this context brings the customer closer to the company and indeed product in advert. The emotive device in the expression: "Win Big Every 30 Days. For Saving N25, 000 monthly" is "Win Big". These words appeal to the readers emotion because therein lie the target of the advertiser. It is a tool used by the advertiser to capture the interest or attention of the reader to make them aware of the benefit of saving for 30 days with them.

From the analysis of lexical features, it is discovered that advertisers make use of figurative expressions to add beauty to language use in advertising, proper names are used to reflect the product in advert or the company, simple diction enhances the accessibility of the advert and emotive expressions are used to persuade the customer into patronizing a particular product in advert.

4. Analysis of Graphetic and Graphological Features

Investigations show that advertisers employ features such as punctuations, colours, pictures and figures in advertising.

4.1 Punctuation Marks in Adverts

4.1.1 Use of Punctuations

To understand how punctuation is put to use, it is important to see the data below.

Table 5. Presentation of data showing the significance use of punctuation in advertising

Use of Punctuations	Newspaper	Date
Newswatch Special subscription offer... make the right choice now!	Newswatch Magazine	July 25, 2011
Love Babies? Come to afribaby African International Baby Exhibition	Newswatch Magazine	February 7, 2011
We have won it for you! HITV Relax. Learn. Enjoy.	The Nation Newspaper	July 11, 2002
“We lose 120 Billion to foreign Airlines yearly” – Dr. Horold Demuren.	The Nation Newspaper	August 31, 2010

4.1.2 Analysis of Punctuation

In the advert “Newswatch special subscription offer... make the right Choice Now!”, the punctuation in use here is an exclamation sign. The exclamation sign indicates the main interest or concern of the advertiser, which is to intimate the customer to make the right choice now, when it last.

Another graphological effect of punctuation is seen in the use of the question sign in the advert “love Babies...? Here, the question sign (?) is used to appeal to the emotions of the prospective customer. The idea here is to use the question mark to make or persuade the customer to patronize the product in advert because doing so will amount to having love for one’s baby. The advertiser uses the question mark (?) as a marker to question the potential customer’s choice.

In advert “we have won it for you! Hi-TV Relax. Learn. Enjoy”. The exclamation sign is used to mark out the most significant aspect of the advert. Also the use of fullstop mark after each word (i.e., Relax. Learn. Enjoy) is a device employed by the advertiser to let the customer know that there is more than one benefit accruable when customers patronize the product. The full-stop allows the three persuasive verbs to communicate the benefits of the product (HITV).

4.2 Colour in Advert

4.2.1 Use of Colour

The importance of colour in driving home the primary aim(s) of a newspaper advert (chiefly of which is not only to add prominence to its linguistic feature but also to have eye – catching effect on the readers or prospective buyer) is incontestable. It will aid to assert that linguistic prominence (i.e., writing words in capital letters, bold caps etc) may have less attention catching effect without the use of colours. This is because colour constitutes one of the most significant graphological features that characterize advertising in the Newspapers and magazines. Quite frankly, words without addition of colour are like a tunnel without light. Oxford advanced learners dictionary (edition 7) supports this position by defining colour as “the appearance that things have that results from the way in which they reflect light’. What this definition posits in relations to this section is that when colour are added to words, they show interesting and exciting details or the quality of the strings of words that have been fused together to buttress the objective(s) of the advert. This explains why Schrank (1966) opines that “one of the techniques adopted by advertisers is the use of colour. According to him, colour plays a prominent role in advertising. To understand this tendency, data is presented.

Table 6. Presentation of data showing the use of colour

Use of Colour	Newspaper	Date
We lose N120 Billion to foreign air lines yearly ...help stop capital flight. This advert has two colours. The first lines appear in blue background colour. (i.e., we lose...) while subsequent details appear in red background colour.	The Nation Newspaper	August 31, 2010
Newswatch special subscription offer save over N7,800 off the cover price when you subscribe ... Beat the rush subscribe today. This advert has three distinct colours red, black and blue	Newswatch	May 30, 2011

4.2.2 Analysis of Data Showing the Use of Colour

In this research it is established that colour enhances the aesthetics of the advert so as to catch the attention or the eyes of the customer. For instance in the advert, “we lose N120, Billion...” the advertiser makes use of two distinct colours. The first lines appear in blue background and subsequent details appear in red colour background. Apart from enhancing the aesthetics appeal of the advertisement, colour is also used to indicate the objectives of the advertisement. The part of the advertisement that appear in red colour states the need for the advert to show the customer that Nigeria loses capital flight to the tune of N120 Billion naira yearly. It further indicates that such huge loss is dangerous and causes Nigeria to be disadvantaged. The other part in blue simply carries which the customer is expected to use to checkmate this trend by opting for domestic airlines like Arik instead of foreign ones.

This is also what thrives in the advert “Newswatch special offer”. Here the three major concerns of the advertisers appear in three distinct colour backgrounds. The first colour background appears in the part of the advert that states the product in offer (i.e., Newswatch). While in the second part appearing in black colour background is used to state the terms of the offer in advert (i.e., save over 7,800), the last part of the advert appear in blue and it is used to intimate the customer to patronize the offer while it last.

4.3 Pictorial Images in Advert

4.3.1 The Use of Pictorial Images

For proponents of stylistic criticism, “style” is the way language is used with the aim of relating it to its artistic and aesthetics (Leech and Shorts 1981). Thus in the analysis of pictorial images, attention is focused on the artistic and aesthetic function that these pictorial images serve in the language of advertising. To achieve these objectives, data is presented and analysed below.

Table 7. Presentation data showing the use of pictorial images

Pictorial Images	Newspaper	Date
Promotional copy not for sale Burie ya Enu Forever This advert goes along with the picture of Paul and Peter	Newswatch Magazine	May 30, 2011
The two members of the P. Square entertainment outfit.	The Nation Newspaper	August 31, 2011
“We lose N120, Billion to Foreign Airlines yearly”..., Fly Arik Air Truly Nigerian.	The Nation Newspaper	April 20, 2010
In this advert, we have the picture of one of the planes used by Arik.		
Always on point. Accurate, Informative, Insightful,	Newswatch Magazine	May 30, 2011

incisive.

The advert goes along with the image of a board on it the map of Nigeria showing the different regions of Nigeria. We also have the image of a white board make on it written Vanguard pointing to the middle of the white board.

4.3.2 Analysis of Pictorial Images

It is important to say that the images used in *The Nation Newspaper and Newswatch Magazines* cannot be understood outside their context of usage. Therefore in the analysis of the images attention is on the context of usage, showing their importance towards enhancing the message of advertising.

In the advertisement that has the image of the two brothers of the P. Square group, this pictorial image is highly significant because no other information in the advert states the name of the advertisers. Therefore the pictorial image of the two brothers is used significantly to depict the advertisers of the product. On the one hand, the image of one of the aeroplanes of Arik air is used to indicate that 'Arik Air' is an aeroplane and promote the salty nature of flights in Arik Airline.

The picture of an aeroplane as used by the advertiser is to easily explain to the society what 'Arik Air' is all about without misinterpretation. The picture reveals the flight having taken off. What is implied through the image is to show that flight with "Arik Air" would save Nigeria from losing the sum of N120 Billion annually to foreign airlines.

In the same way, the image of the white board and ink paint in *Nation Newspaper* colour and initials, the objective of the advertiser is to show that *Nation Newspapers* can navigate across nooks and crannies of Nigeria. This is why the white marker points to the centre in the board. This also means that *Nation Newspaper* operating base is in the centre; a position from where it navigates to other regions in Nigeria.

4.4 Figures in Advert

4.4.1 Use of Figures in the Language of Advertising

Another significant graphological feature is the use of figures. To depict this tendency, data is presented.

Table 8. Presentation of data showing the use of figures in advertising

Use of Figures	Newspaper	Date
We lose N120, Billion to Foreign Airlines yearly... Fly Arik Air. Truly Nigerian.	The nation Newspaper	August 31, 2010
Special subscription offer save over N7,800 off the cover price when you subscribe.	NewsWatch Magazine	May 30, 2011
Introducing drift your pocket size DSTV mobile decoder N14,700	NewsWatch Magazine	May 31, 2011

4.4.2 Analysis of Figures in the Language

From this data, figures are used to indicate the address of the marketing firm in the advert and provide the cost value of the product in the advert.

5. Conclusion

This paper has established that at any point in time a stylistic analysis of any piece of work is carried out, there are always noticeable unique characteristics even within the same field of study; this is basically because language is a creative and productive phenomenon. And every one, depending on his personality, natural endowment, socio-cultural background, educational attainment, employs language differently; this is one of the major reasons why differences are recorded. Creativity and manipulation as well as genuine innovation centre on choice of an author. In the texts of consideration, language of advertising in newspapers and magazines exhibit unique characteristics at the levels of lexis and graphology. It is unravelled that there is an intricate relationship between the function a piece of language serves and the language features in use.

The study reveals that advertisers often times use figurative expressions, simple diction -being audience-driven, proper names to showcase the name behind the product and emotive expression to compel consumers to select a particular product instead of others. The advertisers also employ graphological features, such as punctuations, colour and pictorial images to display their artistic and aesthetic ingenuity and ultimately to provide basic useful information, communicate ideas and promotes awareness of new and existing products and services to the general public. Since the purpose of language use in advertising is to bring the message content to the customers, it has been discovered that language is strategically and significantly used in a way that it appeals to the customers.

Put it differently, this investigation reveals that advertisers make use of some non linguistic or graphitic devices to embellish and interpret their language. *The Nation Newspapers and Newswatch Magazines* use these factors to create emotional effect in the mind of the consumers. Finally it is proven that the language used in advertising in *The Nation Newspaper and Newswatch Magazine* can be qualified as a unique variety of the English language. This is because of the peculiarity of the language features in use.

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