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A Grapho-grammatical Study of Language of Academic Advertisement in Selected Daily Trust Newspaper in Nigeria

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Abstract

This paper is a grapho-grammatical study of features of language use in advertisement, especially those of academic advertisement in selected adverts in Daily Trust Newspaper. The main focus of this paper is to discuss the graphological and grammatical elements used in academic advertisements in Daily Trust Newspaper. The study in addition investigated and analysed the ways in which language of advertisements reflects the various elements of graphology, lexis, morphology, syntax as levels of linguistic stylistic analysis. The data for the study was generated from the Daily Trust Newspaper. Convenient sampling technique was used to select a sample of ten (10) academic advertisements from the Daily Trust Newspaper of which six (6) of them were analysed. The study was informed by the use of the various elements of linguistic stylistic analysis in examining the linguistic stylistic elements that were used in the academic adverts. This paper shows that academic advertisement understudy employ syntactic elements such as simple and everyday language, and word class of: nouns, pronouns, verbs, adverbs, adjectives etc. At the graphological level, the academic advertisement employed different colours such as red, green, purple, black etc. graphological elements such as different logos, images, pictures, font sizes, font faces, etc to persuade their targeted audience. Hence, the adverts make use of linguistic stylistics features like, graphological feature, lexical feature, syntactic features, morphological and semantic feature. This paper concludes based on the findings that the vital role that graphology and grammar play as key elements of linguistic stylistic features in depicting interpretation and understanding of academic advertisements in Daily Trust Newspaper cannot be overemphasised.

Keywords: Grammar, Graphology, Style, Stylistics, Advertisement

Introduction

Language study for decades focused on language formation and structure (syntax/grammar) at the expense of language use and function. However, in the mid- 1960s the field of linguistics enjoyed a notable and synchronic paradigm shift with the manifestation of many recent but mutually related inter disciplines like discourse analysis, pragmatics, sociolinguistics, semiotics, psycholinguistics, stylistics, among others. Around 1960s, many linguists realised that language use and function was not obviously limited to form or structure of isolated abstract invented sentences as well as case in structural and generative grammar but immediate analysis of structure above the sentence and of a whole text (spoken or written), for instance, to account for anaphora as well as cohesion and coherence is also important in linguistics. This means that linguists are gradually and rapidly shifting ground from paying full attention to only language form. Language use and function is now receiving greater attention than before. Not only linguistics but also social sciences have in recent decades undergone a discourse turn and become increasingly interested in the part played by language in the reaction of reality that surround us.

Different language varieties employ different styles in communication; as such the same thing can be said in different ways by the unique way of an individual. According to (Akande 2017:306), "There is a style in everything we say; so style cannot be isolated from language itself; but it is a distinctive aspect of language". To him, "Linguistic study of style is called stylistics and what language is to linguistics is what style is to

stylistics". Udeme (13) opines that "When style can be considered as a general concept, stylistics is nearly a specific linguistic concept. The perception and expression of man mainly depends on language use and this is the reason for considering stylistics as a specific linguistic concept".

From the above discussion, it is clear that there exist crucial relationship between style and stylistics. Stylistics on this note can be regarded as a branch of linguistics which is difficult to define. It is charge with functional significance for the interpretation of text of a particular speaker or the other.

Text is any sequence of sentences having certain coherence. "Text is a logical connection that readers or listeners perceived in written or oral form". It is analysed to see its effectiveness. The detailed examination of the text helps us to see more clearly how a text achieves what it does. The main idea of stylistic study of a text is to enable us examine and understand how words, phrases and sentences of a text create the feelings and responses that one usually derive or obtain when one read or listen the text(s).

The linguistic stylistics which this study focuses on is one of the end products of two modes of stylistic analysis: literary and linguistics. The latter concerns itself with linguistic elements used by the writer which explicate the message(s) of the speaker. Linguistic stylistics is the objective analysis of style in texts, applying linguistic theories and methods to examine how specific language choices such as diction, syntax, and phonology create meaning, tone, and effect. It focuses on identifying patterns of language variation and function at different levels of description (phonological, graphological, lexical, grammatical, semantic, pragmatic) to understand the stylistic choices made by a writer or speaker in a particular context.

Over the years, there have been excellent linguistic stylistic studies carried out by intellectuals and linguists to properly juxtapose the effectiveness of linguistic stylistic elements in the language of news paper advertisement. However, it has been observed and noticed that studies and publications on the linguistic stylistics that focus on newspaper advertisement especially that of grapho-grammatical analysis of academic advertisement on daily trust newspaper are hard and rare to find if at all any. Therefore, the problem of this study is that there exist no definite studies/publication on grapho-grammatical analysis of academic advertisement on daily trust newspaper *in the Abuja region, Nigeria*. Hence, this provides us a gap to fill. This study then provides answers to the following questions: *The study is guided by the following research questions:*

1. What are the linguistic stylistic features, especially grapho-grammatical features employed in the language of academic advertisements by Daily Trust Newspaper in Abuja Metropolis?
2. How can one use the various elements of linguistic stylistic analysis, most importantly, *graphology, lexis, morphology, syntax* to analyse and understand the language of academic advertisement under study?
3. What are the linguistic stylistic effects of the language of academic advertisement on the readers of Daily Trust Newspaper in Abuja metropolis?

The main focus of this study is to do a grapho-grammatical analysis of language in selected academic advertisement in Daily Trust Newspapers in Abuja Metropolis. Hence, the main objectives are to:

1. Examine the linguistic stylistic features, especially grapho-grammatical features employed in the language of academic advertisements by Daily Trust Newspaper in Abuja Metropolis.
2. Use the various elements of linguistic stylistic analysis, most importantly, *graphology, lexis, morphology and syntax* to analyse and understand the language of academic advertisement under study?
3. Understand the linguistic stylistic effects of the language of academic advertisement on the readers of Daily Trust Newspaper in Abuja metropolis?

Significantly, a study of this nature would be of immense value to those who have particular interests in linguistic stylistics and mode of advertisement. In addition, this study reveals the nature of language of academic advertisement as employed in Daily Trust Newspaper in Abuja metropolis and as well enables

language users to understand linguistic stylistic elements such as grapho-grammatical structure of the language of advertisement understudy. Geographically, the scope of the study focuses only on the academic advertisement on the selected Daily Trust Newspapers in Abuja metropolis while the linguistic scope centres majorly on the grapho-grammatical (graphology, morphology, syntax and lexico-syntactic elements) analysis of this language of advertisements. In a nutshell, the major concern of this study is to investigate, examine and analysis how language is used grapho-grammatically in Daily trust News Paper

Literature Review

An Overview of Language

Language is the principal means used by human beings to communicate with one another. Language is principally spoken, though, it could be written as well. When the verbal means of communication and interaction is unavoidable, as may be the case among the deaf, nonverbal means such as sign language can also be used. Language has been variously defined by many different scholars as interested in the subject matter. Its definition as a human institution, a skill, a medium, a subject of study, etc. depends on each scholar's professional background and the aspect of language which they are interested in. However, whatever the differences on opinion on the concept and definition of language, all seem to agree that language is human, an indispensable tool of communication and the central feature of the culture of a community. That is, language has been with man from time immemorial, there is no human society in the world that has no language. The cultural, scientific and technological achievements are incomplete without language.

Lehman (4) opines that, "language is a system for the communication of meaning through sounds". There is no doubt that Lehman's definition is not compressive enough because it does not cover the writing and the sigh aspect of language. In a more involving and technical manner, Sapir in Olanrewaju (19) says, "language is purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced vocal symbols". The technicality of this definition for a lay man makes it necessary to give further explanation. Here, language is said to be exclusively, human system of communication. This implies that only human beings speak language. The lower animals only have call signals or systems of communication peculiar to their species. Though, some may argue that some animals like the ape, and the parrot imitate human speech and other giving mating sounds or danger signals. These cannot be organised as in human language and are, therefore, not language in the strict sense of the word.

The definition further views language as 'non-instinctive' that is, language is not innate or inborn. Human beings do not inherit or acquire any form of language at birth by instinct. Though, it is also arguable, but the fact remains that among the human language is not transmitted through the genes of the parents to the young ones as in the case of lower animals. This account for why infants do not have any language at birth or grow to speak the respective languages of their parents; the language infants speak will depend on the social and linguistic background to which they exposed in their early years.

Furthermore, language is described as consisting of vocal symbols. A symbol is something perceived with which we connect meaning. It may be abstract or concrete. For instance, if we see the cross, crescent-shape object on top of building along a certain street, it may means that the buildings are places of worship, a church and mosque respectively, and if one hears or sees the word "table" or 'boy' one form a mental picture of an object with that surface and four legs" and a young male person' respectively.

Sapir goes further to say that these symbols of language are vocal, (symbols produced by human voice). By this language is essentially spoken thing. Speech is the primary skill in language for obvious reasons. Recording and writing skills are only secondary methods of communication. There exist tribes of people in the world today whose languages have no form of writing, yet they communicate effectively among themselves. In addition, a society can survive even only with the spoken form of their language but not only with the written form, However, the members of the society stand to gain more advantage from the mass of information available in the written form of that tribe agree that it stands for.

Without wasting time going over other scholarly definitions of language, we can go straight to our working definition of language which we consider to be adequate for this study. According to Osisanwo (1), “language is human vocal noise or the arbitrary graphic representation of this noise, used systematically and conventionally by members of the speech community for purpose of communication”. The definition covers both written and spoken forms of language is a human phenomenon. Since it is used systematically and conventional, there is need to examine how it is used, and how the systems and conventions emerged or are formulated A language can be used to discuss a wide range of topics, however, other features may include: productivity, dynamism, duality, discreteness, reflexives, displacement. It is biologically and environmentally conditioned and peculiar to each speech community.

From discussion above, one can constructively say that language is an indispensable tool to human beings. In fact, it is language that makes us human. Its importance has made it an interesting area of investigation to linguists, psycholinguists, sociolinguists, psychologists, pragmaticists, grammarian, discourse analysts, etc. each of whom focuses their research interest on various aspects of language. Language is therefore, the major tool for social interaction; a major factor of unity among its users, a vehicle for cultural and religious transmission; a medium of education and literary expression.

Advertisement

Advertising is the practice and techniques employed to bring attention to a product or service. “Advertising aims to present a product or service in terms of utility, advantages, and qualities of interest to consumers. It is typically used to promote a specific good or service, but there are a wide range of uses, the most common being commercial advertisement” (Udeme 121). She furthers that “Commercial advertisements often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers. On the other hand, adverts that intend to elicit an immediate sale are known as direct-response advertising”. In her opinion, “Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organisations, and governmental agencies. Non-profit organisations may use free modes of persuasion, such as a public service announcement”. Hence, advertising can also help to reassure employees or shareholders that a company is viable or successful.

Academic advertising involves using public announcements across various media, like digital adverts, social media, TV, and print, to promote educational services and institutions to attract students, build brand recognition, and convey important information about courses and programs. It is a competitive marketing effort to inform and persuade potential students about offerings from schools, colleges, and other educational providers. A primary goal is to attract prospective students to enrol in specific courses or programs. Institutions also use advertising to build and strengthen their reputation and brand identity in the competitive educational

market. It as well serves to communicate vital details about new programs, special offers, scholarships, or upcoming events and helps an institution to stand out from its competitors by highlighting its unique strengths and value

Roles of Language in Advertisement

Language plays a vital role in advertising by persuading consumers, building brand identity, informing potential buyers, and creating emotional connections with the audience. Through carefully chosen words, slogans, and linguistic techniques, advertisers aim to attract attention, instil desire, influence purchasing decisions, and align the brand with shared values to foster customer loyalty. The primary objective is to convince consumers to take action, such as making a purchase or supporting a cause. Language achieves this through techniques like figurative language, emotional phrases, and compelling calls to action, such as Nike's "Just Do It" slogan.

Information and Knowledge Building: Language serves to educate consumers about a product or service, providing details that help in making informed purchase decisions. Advertisers use language to convey a company's values, principles, and the unique selling points of its offerings, thereby crafting a distinct brand image. Words and phrases are employed to evoke emotions and establish a deep connection between the audience and the brand, making the message more memorable and relatable. Through the strategic use of language, advertisers can create a sense of need or urgency, motivating consumers to act on their desires immediately. In social advertising, language is a crucial tool for influencing social beliefs and driving positive societal changes, as seen in effective campaigns for social causes. By aligning with the values and aspirations of the target audience through its message, language can help create and maintain customer loyalty over time. Language can be used to connect with a specific culture, making the advertisement more relevant and impactful to a particular group of consumers. By studying stylistics, we can gain insights into how language works, how meaning is created, and how language use shapes our perceptions and interpretations.

Style and Stylistics

In linguistics, style refers to a speaker's or writer's specific, often deliberate, choices of language, including vocabulary, grammar, and pronunciation, to convey meaning, express personality, or adapt to a particular social situation, context, or purpose. According to Oyedele (76), "style can manifest as deviation from linguistic norms or as recurring patterns, and the study of style, known as stylistics, examines how these linguistic choices create different varieties of language, from formal to informal, literary to everyday". Style is rooted in the choices a language user makes from the available linguistic system beyond what is necessary to simply express a meaning. For example, a writer might choose more formal vocabulary or complex sentence structures for a specific effect. It represents variation in language use, whether the variation is personal (an author's unique pattern) or situational (formal vs. informal language for a job interview vs. a casual chat). Style describes the distinctive way someone expresses themselves through speaking or writing. The context or situation (register) determines the appropriate style. A legal document requires a different style than a poem or an advertising slogan. Style operates at various linguistic levels, including:

Phonological: Choices in pronunciation or accent.

Lexical: The selection of specific words or vocabulary.

Syntactic: The structure of sentences and grammatical patterns.

Deviation from Norms: Style can also be seen as a deviation from expected linguistic norms, such as the unusual sentence structures found in poetry.

Stylistics is an area of linguistics which studies linguistic style, analysing texts to understand the author's intent and the function of their linguistic choices. It bridges linguistics with literary criticism and applies to various text types beyond literature, including news reports, political discourse, and even advertisements. According to

Adedayo (34), “Stylistics as a branch of applied linguistics is the study and interpretation of texts of all types, but particularly literary texts, and spoken language with regard to their linguistic and tonal style, where style is the particular variety of language used by different individuals in different situations and settings. For example, the vernacular, or everyday language, may be used among casual friends, whereas more formal language, with respect to grammar, pronunciation or accent, and lexicon or choice of words, is often used in a cover letter and résumé and while speaking during a job interview.

As a discipline, stylistics links literary criticism to linguistics. It does not function as an autonomous domain on its own, and it can be applied to an understanding of literature and journalism as well as linguistics. Sources of study in stylistics may range from canonical works of writing to popular texts, and from advertising copy to news, non-fiction, and popular culture, as well as to political and religious discourse. Indeed, as recent work in critical stylistics, multimodal stylistics and mediated stylistics has made clear, non-literary texts may be of just as much interest to stylisticians as literary ones. Literariness, in other words, is here conceived as 'a point on a cline rather than as an absolute'. Adeoye (98), opines that “Stylistics as a conceptual discipline may attempt to establish principles capable of explaining particular choices made by individuals and social groups in their use of language, such as in the literary production and reception of genre, the study of folk art, in the study of spoken dialects and registers, and can be applied to areas such as discourse analysis as well as literary criticism”.

Linguistic stylistics is the objective analysis of style in texts, applying linguistic theories and methods to examine how specific language choices—such as diction, syntax, and phonology—create meaning, tone, and effect. It focuses on identifying patterns of language variation and function at different levels of description (phonological, lexical, grammatical, semantic, pragmatic) to understand the stylistic choices made by a writer or speaker in a particular context.

The goals of linguistic stylistics may include: to use scientific, linguistic tools to analyse texts rather than relying solely on subjective aesthetic interpretation. It examines features across all levels of linguistic description such as sound patterns like alliteration and rhyme; specific word choices (diction); sentence structure, repetition, and other grammatical features; meaning, including figurative language like metaphors and irony; how context influences language use. It also considers the social, cultural, and interactive context of the language use to understand why and how particular stylistic choices are made. The goal is to understand how these systematic language variations contribute to a text's tone, mood, and overall message. While related, linguistic stylistics is more objective and focused on the "how" and "what" of language usage, using linguistic methods to categorise and explain linguistic features. Literary stylistics, on the other hand, may use similar linguistic concepts but is often more interpretive and concerned with explaining the artistic qualities and meanings within literary works

Levels of Linguistic Stylistic Analysis

1. Graphological Level: graphological level examines the visual aspects of language. This including: typography such as font styles, sizes, and arrangements; punctuation as in the use of different punctuation marks like full stop, exclamatory mark, question mark etc to convey meaning or create effect; layout such as organisation of text on the page or screen; orthography which include spelling and lettering conventions. In addition, analyst also examines the use of colours, pictures, images etc and their effects in a text. Graphological analysis can reveal how visual elements contribute to the overall meaning or impact of a text.

2. Lexical Level: The lexical level focuses on the words and phrases used in a text, including: word choice, as in selection of specific words to convey meaning or tone; diction such as formal or informal language use;

collocations, which refer to words that frequently co-occur; Idioms, as in fixed expressions with non-literal meanings. Lexical analysis can help identify patterns, tone, and style in a text.

3. Morphological Level: The morphological level examines the internal structure of words, including: morphemes – the smallest units of meaning (e.g., prefixes, suffixes, roots); word formation processes like compounding, derivation, and inflection, reduplication etc. Morphological analysis can reveal how word structure contributes to meaning and style.

4. Phonological Level: The phonological level explores the sound patterns of language. This includes: phonemes, which is distinctive sounds in a language; alliteration, the repetition of initial consonant sounds; assonance, repetition of vowel sounds; rhythm, patterns of stress and intonation. Phonological analysis can highlight the musical quality of language and its contribution to meaning.

5. Syntactic Level: The syntactic level examines the arrangement of words and phrases to form sentences. Here, the analyst is more concern with: sentence structure such as simple, compound, or complex sentences; clause structure like independent and dependent clauses; word order: as in arrangement of words to convey meaning. Phrases and word class are also discussed under the syntactic level. Syntactic analysis can reveal how sentence structure contributes to meaning, tone, and style.

6. Semantic Level: The semantic level focuses on the meaning of language, including: literal meaning like explicit meaning, figurative meaning, non-literal meanings conveyed through devices like metaphors, similes, and hyperbole. Analyst also examines and discusses implicature which is the inferred meaning beyond literal interpretation. Semantic analysis can help uncover the underlying meaning and implications of a text. By analysing these levels, linguists can gain a deeper understanding of how language works and how it contributes to the meaning and effect of texts.

Theoretical Framework

Style as Deviation: Deviation means doing things in contrary to the normal expected, accepted or general way of doing it. The concept of style as deviation is based on the notion that there are rules, conventions and regulations that guide the different activities that must be executed. When, these rules or conventions are not complied with there is deviation. Deviation in stylistics is the departure from what is taken as the common practice. Language deviation is an intentional selection of language use outside the range of normal language. At the linguistic level deviation can be phonological, graph logical, lexical, syntactical, morphological, semantic, and pragma-discourse at the graph logical level for instance we may see capital letters where they are not suppose to be. At the syntactic level subjects and verb may not agree in number or the normal order of clause element may not be observed At lexical semantic level words that should not go together may be deliberately brought together e.g. dangerous, safety, open-secret. Etc.

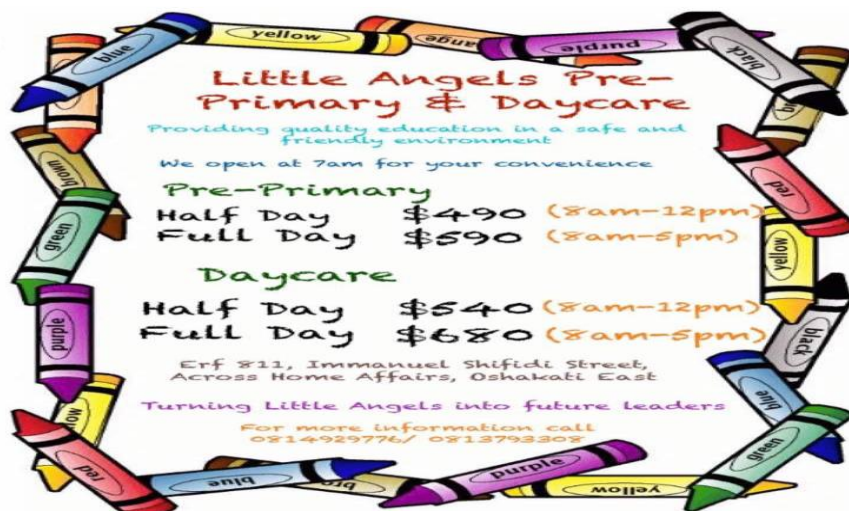
Methodology

This study makes use of descriptive research design. To achieve a worthwhile research for this study, the researcher depends on primary and secondary sources of data. The primary sources provides the raw materials data; the advertisements which are derived from the Daily Trust Newspaper. The academic adverts (pictures/images) derived were then used for analysis. On the other hand, the secondary data provides relevant literatures for the study, especially for the literature review. These include: written or printed materials such as textbooks, journals, magazines, websites, etc. The data for this study were presented and analysed descriptively one after the other following the different levels of linguistic stylistic analysis approach, especially grapho-grammatical elements. The researcher studied five (5) advertisements to determine the use of linguistic stylistic elements such as graphology, morphology, syntax, lexis etc.

Data Presentation and Analysis

The presentation of data is based on the collected data from the daily trust newspaper. It is used entirely in the analysis. This is basically on categorisation under various elements of linguistic stylistic analysis, especially, grapho-grammatical elements as presented in the approach applied. Due to the fact that these advertisements contain different styles, it is appropriate to conduct analysis on them. In addition, the researcher analysed the advertisements through the use of coding method. The advertisement one (1) indicates the beginning of the first data analysis; the advertisement two (2) indicates the beginning of the second data, and so on. The following is a list of the data and the advertisement that were found in this research:

Advertisement 1



Graphological device

Graphologically, there are different font faces, sizes and colours employed in the above advert. Colours in the advert include: yellow, purple, blue, green, red, brown, black, and orange. These are employed to make the advert eye catching, convincing and interesting to students and parents. Another graphological element here is the use of capitalisation of words like **Providing, Little Angels, Pre-primary & Day-care, Half Day, Little Angels**. The idea is to place emphasis on those words so as to call the attention of the target audience. The word *Little Angels* is repeated in the advert. This is to continually remind the parent that their wards are treated as little angel in the school. Hence, the repetition of the little angels makes this advertisement memorable. Notably still at the graphological level is how the image is designed with crayon of various colours of yellow, purple, blue, green, red, brown etc. This is without doubt what pupils

are interested in. Hence it is a deliberate effort to arouse the interest of both the pupils and their parents.

Lexico-syntactic Device

At the lexical level, the advert employs word class of nouns and adjectives. Different nouns, like *angels*, *day-care*, *education*, *environment*, *convenience*, and *leaders* are used to communicate the aim, objectives purpose and goals of the school and its effectiveness. For instance, the noun “*angels*” as a proper noun in the name of the school “Little Angels Pre-primary & Daycare” is to present the school in an extraordinary and convinced way to both parents and the students. Angels are generally refers to as saint, someone who is very kind, very beautiful, and very nice. Hence, it is contextually employed here to persuade parents in order to believe that their children are little angels, and that the staff will also be angelic and nice to the students. In addition, adjectives like *little*, *quality*, *safe*, *friendly*, and *future* are employed tom describe the objectives of the school, provide more information and arouse the emotions of the parent to show interest in the school and enrol their wards. For instance, the word *quality* in “quality education” describes the kind of academic services offer by the school. In addition, the adjectives *Safe and friendly* are used to convince the parents and relieve them of any kind of worries. Hence, they are used to assure the parents that their wards are in a safer and conducive environment which is a major requirement for effective teaching and learning.

Morphological Device

Morphologically, the word “Day-care” is a compound noun with hyphen. It made up of two free morphemes thus: *day* and *care*. The word *day* is a noun while *care* is a verb. The two are morphologically combined to form the new word *Day-care* which is a key element in the name of the school.

Advertisement 2



ENROLL NOW

CENTRAL EMIRATES
INTERNATIONAL ACADEMY, ABUJA
#Plot 903-904, Anagada Satellite Town, Near Giri Junction, Abuja.
www.centralemirates.com

ADMISSIONS OPEN INTO
*NURSERY
*PRIMARY
*SECONDARY
BRITISH & NIGERIAN CURRICULUM

DAY, BOARDING CBT CENTRE AVAILABLE

08033131549, 08077140416, 08038399413
www.centralemirates.com @Central Emirates
@centralemirates_official ceiacollege@gmail.com

Graphological Devices

From the advert above, the image/picture, font size, shape and colour are presented in a persuasive and eye catches to arrest the attention of the target audience. The image/picture itself indicate a vivid and exact environment of the school. There is indication and perception via the image that the picture is directly from the environment of the school. This creates a sense of sincerity and reality. Hence, this can persuade and convince parents to enrol their words in the school. However, for the purpose of uniqueness, the advert employ different colors such as white, yellow, black, red, and blue with the intention of striking for the customers, so that they will notice the existence of this academy and be attracted to take their children there. Also, gothic writing is used in a different style. Some words like CENTRAL EMIRATE NTERNATIONAL ACADEMY, ABUJA, DAT, BOARDING, CBT CENTRE etc are bolded to signal attention. Moreover, there is a graphological deviation in the use of capitalisation of the same words that are in bold also to emphasise the objectives and

goals of the school. These words include: CENTRAL EMIRATES INTERNATIONAL ACADEMY, ABUJA, BOARDING, CBT CENTRE, NURSERY, PRIMARY, ENROL NOW, SECONDARY, etc. As people pay more attention to pictures than to words, this is another way of attracting customers through pictures of real environment and what they do. Another noticeable point at this level is the use of Nigeria and USA (United State of America) flags/logos. This is employed to communicate that the school is actually an international one as suggested in the.

Lexico-syntactic Devices

The advertiser business name is CENTRAL EMIRATE. The whole phrase is a proper noun, but normally the word Central is an adjective that is describing a noun. Something central is something that is of high-class, elite, fashionable and private, while emirate is something standard, model and common. Central is an adjective describing emirate which is a noun. Adjectives paint pictures of the environment that are memorable and vivid which will stuck in the minds of the customers and, somehow, they will be convinced to pay for services offered. The word central emirate was formed by the advertiser.

Advertisement 3



Graphological Devices

In the above advert, different colours and different font sizes are used. These immediately capture the attention and interest of the target audience. The colours include: black, green, orange, yellow etc. The colours are uniquely combined to arrest reader's attention but not as distraction. There is also use of exclamatory and question marks. The exclamation mark is employed to indicate the previously emphasised idea in the advertisement in order to arouse emotions and surprise. In the advert, words like, AFFORDABLE RATES, SPECIAL DISCOUNT and SAFETY FIRST are capitalised and as well bolded. This is a graphological deviation which communicates that all the words in the advert are employed to pass crucial message(s) to the audience.

Syntactic Devices

As can be seen in the advertisement three above, simple and everyday language is employed to bring home the message to the target reader(s). The simple language makes it easy for the readers to understand and comprehend the message of the advert. Examples of these are: *Hurry while seats are available*, *special discount!* *For the first 10 parents to get their kids a seat*. Simple and everyday language is a better option here since the advert is for the masses.

The use of an imperative verb such as: *hurry, Think easy!* in the advert is to persuade the customers that they should book their children's seats as fast as possible. This also suggests that the seat are perhaps not many. Hence, the fastest parents get the available seat for their children. This can trigger the parents to act competitively for the love and comfort the desire for their children. The word *Think* in the phrase *Think easy!* in the context of this advert is also an imperative verb. Here the readers are imperatively persuaded to think easy because the service is nearby. This employed to calm the assumed stress and worry of parents about their children's transport to school. The solution to the stress and worry is EASY SCHOOL BUS. Hence, the target audience should *Think easy!*

Also at the grammatical level, adjectives like EASY, AFFORDABLE and SPECIAL are used in the advert to describe quality of services render by the school. AFFORDABLE as an adjective the in the advert supply more information about the noun, RATES. This is to tell the target readers that the rates of their product and services are affordable. In addition, SPECIAL is employed to qualify the noun DISCOUNT. It is and indication that the discount is specially made for the parent as it is not something that happens every day. Hence this will persuade parents to be in the first ten parents to save money from the discount that will be offered

The word, SAFETY as a noun, in the advert is employed to communicate a strong assurance of accident free and total protection of the students to the parent. It is to calm the assumed tensions and worries of parents about the safety of their children. Hence, there is nothing to worry about since the first thing the school cares about is safety.

Advertisement 4



Graphological Devices

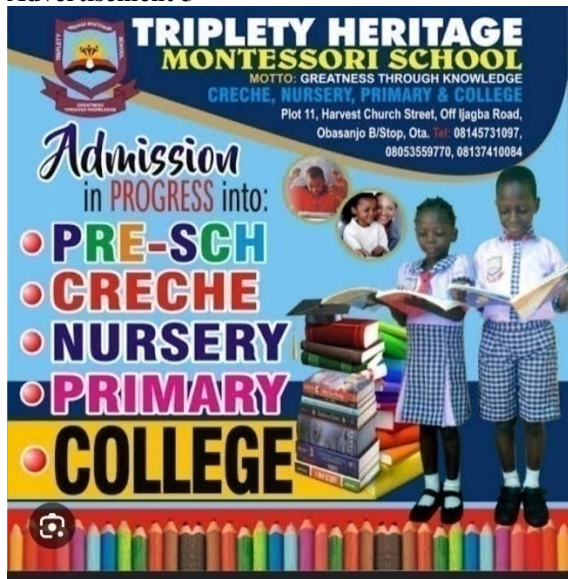
Graphologically, just like other adverts analysed above, this advert also employed different font size, shape, images and colours, to capture the attention of the readers. We have colours like: black, pink, purple, yellow etc. the font size employed is gothic. These are done to effectively communicate the message of the advert. The images in the advertisement show what the advert are all about and as such arouse the attention of the prospective customer. The business name, DAARAYN BASIC SCHOOL, is written in gothics. Different colours of black and pink are equally use to write the name of the business. This is to signal ant attract the attention of the readers. The pictures in the advert such as classrooms and playground are employed to vividly explain the facilities of the school to their target audience. As people pay more attention to pictures than to

words, it is another way of attracting customers through pictures of real people and what they do. There is also use of capital letters in writing the name of the business and the name of the school thus: DAARAYN BASIC SCHOOL, FREE TUITION FOR OPENING TERM.

Lexico-syntactic Devices

The business named DAARAYN BASIC SCHOOL is made up of three words from two different word class thus: noun (DAARAYN, SCHOOL) and adjective (BASIC). BASIC is an adjective that is giving more information about the noun school; that the school is essential and necessary. *Nurturing the best of both worlds* highlighted in white, is an eye-catching noun. It is done intentionally to attract customers to pause and read the advertisement. This is the same sign that informs people to stop for a reason, and it is employed in this advertisement for a reason. Best is an adjective that is describing the noun, education offered at this academy. *Enrolment* in the advert is used as a command that is telling parents to enrol today. Enrol is an imperative verb, that shows that the advertiser is informing them directly enrolment ongoing, since people respond to commands more than they respond to other ways of talking to them. A picture of togetherness, and will encourage parents to trust these dedicated academy to take care of their children.

Advertisement 5



Graphological Devices

Different font faces, sizes and colours, pictures are the graphological devices that dominate this advert. We can see colours like yellow, red, blue green, brown, orange and white in the advert. Noticeably, the colour combinations are associated with colour majorly preferable by children and, as such, draw attention and create a sense of belonging. This is done to make it eye catching and interesting. With this, many parents will have looked at it. The capitalisation of some words such as, TRIPLETY HERITAGE MONTESSORI, PRE-SCHOOL, CRÈCHE, NURSERY, PRIMARY and COLLEGE etc are employed to lay emphasis on these words. The use of picture is another interesting point of discourse in the advert. We can see pictures of pupils, different textbook that look like dictionary, picture of crayon and the school logo. The picture of the pupils seriously focusing on their books and also that of different textbook is an indication that the school offers

quality education and does not joke with academic performance of their students. The pictures make the advert memorable and as well persuade parents to enrol their children in this school.

Lexico-syntactic Devices

Adjectives in the advert above are employs to attract and persuade the target audience to enrol their children in this *pre-school, crèche, nursery, primary and college*. Providing greatness through knowledge, this is what parents desire when they are looking for a school to enrol their children. Incorporating verbs is a marking strategy employed to catch customers attention “admission in progress” are what the parent would wish to hear turning a situation around from ordinary children to future leaders through the provision of greatness and knowledge in safe and conducive environment. The use of an imperative verb, *for more information call* is a good move to command anyone who wishes to enquire for more information to call.

Semantic Devices

Semantically, the sentence, ‘Greatness through knowledge’ is employed to persuade the target audience that their children/wards are expected to become great in live through the knowledge provide for the by the school. This is an allusion to hint and reference to the essentiality of the kinds of quality education offer by the school but not explicitly stated

Discussion of Findings

From the data presented and analysed it is found that Daily Trust academic advertisements in Abuja Metropolis employed different linguistic stylistic elements. Hence, language is very vital in the use of advertisement. The selected academic advertisements analysed in daily trust incorporated the linguistic stylistic elements such as graphology, syntax, morphology, semantics etc in their advertisements. The advertisements analysed employ graphological devices such as pictures/images, bold print letters, different front size, capitalisation of words, ellipsis and also through different designs and visual images to communicate ideas and appeal to the emotion and attention of the customer.

Linguistically, simple and everyday phrases and sentences are used to drive home their messages and to enhance the knowledge of the readers/customers. Similarly, different lexico-syntactic elements are employed differently to convince customers that the commodities and services advertised are effective and desirable. In addition, the use of adjectives spices up the advertisement. This is employed to persuade the customers towards the product/services in question. Words such as delight are well chosen and appropriately used to mean enjoyment, pleasure, happiness, gladness, and amusement etc. This is intentionally done to put smile on the customer’s face in other to make them change their mind positively toward the products or services. It is therefore observed through the findings that graphological elements, lexical elements and syntactic elements are very prominent as linguistic stylistic elements in language of academic advertisement under study. However, graphological element is the most prominent among all. Most of the advertisement either make use of pictures/images, bold print, colour distinction, font sizes, and font faces punctuation, capitalisation of words, hyphenation which are core aspects of graphology.

Conclusion

This study examined the linguistic stylistic components found in daily trust newspaper academic advertisement. This work looks at the use of language functionally in the academic advertisement of Daily

Trust Newspaper in Abuja Metropolis. That is, the way the adverts reflect the functionality of language in context and the extent at which linguistic stylistic components, especially grapho-grammatical components are effective in the analysis of the language of academic advertisement under study. This research concludes, on the basis of the findings as well as the discussion, that the selected academic advertisements in Daily Trust Newspaper in Abuja metropolis employ the various components of linguistic stylistic such as graphology, lexis, morphology, syntax, semantics etc. However, the study concludes that the vital role that linguistic stylistic elements play in depicting interpretation and understanding of academic advertisement cannot be overemphasised

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