A PRAGMATIC STUDY OF THE INTERFACE BETWEEN INFORMATIVENESS AND CONCISENESS IN THE LANGUAGE OF ADVERTISEMENT OF THE NIGERIAN PRINT MEDIA

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A THESIS SUBMITTED TO THE POSTGRADUATE SCHOOL, AHMADU BELLO UNIVERSITY, ZARIA, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS DEGREE IN ENGLISH LANGUAGE IN THE DEPARTMENT OF ENGLISH AND LITERARY STUDIES, FACULTY OF ARTS, AHMADU BELLO UNIVERSITY, ZARIA

SEPTEMBER, 2015

DECLARATION

I hereby declare that this thesis has been written by me and that, it is a record of my own research work. It has not been presented in any previous application for a higher degree. All quotations are indicated and sources of information are specifically acknowledged by means of references.

……. ……

Name of student Signature Date

DEDICATION

To my parents late Hajiya Maryam Gidado and Alhaji Gidado Bello

CERTIFICATION

This thesis titled; "A Pragmatic Study of the Interface Between Informativeness and Conciseness in the Language of Advertising of the Nigerian Print Media" submitted by Bello, Samira Gidado meets the regulations governing the award of master degree in English Language of the Department of English and Literary Studies, Faculty of Arts, Ahmadu Bello University, Zaria and is approved for its contribution to knowledge and literary presentation.

……. ……
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ABSTRACT

Language is the chief medium of communication used for all forms of social interaction, the most important of which is passing and receiving information and messages. Advertisement also a form of communication, relies on language to pass its message in order to attract consumers to what it is advertising. This study, which is a pragmatic analysis of the interface between informativeness and conciseness in the language of advertising of the print media, focuses on the informative content as well as the conciseness of the adverts. Information cues such as price, quality, nutrition, packaging availability etc are used to assess the informative content of the adverts. An advert that contains one or more of these cues, is regarded as informative. The study also adopts Grice's co-operative principle to analyse the invisible meaning contained in the advertising slogans. The presence of hidden meaning from which readers are left to make inferences generates implicatures which readers derive, in order to make meaning out of the adverts. Fifty (50) adverts were selected and analysed. The findings reveal that, most advertising slogans are not informative in themselves. Readers have to rely on the additional information given, to fully understand the advert. Also revealed is that, an advertisement that seeks to be informative is not concise, while too an advert that seeks to be concise is not informative.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The term ‘language’ has a wide range of application. This has prompted several definitions by linguists focusing on the different aspects of language, such as the general concept of language, the formal features of language; phonology, grammar and semantics. Some linguists emphasize on the functions performed by language, while others have applied language figuratively to all forms of human behaviour, such as the languages of music, medicine, computer and theatre. The language of advertising falls into this group.

Languages have developed and are constituted in their present forms in order to meet the needs of communication in all its ramifications. Sapir (1921), in Crystal (1972:396) defines language as *“a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols*”. Language interacts with every other aspect of human life in society, and it can be understood only if it is considered in relation to society. A language is both a working system of communication in the period and in the community wherein it is used.

Language is considered an important part of culture as it is acquired by man as a member of society, and human society is maintained only among people speaking and understanding a language in common use. This brings to light the fact that, language is much more than the external expression and communication of internal thoughts which are formulated independently of their verbalization. Language is

transmitted through culture and vice versa. Through the use of language, skills, techniques, products, modes of social control and so on can be explained. The end results of a speaker's inventiveness can be made available to his audience with the intellectual ability to grasp what is said.

In view of all that has been previously stated, it is obvious that the main function of language is communication; and advertisement can be said to be a form of communication whereby the advertiser promotes the goods and services available, by informing the public about its existence. Okigbo (1990) adds that, apart from the promotion of sales of goods and services, advertising serves other communicative needs of the society such as informing and persuading a target audience about major issues, bordering on political, socio-economic, religious and cultural subjects. This means that advertisements can be used to encourage people to drive safely, to support various charities and organizations or to vote for political candidates.

In this regard, spoken language alone would vastly extend the amount of usable information in any human community, and speed up the acquisition of new skills and the adaptation of techniques to change circumstances or new environments. With the invention and diffusion of writing, this process widens immediately. The relative permanence of writing made the diffusion of information easier. Printing and the increase in literacy only further intensified this process.

Advertisements employ to a great extent the use of the spoken and written medium to lure and attract consumers to their goods and services, as well as expand their market. This is achieved by using modern techniques for almost instantaneous transmission of the written and spoken word all over the globe, using the various

media such as radio, television, newspapers and magazines, internet and the global satellite networks. These have made it possible for usable knowledge of all sorts to be made accessible to people and this can be attributed to the dominant role of language in the transmission of culture.

The value of a new product to both buyers and sellers can be assessed through advertisement, as it enhances the market appeal of a product which consumers can use to assess the worth of a product. Providing useful information by advertisers is very important as it assists the consumer in making buying decisions. It also affects consumer response to the advertisement and the advertised product. Informative advertising has to do with giving useful information about the price, availability, contents, instruction etc, of a product. This information will then aid consumers in making a sound choice between products or brands (Abernathy and Franke, 1996).

As they are several forms of advertising, informative advertising is usually used when launching a new product into the market, re-launching or updating an old product already in the market. Informative advertising often builds awareness about a product, unlike persuasive or reminder advertisements. Persuasive advertising is used to increase the demand for an existing good, service or organization. This is done in situations where there are similar products available in the market, resulting in a high competition between companies or producers. Persuasive advertising is usually done to sway consumer loyalty for a product. Reminder advertising on the other hand, reinforces previous promotional information regarding a product. Testimonials of past customers as well as sales techniques, are repeated in the hopes of reminding past customers and garner new ones.

Conciseness on the other hand means conveying necessary information in the least possible words. Conciseness in advertisements is very essential as, advertisements communicate information about products or services usually in a limited space. Conciseness does not only mean short sentences, it also has to do with providing information clearly and in very few words. Therefore, the advertiser needs to employ the skill and discipline to select appropriate words to describe what he wants to convey and present it with as few words as possible.

Questions have been posed as to the nature and structure of the language of advertising and whether it breaks the rules of normal language. The answer would be that the English language has evolved to have different varieties across the globe which serve different situations and communicative functions. To buttress this point, Jefkin (1976) in Kayode (1995:6) says, *"critics of newspaper and magazine advertisements might find such language common place and dull, but the choice of words is deliberate".* In support of the above, advertising language is a language in its own right. This is evident in the way advertisers twist and manipulate the rules of grammar and every day language in order to create more catchy slogans to attract attention. For example, 'Beanz Meanz Heinz'.

1.2 Statement of the Research Problem

According to Okigbo (1990), advertisements play the role of providing information about the goods and services available as well as providing information on where and how to find them and the price. Advertisements rely almost totally on

the use of language in order to get people to identify their product, remember its name and persuade them that the product is worth buying.

Though in most cases, the visual contents and design of an advert make the initial impact and draw the attention of the audience to the product, the words used in advertisements cannot be overlooked. This is because the information provided by advertisements has to be understood before the audience can respond to it. Some advertisements for example, are so clear and straight forward that one gets the message immediately, while others are so lengthy and wordy to the extent that the information may be lost. This has to do with the issue of conciseness. Concise advertising means providing information clearly, and with as few words as possible. Conciseness makes advertisements more comprehensible to readers especially when the message stands out clearly. A lot of advertisers confuse being concise with writing short but unclear sentences or phrases.

The aim of advertising is for it to be catchy and easy to remember. Advertisers often fail to equilibrate between informativeness and conciseness. Therefore, readers often encounter difficulty interpreting the message contained in the advert. This may thereby affect the marketability of a product. Some advertisement may also be ambiguous in nature and this further complicates the problem.

1.3 Research Questions

Based on the issues stated in the previous segment, the following research questions have been raised:

1. What constitutes informativeness and conciseness in advertisements?

2. How informative is the language of advertisements in informing and persuading their target audience?
3. How does advertisement strive to strike a balance between being concise and informative in the language of advertisement?
4. How effective are advertisements in the use of language to communicate the messages intended for their target audience?

1.4 Aim and Objectives

The main aim of this research is to determine the effectiveness of the language used in advertisements, in conveying the necessary information with minimal use of words.

1. evaluate the informativeness of advertisements in persuading their target audience;
2. illustrate the relevance of the relationship between conciseness and informativeness in the language of advertisements;
3. examine the pragmatic effectiveness of language as a vehicle in advertisements to convey an intended message to target audience; and
4. investigate what constitute informativeness and conciseness in advertisements.

1.5 Justification for the Study

There is no dispute over the power of advertising to inform consumers of what products are available. In a free-market economy, effective advertising is essential to

the survival of a company or product, because unless the consumers know about a company's product, they are unlikely to buy it.

In many countries, advertising is the most important source of income for the media which includes the radio, television and newspapers. As they are all a means advertisers use to advertise their products. The use of the print and electronic media to advertise products and services has proven very effective as it has the potential to reach a very large audience. It also has more permanence, as it can keep for several years in good condition. Hence, the need for the use of newspaper advertisements, as a basis for the source of data as well as analysis.

This study takes a pragmatic perspective. Pragmatics is a study that investigates hidden meaning in utterances or statements. Likewise, advertisements are packed with hidden meaning which usually makes the deciphering of most adverts difficult. Therefore, using pragmatics as a platform for investigating adverts is very relevant.

In several commercial centres in Nigeria for example, people still rely on their oratory prowess to capture the attention of customers to their goods and services. In most cases, the captivating effect is not the wares, but the artful use of language by the sellers. Therefore, the potential advertiser can benefit from this study in terms of the use of language to achieve informativeness in advertisement. It will also enlighten consumers more on how to decipher the information in advertisements.

1.6 Scope of the Study

Although advertisement is a worldwide phenomenon, this study is limited to the advertisements of commercial products done in English language, from selected

newspapers printed within Nigeria. The work focuses on adverts in the print media, that is, newspapers such as; Guardian, Leadership, Punch and Daily Trust, though advertisements on the electronic media (television or radio) may be cited as examples to buttress a point.

Newspapers are very crucial to the analysis of data in this study, as newspapers have a wider circulation, and can reach a larger audience. Though it can be argued that in today's world of social media, news, messages and advertisements travel faster and can reach thousands of people within minutes, yet, the newspaper still holds a crucial place in society, as there are people who prefer the age-old newspaper to the social media. In addition, there are people that do not flow with the times, that is, they do not bother about the social media, while some who use phones are illiterate. Newspapers are good for repeat exposure, which is a vital element of effective advertising. Many people feel that printed adverts are far more tangible and useful to people than radio or television adverts; the reason is that, a message is gone as soon as it is broadcast, leaving people with whatever they remember of the message, while readers can cut out newspaper adverts and use them later.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Preamble

This chapter reviews basically related literature to the study. The review focuses on studies and issues related to the study topically, authorial and a discussion of the theoretical framework for the study.

2.1 Topical Review

This section reviews concepts such as; language and communication, language of advertising, techniques used in the language of advertising, informativeness, conciseness, pragmatics, as well as the theoretical framework, which is Grice's co-operative principle.

2.1.1 Language and Communication

Language developed in order for human beings to communicate at a level far above what can be shown by pictures. Language is "....*primarily a system of phonetic symbols for the expression of communicable thought and feeling"* (Sapir, 1948:1). Language may also be referred to as the human capacity for acquiring and using complex systems of communication. Humans acquire language through social interaction. Language as part and parcel of human culture is not only used to communicate and share information, but it also serves the social and cultural function of signifying group identity, social stratification, social grooming and entertainment.

Language is seen as a tool for communication that enables humans to co-operate. This stresses the social functions of language and the fact that humans use it to express themselves and to evaluate objects in their environment. Human language is unique in comparison with other forms of communication such as those used by other animals. Language allows humans to produce an infinite set of utterances from a finite set of elements as opposed to the systems of communication used by animals where they express a finite number of utterances that are mostly genetically transmitted. Confirming this, Yule (2002) in differentiating between human and non human communication determines six features as the unique properties of human language. These are; displacement, arbitrariness, productivity, cultural transmission, d iscreteness and duality. These unique properties give humans the ability to speak and understand language as well as use it creatively.

Language is a part of the culture of the community that speaks it. It is used to signal cultural identity within a group and difference from another. The way a person speaks, not only facilitates communication but also identifies the social position of the speaker. Likewise, advertising which is the focus of this study, has a language of its own that is designed to attract the attention of consumers.

Communication on the other hand is much more than talking. It is reaching out to other people and letting them reach out to you. It is the sharing of feelings, ideas, experiences etc. This may involve the exchange and negotiation of information between at least two individuals through the use of verbal and non-verbal symbols, oral and written, visual modes and production, and comprehension processes, as stated by Canale (1983) in Schmidt. Advertising which is the main concern of this study, is

also a form of communication which seeks to draw the attention of consumers to the goods or services they are selling. They achieve this using attractive slogans as well as pictures and other creative processes.

Communication can also be said to be the process of transmitting ideas from one person to another, for the purpose of creating understanding in the thinking of the person receiving the communication. The implication here according to Oyeleye (2004) is that, promoting understanding is necessary for the continued existence of the human society. He added that, communication does not occur in a vacuum. Rather, it must occur within a certain situation; that is, different circumstances spin off different forms of communication.

Oyeleye further explains that, the nature of language used in advertising is closely linked to the demands made on it. For this reason; it is recognized that the situation, the audience and purpose of communication combine to influence the choice of language to use. One of the functions of language identified by Oyeleye, is to establish and maintain social relations, which he calls regulatory function. This type of language according to him, is used for social mobilization and empowerment. It is also used to issue threats, offer pleas or attractive promises. Such language is also used to mobilize or make people receptive to any particular programme or arouse the need of people by selling ideas, products, etc. This is the language employed by advertisers to sell their products.

Sharing the same view, Blake and Moorhead (1993) opine that, there are various linguistic features which characterize different styles of discourse. This is governed by the purpose for which the language is being used, such as; entertainment,

persuasion, information and instruction. The language used for instruction and information is mostly straightforward while that used for persuasion and entertainment is not. All of these scholars agree that, different circumstances require different modes of delivering language. The following is an example of how advertisers use language to attract consumers to their products, 'designed to deliver more'

Advertisement as a form of mass communication, is directly related to commerce and marketing. Advertising informs the public about the existence of a product or service. It also influences and persuades people to believe or act.

2.1.2 Language of Advertising

English advertising exploits from the high adaptability of English language. English enables the creators of advertisements to use word puns, figurative language, and to mix individual styles and types of texts. Puns as defined by Blake and Moorhead (1993:7), *"are word plays which exploit languages' inherent ambiguity"*. This is very true, a clear example of this can be observed in this statement, 'it is better to be late then be late'.

Persuading people to buy a product is the main purpose of advertising. Among such great competition, the producer or manufacturer wants to demonstrate the uniqueness of his product. He wants to differentiate it from the rest by finding new techniques of advertisement. Advertisers use language creatively which makes a huge impact on consumers, as pointed out by Dattamajumdar (2006:101),

> *... The natural order of language is modified, shaped and stylized by the copywriter..., the style employed, the vocabulary used and even the semantic considerations used in the language of advertisement show marked variation from the general spoken or written form of the language.*

This means that, the copywriter takes the privilege of modifying the natural order of the language to suit his purpose.

According to Goddard (2001:4), "*... for adverts to work, they must use our commonly shared resources of language, in ways that affect us and mean something to us".* This statement shows that, even though advertisers twist or manipulate language to their advantage, it has to be done within the limit of the communicative functions of language. Some argue that language makes adverts, as Kennedy (1995:18) puts it, *"the bulk of the work of advertising relies on the use of language"*. This is not necessarily so, as there are advertisements without any verbal input which successfully imparts the message intended, such as; the redbull advertisement on MBC Max. This constant exploitation and manipulation of the English language by advertisers, is what is regarded as the language of advertisement.

Advertisers resort to all sorts of advertising gimmicks, amidst huge competition with other advertising bodies, in order to attract consumers. This they do, to draw attention to whatever it is they are selling. This, according to Shrank (1976), Goddard (2001), and Lapsanka (2006) is because todays products are parity products. Parity products are, *"products in which all or most of the brands available are nearly identical"* (Shrank, 1976).

Products like insecticides, soaps, creams, soft drinks, detergents, etc, are all examples of parity products. Since none of the brands in these products transcends the other, adverts are needed to create the illusion of superiority over other similar products. Examples of such techniques used are; the use of catchy texts, form of address, use of adjectives, use of verbs etc;

Techniques Used in Advertising Language

The Text

The text has a powerful attraction on the human mind. It can suggest particular qualities as a result of how it appears, (Lapsanska, 2006). Most texts are accompanied by images, symbol(s) or music, (Goddard, 2001, Lapsanska, 2006). Goddard, (2001:3) added that, "*readers do not read images in isolation from the verbal text that accompany them, nor do they read the verbal text without reference to accompanying images*''. This shows that it is quite difficult to read one at the expense of the other, except where the images appear alone or the words appear alone. Advertisers exploit the text layout abundantly. This, they do by selecting the text colour, size, type (italics, capitalization) and sometimes personifying the alphabets, giving them eyes, legs, hands etc, to create a particular effect. Advertisers also use unpredictable spellings such as: Bar BQ, Xtrovert, Xplosive, Beanz Meanz Heinz.

Advertisers have their potential target in mind before they even launch their campaign. As Goddard (2001:11) succinctly puts it, *"advertising texts are seen as potentially involving complex notions of audience, where readers have to work hard to decode messages and understand different address relationships"*. This clearly shows that advertisements have different target audience. Some adverts are targeted at youths, adults or even government policies. The audience may find it easy or hard to interpret, depending on how it is presented. With regards to how a reader extracts meaning from text or pictures in adverts, Goddard (2001), stresses that meanings are not fixed for all readers, because of cultural differences. She pointed to the fact that, the aim of all advertisements is, selling a product or enhancing the image of an

individual or organisation. The messages contained can then function to reflect and to construct cultural values of the society or values of the individuals that produce them. This according to her should be the guiding principle on how advertisements are constructed from language and delivered.

The point raised by Goddard above is very crucial. This is because any advertiser who wishes to be successful knows the importance of cultural values to a society. But to say that advertisements construct cultural values is contestable. This is because in the west, advertisements exert great influence on their value system. This can be attributed to the fact that they are materialistic. But in Nigeria, adverts do not have that strong effect on our value systems, due to our strong cultural and religious backgrounds.

Form of Address

Advertisers use the pronoun as a form of address in advertisements. They mostly use the pronoun **'you'**, so the readers of adverts can feel addressed by it. This gives the readers a sense of being included in the communication. Advertisers avoid the use of '**I'** and '**we',** as **'I'** sounds personalized and **'we'** authoritarian. Goddard (2001) explains that,

> *... by using '**you**' to address the readers, the advertisers create a certain profile in which the readers are likely to identify with. This creates a form of belonging for readers which motivates them to do what the advertisers want them to do.*

There is some truth to what Goddard says, as it does happen sometimes when a reader is reading an advert, he/she feels as if he/she is being addressed personally.

The Use of Adjectives

Advertisers make extensive use of adjectives to make their products stand out. Adjectives qualify and describe nouns, in so doing, they create all kinds of sentimental, emotive and psychological meanings. But these kinds of meanings are highly stylistically largely implied in a suggestive way rather than on a matter of fact, (Opadiran, 1995).

The most commonly used adjectives are the comparative and superlative forms. Such as; new, good, better, best, richer, fresh, clean, cleaner etc. For example, 'omo washes brighter and it shows'. This gives the impression that the product offers more advantage over other products.

The Use of Simple Present Verbs

Lapsanska (2006:30) observes that, *most advertisements make use of simple present verb forms or imperatives*''. This according to her, is to *"satisfy the customers desire for the present state of the product and its implication of universality and timelessness*".

Advertisers also use common time expressions such as; now, today, here etc. For example, 'grab your copy now while offer lasts'. (an example of imperative used in promotional sales).

The Use of Foreign Words

Foreign words are used in advertisements to emphasize the origin of the product, exclusiveness or superiority of what is being advertised. A lot of

advertisements can be found using the phrase **'creme de la creme'**. The word '**creme**' is french and it evokes the impression of class. The phrase **'creme de la creme'** in french means 'the best people or things of their kind'.

Formation of New Words

Formation of new words and phrases, is another device employed by advertisers. Lapsanska (2006:33) writes that, *"advertising texts take advantage of using made-up or adopted words and expressions in order to support the creative aspect of advertisement and its attraction"*. Attesting to that, is Denys (1947) in Kennedy (1995:21). He points out that, *"the language of advertisement has not only invented new words, but the language has also devised new combinations such as 'malt-maltina"*. This has to do with word formation processes mostly used by advertisers to promote their products. Some of the word formation processes used by advertisers are; compounding, affixation, blending etc. Examples are; 'cookability', 'anti-ageing', 'casiology', 'jewel-like' etc. This shows the creative ability of advertisers as well as their vibrancy. And to also attract attention and make their products standout.

Presupposition

Presupposition is another technique used in advertisements. Presuppositions are present in any communication. Presupposition can be defined as ' given information', that is, ideas taken for granted, (Goddard, 2001). This means, what a speaker assumes the hearer to already know that is, the background information a

listener has. In advertising language, presupposition is a frequent way of expressing the content. Advertisers rather use presupposition than assertion, because it is much easier to deny a presupposition than an assertion. Goddard (1998:125) writes that presupposition is, "*all about reading between the lines. Since this is, as it suggests, a hidden process. It is very interesting to advertisers, as we can be taking in all sorts of assumptions without consciously paying attention to them*''.

Lapsanska (2006:39) explains that, advertisers use questions in advertisements to evoke a sense of personal communication in the reader as well as a way of presupposing. She points out that,

> ...*many questions presuppose something''*, adding that, *"if an advertiser asks the question, 'why do leading beauty experts and models use and recommend perfectil?', we deduce and believe from the content of the advertisement, that beauty experts and models use and recommend perfectil.*

Semantic Considerations

This is another consideration advertisers give when using language to advertise. Semantics has to do with meaning. In advertising, it has to do with the meaning of the words used by advertisers and/or what they want those words to mean, as it relates to the advertisement of their products. A linguistic item or word has its literal meaning which denotes what it means according to dictionary usage. That same item can also have a figurative meaning that is, the connotations attached to it. Connotations vary from individual to individual or one community to another. It all depends on an individual's previous experience and conventions of the community he lives in.

To butress this, lapsanska (2006:40) points out that, *''associations are very powerful for some people,therefore advertisers pay attention to this aspect of language''*. Advertisers are very careful when it comes to addressing their target group. This is because each cultural group has different connotations to the same expression. Advertisers may use colour when advertising a product. Different colours have different negative or positive connotations in various cultures. White colour for example, may represent peace, purity and chastity in some cultures. Among the Igbo society in Nigeria, for example, white is the colour of mourning (Mrs. Nwanguma, oral source). Therefore, advertisers have to be careful when using connotations, in order not to offend their audience's sensibilities.

Advertisers also use semantic differential to form connotations or induce associations. Semantic differential is a method whereby a pair of antonyms are established, it is then decided which of them the word is closest to. For example, the word 'haven' will induce associations such as safe,secure and happy. An advertiser can therefore, use 'haven' with his product to induce the same associations.

Use of Figurative Expressions

Advertisers also use figurative expressions to advertise their product. They use them to create particular effect, (Lapsanska, 2006). She added that, the most commonly used figurative expressions are; personification, simile, metaphor, for example, "lux is so nice and gentle". This is an example of personification in which lux soap is given the human qualities of being nice and gentle.

Metaphor on the other hand, according to Lapsanska (2006), "*has an interesting value and stimulates the curiosity of the reader about the product".* Metaphor helps to suggest the right kind of emotive associoation for the product (Kennedy, 1995). Czerpa (2005) writes that, *"metaphor is a linguistic phenomenon...,it constitutes an important part of everyday communication and is ubiquitous in the field of advertising".* All these assertions point to the fact that, metaphor as used in advertising usually creates a comparison between the product and some other quality the advertiser wishes to be associated with the product.

Use of Weasel Words

These are words used by advertisers to imply and suggest 'something' which is not so, thereby making people accept them as truths. They are claims made by advertisers to consumers in order to make them believe something about the product that is not true. Schrank (1976), outlines ten basic claims advertisers make, out of which are the weasel claim and the unfinished claim.

The weasel claim involves a modifier, the 'weasel word', which causes the claim that follows it to become ineffective. Some of the most common weasel words include; 'helps', 'fights', 'can be', 'refreshes', 'enriched', 'fortified'. These words according to Schrank, modify the claims that follow them by being subtle enough for consumers not to notice them and to only take in the information that follows. He added that, the weasel words give the idea that they are reinforcing the claims that follow them, but they actually detract from the claim by rendering them less significant or even completely worthless.

This goes further to suggest that, when an advert uses the words 'helps control tooth decay', the word 'helps' which stands as the weasel word is the most important word in the whole claim. This is because on the first glance, the reader is of the belief that the product controls tooth decay. But on closer inspection, the word 'help' means 'to assist'. Therefore, the claim that the product controls tooth decay no longer stands, but that it helps or assists in controlling tooth decay. Advertisers make use of weasel claims all the time, it is then left to us readers and consumers to beware.

The unfinished claim on the other hand, according to Schrank, states that, the product has more, or is better than something, but it does not say what that 'something' is. He points out further that, these 'more' or 'better' claims are subject to various interpretations by consumers, so far the consumers believe there is more of whatever it is.This is because,as he puts it, *''the company has no responsibility to prove that what they say in their ad is true, because the ad is not based on facts''*. Here is an example of an unfinished claim in Ecobank advertisement.

'more services, closer to you'.

In this example, the advertisers did not say what are the more services they are bringing closer to the consumers. They did not also say what services they have that they compare with other banks, which they are giving the consumers more of.

2.1.3 Informativeness

The quality of being informative has to do with giving useful information. Informative advertising informs consumers about the prices and characteristics of the available product. Laband (1989) in Zhou et al (1993:57) believes that "*there has been*

an increasing awareness of the importance of advertising as a source of product information". Consumers consider information as a major benefit of being exposed to advertising or any type of commercial messages. Information is considered one of the need satisfying functions derived from media commercials according to the extended uses and gratification theory (McQuail, 1983).

Advertising content has always been valued by the audience, by being able to attract their attention or interest, and create likeability or persuasion. Information provided within the advertising content could serve directly or indirectly as an important tool in the consumer buying decision process. The informativeness of an advertisement is believed to give focus on the consumers' practical, functional or utilitarian need for the product which assists them in making sound choice between products or brands (Abernathy and Franke, 1996).

Companies or producers often have some control over the degree of information that consumers have about their products. They choose to exercise this control through a variety of methods such as; advertising, product demonstration, trial versions and previews. In an industry with more than one firm, one function of informing consumers is to differentiate one's product from that of rivals. When a new product becomes available in the market, how much consumers value it is usually uncertain to both buyers and sellers. After observing the advertisement, consumers are able to form a posterior belief about how much the product is worth to them.

The information content of advertising has special importance for the advertisers since it has deep influence on consumers' responses to the advertisement and the advertised brand. Communications research has demonstrated that consumer search of

information environment is a complex process which varies among individuals according to their information needs and processing capacity. Advertising can provide a number of different types of information, which may or may not assist the consumer to choose among the set of possible choice alternatives.

Access to the information about the match between product attributes and buyers' tastes is important for all market participants, to make decision. If the monopolist (i.e the producer) conveys no information in the advertisement, all buyers are homogeneous in their expected valuations. If the advertisement contains useful information, consumers become heterogeneous due to their underlying different tastes.

Wang (2011:2) explains that, "a consumer may not be satisfied with the information provided by the monopolist about a product, he will therefore, choose to acquire more information by incurring search cost''. The search cost here, is the cost of gathering more information about the match value. The methods consumers use to collect information are through the internet, attending promotion campaign or seeking advice from experienced users. This is usually costly to the consumers.

The question to ask here then is, why do advertisers partially reveal information?. The answer according to Wang (2011) is that, when no or little information is provided, the market becomes favourable to producers, as informativeness causes heterogeniety among consumers. He also observed that, partial information disclosure is associated with a higher price charge for products when search cost is low. When search cost increases to some medium level, the monopolist covers all information, but lowers the product price to serve more consumers. This

according to Ivanov (2009), happens when the market is competitive enough driving all sellers to fully reveal information.

Wang (2011) points out that producers, as a marketing strategy do reduce product prices by a large amount in order to deter search, without having to disclose more than necessary information. In essence, what this shows is that, consumer search affects a product's marketability. Therefore, price reduction is a way of enticing consumers to buy their products even though consumers are not well informed about the product. This then proves that price is an important element as an information cue, since most people make decisions based on the price of a product. That is, acquisition of a product or service depends on the purchasing power of an individual. How then do we assess the informativeness of an advertisement or what constitutes informativeness in an advert?

The most important study on advertising information or information content, was made by Resnik and Stern (1977). The two worked on the information content in television advertising and established an operational definition of an informative commercial. They identified information cues which could potentially be used in intelligent decision making. They used a classification system based on 14 criteria that represented categories of information potentially of use to consumers.

An advertisement is considered informative if it contains one or more of these cues. An advertisement was also considered informative if the cues were relevant enough to assist a typical buyer in making an intelligent choice among alternatives. The informational cues developed by Resnik and Stern, (Ibid) range from price,

quality, components or contents, availability, instruction and place for usage, nutrition, performance to packaging, safety, shape and design.

Among the fourteen informational cues developed for their research, *price* and *quality* seem to be the most prevalent in the advert messages. Subsequent studies carried out by various scholars used Resnik and Sterns' methodology and extended the content analysis to other media such as; magazine, newspaper and radio. Some scholars made additional informational cues to Resnik and Sterns'.

Other scholars such as Marquez (1977); Aakar and Norris (1982); Liefield (1986) and Laband (1989) developed a different classification system from Resnik and Stern's. Various comparative studies carried out by different scholars comparing advertising content in different countries, came to the conclusion that, the differences in information levels across countries are as a result of advertising regulations of the country in question, cultural influences, level of economic development and advertising medium. For example; based on earlier studies, billboard advertising contained less information than television adverts. Television and radio adverts contained less information or fewer cues than print adverts.

Some scholars argue that the informativeness of a commercial message is individual specific and cannot be measured. Stern and Resnik (1991) acknowledge that, it would be unrealistic to create an infallible instrument to measure information, because information is in the eye of the beholder. This is especially true, particularly in the Nigerian context, not many people bother about the other informational cues apart from price. This to many is the determining factor in any purchase decision. This, can be attributed to the economic situation of the majority of the populace.

Proponents of informativeness argue against the partial disclosure of information in adverts. On the contrary, scholars such as Jackoby (1974) and Speller and Kohn (1974) point out that, more information does not always help consumers make better buying decisions. In support of the above, Dyer and Shimp (1979), believe there is a discrepancy between consumers' actual information needs and their needs as perceived by advertisers. They suggested that consumers should be involved in deciding the type of information to be carried out in advertisements.

2.1.4 Conciseness

The purpose of advertisements is to communicate information about the product or services available. But there is usually limited space or medium for that. Therefore, the advertiser has to be concise and to the point in order to get the message across. In most fiction and non-fiction writing, words not only convey information, but they are also used to present emotions, mood and make descriptions. This is adequately exploited by advertisers. They use words to pass information across and at the same time do that with as limited number of words as possible.

People often equate conciseness to short sentences. A sentence may be short but unclear. Conciseness means providing information clearly and in very few words. Conciseness also means communicating what you want to convey in the least possible words. Conciseness is a necessity for effective communication. According to Ge (2011), *"from advertisers' aspect, concise language means economy of cost; from readers' aspect, concise language is more effective and more persuasive".*

This shows that cost saving is an important feature of conciseness. This is because it results in lower production cost for the advertisers. Another point which can be termed equally important is that, conciseness is time saving, that is, it reduces reading time, which makes it more appealing to the reader. Conciseness is also more comprehensible to the reader as he is able to grasp the message without being confused by unnecessary use of words.

Perccei (2000) points out that, *"presupposition is inferences about what is assumed to be true. The fact that presupposition is a kind of inference, contributed to the conciseness of advertising language…"*. In support of this statement, presupposition can be used as a tool for conciseness in advertisement because there are things that can be omitted or left unsaid leaving the readers to fill in the blanks in the belief or assumption that the readers have some knowledge about what is being talked about.

Concise writing requires a huge amount of discipline and skill in selecting the proper words to describe something in as few words as possible. The writer should choose the words well and try as much as possible to avoid using many words and obscure language. Lund (1974) believes that an advertisement should attract attention, arouse interests, stimulate desires, create conviction and get action. This can only be achieved through the use of strong and powerful words or language. This statement is undeniable due to the fact that, space and time constraints do not allow for wordy adverts. Therefore advertisers have to pack so much meaning into a few words. They have to select words that stand out and attract people's attention. For example; 'enter something magical' (an advert of a car).

2.1.5 Pragmatics

Pragmatics is a subfield of linguistics developed in the late 1970's' Pragmatics studies how people comprehend and produce a communicative act in a concrete speech situation, which is usually a conversation. It distinguishes two intents or meanings in each utterance. One is the informative intent or the sentence meaning and the other the communicative intent or speaker meaning (Leech, 1983; Sperber and Wilson, 1986).

Pragmatics is the study of intended speaker meaning, (Yule, 1996). Though Yule did not state elaborately the way Leech, Sperber and Wilson did, he implied that pragmatics is the study of invisible meaning. Thus, this means the ability of the listener or reader to understand or interprete meaning even when it is not uttered. Green (1989) defines pragmatics as natural language understanding. To Levinson (1983), pragmatics is the study of context-dependent nature of language use and language understanding. In explaining pragmatics from their own different perspectives, Levinson and Green share a common ground that, pragmatics deals with language use and understanding. On the other hand, Grundy (2000) uses a different approach. He believes that pragmatics is so wide a domain to have a single definition.

Pragmatics encompasses deixis, reference, inference, anaphora, speech acts, context, politencess, presupposition and implicature, as well as the co-operative principle of Grice (1975). All of these aspects of pragmatics, deal with getting the hidden meaning out of an utterance, as well as understanding what the speaker or writer intended to convey. Central to this is context, on which utterances rely to make meaning.

Context refers to the previous and subsequent linguistic material in a given text. Kaplan (1989), regards context as the basic facts about an utterance i.e. the speaker, time, place and possible world in which it occurs. This then shows that context plays a very vital role in meaning interpretation, between interlocutors. Consider the following example; 'I am tired'. When this utterance is said at night, it means the speaker wants to go to sleep. But when the same thing is said in the morning, it can mean that the speaker does not want to get out of bed, (Grundy, 2000). Understanding the preceding utterance can only depend on the background knowledge, shared assumptions and expectations by either speaker/listener or writer. Therefore, this research work which is using a pragmatic approach to the analysis of the language of advertising, adopts Grice's maxims of co-operation to bring into focus the hidden or invisible meaning contained in the adverts.

2.2 Some Previous Studies

Various studies have been carried out on language use in advertisements, which include, the works of Amodu (2003), Nzeako (2010), and Amodu (2011). Amodu's (2003) study is a pragmatic analysis of the language of advertisement in the print media. His study reveals that the language used in commercial adverts contain excessive persuasion, which fails morality due to the misinformation involved. Amodu opines that persuasion can be achieved through fairness and being mindful of the general principles of cooperation. Unlike Amodu, Nzeako's (2010) study examines the use of Nigerian Pidgin (NP) in Nollywood advertisements and its appeal to consumers. The study reveals how NP can be used as a style in advertising

Nollywood films. She concludes by affirming that NP is an effective language of advertisement over and above the English language which is also used in Nollywood advertisement. And that it has a higher communicative power which is suited for the field of persuasion. The works of Amodu (2003) and Nzeako (2010) relate to the present study because both studies deal with the language of advertisement. However, the present study which also treat language of advertisements pays specific attention to informativeness and conciseness.

Another study which has been done on the language of advertisement is that of Amodu (2011). His study takes a pragmatic approach with focus on presupposition and overstatement in the language of adverts. His study reveals that presupposition and overstatement exists in the language of advertisement to make the message persuasively strong and attractive. He concludes that, overstatement is embedded in presupposition especially in advertising language which is used to trigger persuasive elements in order to attract customers for commercial gain. What the studies reviewed share in common is that, they all studied the language of advertisement though, with differing focus. The present study also shares the common element of language of advertisement with a differing focus on informativeness and conciseness.

2.3 Theoretical Framework

An underlying assumption in most conversational exchanges is that, the participants are cooperating with each other to construct meaningful conversations. This assumption is known as the cooperative principle as espoused by Grice (1975). Cooperation is a term used in linguistics to characterize human behavior in

conversation. The implication from this statement is that, when we communicate, we try to contribute meaningful utterances to sustain a conversation. We expect the same of our conversational partners.

Grice (1975) was the first to study cases in which what a speaker means differs from what the sentence uttered by the speaker means. Grice identified and defined 'The Cooperative Principle and the maxims of cooperation' as the principles that people abide by for successful communication. He explains the principles that people are expected to follow:

> *Make your conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged, Grice (1975:48).*

By this, Grice suggests that there is an accepted way of speaking which we consider standard behaviour for which we are expected to observe. Davies (2000:4) added that,

> *when we produce or hear an utterance, we assume that it will generally be true, have the right amount of information, be relevant, and will be couched in understandable terms. If an utterance does not appear to conform to this model, then we do not assume the utterance is nonsense; rather, we assume that an appropriate meaning is there to be inferred.*

For a situation like above in Grice's terms, a maxim has been flouted, and an implicature generated. Grice introduced the four maxims as a way of explaining the notion of conversational implicature. The four maxims are as follows: Maxim of;

Quantity – Make your contribution as informative as is required. No more, no less.

Quality – Do not say what you believe to be false.

Do not say that for which you lack adequate evidence.

Relation – Be relevant.

Manner – Avoid obscurity of expression

- Avoid ambiguity
- Be brief (avoid unnecessary prolixity)
- Be orderly.

Grice viewed these maxims not as arbitrary conventions, but as instances of more general rules governing rational cooperative behavior. Daniell (2009) points out that Grice argues, these maxims are common knowledge to rational and cooperative interlocutors and which for the most part, they observe. What Daniell means is that, these maxims are observed by speakers and listeners whether they are aware of it or not. Grice explained that, people may fail to fulfill these maxims in various ways during the exchange of conversation by violating, opting out, facing a clash and flouting. This may be when a speaker deliberately tells a lie violating the maxim of Quality. A participant may opt out of observing a maxim by not willing to cooperate in order not to divulge a secret, thus violating the maxim of a Quantity. A participant may face a clash in a situation where observing a maxim violates another. For example;

A: Where did you keep the novel?

B: It is somewhere in the living room

A, wants a specific answer (Quantity) but B does not know specifically where it is. So in order not to lie and violate (Quality) gives a less informative answer. A speaker may also flout a maxim intentionally in order to generate an implicature. This happens

when a speaker comes up with a vague or ambiguous answer, imposing on the listener to interpret what is said, for example; a husband and wife getting reading to go out.

Husband: How much longer will you be?

Wife: Mix yourself a drink.

The interpretation of the wife's response may be that she will be long enough for him to have a drink. It can also be that she doesn't know how long she will take or that she is not going to offer him a particular time.

An implicature arises when an utterance conveys more than its conventional meaning. Daniell (2009) explains that, in Gricean terms, a speaker's utterance gives rise to a conversational implicature when a hearer must infer something additional to its literal meaning in order to maintain that the speaker is obeying the cooperative principle, though he/she is in violation of a Gricean maxim.

Implicature denotes the act of implying or suggesting one thing by saying something else. Implicatures can be part of sentence meaning or dependent on conversational context. Considering the ambiguous nature of advertisements, implicatures can certainly be found. The expectation is that, the readers of advertisement have to look deeper in order to interpret the message contained in the advert.

Davies (2000) observes that, some authors are of the assumption that adhering to the maxims will lead to the avoidance of miscommunication problems, as indicated here; We conclude that the CP and the maxims, *"as a necessary side effect of improving understanding and enhancing communication, serve the purpose of*

preventing the need for clarification and repair meta-communication". Barnsen *et. al.* (1996:225).

This shows that the authors have placed a great emphasis on the maxims as a path for perfection. Indicating that by following them, the exchange will be devoid of problems. But we all know that in day to day conversations, what may be explicit to the speaker, may not be so for the hearer, and they may not necessarily possess a shared background knowledge of information. Davies (2000:6) also further posits that, *"Grice makes no claim that following the cooperative principle will improve or enhance conversation: at a basic level, the cooperative principle is simply a description of what does happen''.* This assertions confirms the preceding explanation

Contrary to cooperative principles (CP) developed by Grice, Leech (1983) developed the politeness principle (PP) which are: Be polite, be tactful, be generous, praising, modest and sympathetic. Leech argues that even though CP helps to account for the distinction between saying and meaning, it cannot explain why people are often so indirect in conveying what they mean. This is where PP fills in the gap.

Politeness principle looks at the psychological and social aspect why people are evasive when communicating with other people. Leech postulates that PP compliments CP by rescuing it from serious trouble. The contention is that PP according to Leech performs the regulatory role of maintaining social equilibrium and friendly relations. Politeness principle as emphasized by Leech, explains that speakers frequently withhold information that would be offensive or disappointing to the hearer, thereby violating the maxim of Quantity. Speakers often exaggerate in order to please or flatter and even utter "white lies" in order to spare the feelings of their

hearers, violating Quality. People also pick “safe topics” such as the weather, to stress agreement and communicate an interest in maintaining good relations, but violating Relation.

There are certain situations where the principles clash. Implicatures do arise even though the speakers are presumed to be observing the principles of politeness rather than cooperative principles. There are also situations where politeness is not the concern but the cooperative principle may fail to apply. This is because there is no conversation, or the participants have no mutually accepted purpose. In the absence of conversation, a speaker may engage in idle chit-chat or even fight with his/her interlocutor.

Based on the statement above, it clearly shows that it is not all the time that cooperation takes place between interlocutors. It also shows that speakers deliberately violate a maxim and create an implicature in order to be polite and to foster social relations. This actually happens a lot in real conversation situations, where interlocutors opt for politeness rather than cooperation. This is perhaps then, why Leech believes that PP has a higher role to play than the CP.

Gricean maxims can be applied to written texts as pointed out by various scholars. Zor (2006) explains that, Gricean maxims have often been used in the analysis of spoken communication. There is no argument stating that they cannot be used in writing. Indeed, writing is another form of communication, and violating these maxims in writing may cause problems in communicating or getting the meaning out of a particular text. As Grabe and Kaplan (1996:41) state, writing is *“structured to*

communicate information within certain accepted principles", which may include Grice's cooperative principles and its maxims.

Written texts can be analyzed using Grice's cooperative principles and maxims based on the studies carried out by Khalid (1989), Lafond (2000), Ozhan (2004), and Zor (2006). This can be extended to include written advertisements. Their studies were on the analysis of coherence in written texts (student essays) using Grice's maxims.

Lafond (2000) argues that,

> *inexperienced writers tend to flout the Quality maxim and as a result of this, they cannot fulfill the maxims of Quantity, Relevance and manner. That is, flouting of the Quality maxim affects the fulfillment of other maxims because, when the Quality maxim is violated, adhering to the other maxims becomes difficult.*

In support of the above, Celce-Murcia and Olshtain (2000) carried out a study in which they explained that, in written discourse, these maxims help, particularly during revision and editing. They explain how each maxim can be adapted for written discourse, as the following illustrates:

1. The maxim of Quantity requires that the writer carefully consider the amount of information that should be imparted in the text.
2. The maxim of Quality requires the writer to provide support and justification for his/her position in order to render the text accurate and give it truth-value.
3. The maxim of Relation requires the writer to create a text that makes sense within the potential context in which it will be real.
4. The maxim of Manner requires bottom-up techniques to make the text unambiguous, to make it clear in terms of its linguistic forms and sentence

structure as well as clear in physical shape or format in which it is presented, so that form and context are compatible and processing mode possible.

Following the preceding arguments, this research work adopts Grice's maxims of cooperation as the model for analysis of our data. This is based on the belief that, advertisements are packed with hidden meaning, that readers are left to make inferences in order to unravel the meaning contained there in. By so doing, implicatures are generated. Implicature is the process through which listeners or readers include meaning beyond the literal message in the utterance. This has proven to be very instrumental to our analysis, in the interpretation of the messages contained in the adverts.

As suggested by scholars like Khalil (1989), Lafond (2000) Ozhan (2004), Grice's maxims can be applied to writing by adapting each of the maxims to a piece of writing. As the analysis of written advertisements is the focus of this study, adapting these maxims will certainly enhance the analysis.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents the research methodology adopted for the study. The sources of data collection, as well as the analytical framework has been discussed. The theoretical framework considered and chosen for this research work is that of Grice (1975). The reason for this choice is that, even though Grice's maxims have been used to analyze conversations, they can also be used in the analysis of written communication. Also in advertising, implicatures abound, thereby making the use of Grice's maxims relevant.

In applying the maxims to writing, the maxim of quantity would require the writer to consider the amount of information to be imparted. The quality maxim requires the writer to provide justification for the position taken in the write up in order to render the text accurate and to give it truth-value. The maxim of relation requires the writer to create a text that is appropriate to the context of discussion. The maxim of manner requires the write-up to be clear in terms of its linguistic forms and sentence structure, as well as how it is presented.

3.1 Sources of Data

The research work is an analysis of the language of advertisement, as well as the informative content of the advertisements. Basically, the research is more concerned with print media rather than electronic media. The adverts have been

extracted from daily newspapers such as; Punch, Guardian, Leadership, and Daily Trust.

The source of data for the study is newspapers. This is because newspapers have a wider coverage, a longer life span and more permanence than the electronic media. This is due to the fact that, the information contained in the newspaper can be read over and over. Newspapers also tend to be more affordable to consumers, as they are cheaper than a magazine.

3.2 Method of Data Collection

In this study, adverts will be selected from newspapers published within the country. The researcher's main concern in the advertisement is the language used in advertising the products. Therefore, little attention is paid to pictures and other devices used in the advertisements, except in situations where the pictures will aid in the interpretation of the adverts. This is because, some adverts are advertising well known brands that do not require further clarification through the use of pictures. Pictures enhance the message of advertising, as well as create the intended effect in the eyes and minds or readers.

Out of the selected newspapers, fifty adverts advertising different products have been selected for the study. For the choice of fifty adverts, the researcher feels, it will be sufficient for the analysis of the data obtained, as the adverts cover a wide range of products, which will provide the researcher the opportunity for a thorough analysis of the linguistic items available in the adverts.

Only the January issue of 2012 of the selected newspapers, have been used for analysis in the study. On the choice of a month's issue, the researcher believes will be enough to generate the required data to be used for analysis in this study.

3.3 Sampling Procedure

Purposive sampling was adopted as the procedure for sampling the population in this research work. The reason for the choice being that, the materials used were the ones that served the purpose of the researcher. The population used for the analysis in this work are some selected newspapers published within the country.

3.4 Analytical Framework

This study is pragmatic in nature. Pragmatics has to do with the study of invisible or hidden meaning. Grice's maxims of co-operation is an aspect of pragmatics that also deals with hidden meaning, therefore, the analytical framework adopted for the analysis of data for this research is Grice's maxims of co-operation.

The relevance of Grice's maxims to the analysis of adverts in the print media is very crucial. Though Grice's work has been used to analyze conversation, it can also be applied on writing as observed by Zor (2006) who says, Gricean maxims have often been used in the analysis of spoken communication. There is no argument stating that they cannot be used in writing. Violating Grice's maxims in writing may cause problems in getting meaning out of a particular text, as writing is also a form of communication. This can be extended to written advertisements.

An utterance can differ in meaning from what the speaker intends the utterance to mean. It is then left for the listener to infer the meaning. In such situations where the listener is left to make inferences, it is taken that a maxim has been flouted and an implicature generated. Implicatures abound in advertisement thereby making the use of Grice's maxims relevant. The analysis will look at the maxims flouted by the adverts and the possible implicatures that may have been generated. The analysis also looks at the informativeness as well as the conciseness of the advertisements.

An advert is considered informative when the following cues are present. These are; price, performance, availability, quality, contents, instruction, place for usage, packaging, safety, shape and design. Based on this, if an advert contains one or more of these information cues, that advert will be considered as being informative. Therefore, these information cues will serve as the framework on which informativeness in the adverts selected for this study will be analysed. Conciseness as related to this study, will be analysed based on the brevity (shortness of the captions) as well as the clarity of the message contained in the captions. For the purpose of this study, an advert will have to be short and clear, for it to be considered concise. The reason being that, conciseness is usually equated to short but clear sentences.

The research presents tables which contains the adverts that have been extracted, the maxim that has been flouted as well as the possible implicature that has been generated. These are presented in columns slotted as appropriate. Each of the tables are followed by a discussion of its analysis and a discussion of the informativeness and conciseness of the advert in question.

3.5 Sample Analysis of the Data

The following is a sample of the analytical model that will be used in the analysis of the adverts that have been extracted.

Advert	**Maxim(s) flouted**	**Implicature Generated**	**Informativeness**	**conciseness**
Identifying genuine vitafoam is just an SMS away	None	None	Not informative as they are no information cues given	Concise in brevity and clarity

The advert is that of the vitafoam mattress. Vitafoam is a well known brand. The advert is not advertising vitafoam as a new product, rather, it is alerting customers that there are imitation or fake mattresses out there, using the vitafoam name, deceiving loyal customers in the process. Therefore, in order for customers not to be deceived into buying fake products, they should look out for the genuine vitafoam mattress which carries a pin in between the vitafoam logo and the name. The customer is required to scratch and text the pin in order to determine the originality of the product. An authentification response will be sent to the customer that confirms the genuineness of the mattress.

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION

4.0 Introduction

This chapter presents the analysis and discussion of the data collected. As has been pointed out in chapter three, Grice's maxim is applied as the analytical model for the analysis. The information cues such as price, performance, availability, quality, contents, instruction and place for usage, nutrition, packaging, safety, shape and design, were used to analyse the informative contents of the adverts.

4.1 Presentation of Data and Analysis

Table 1

Advert	Maxim(s) flouted	Implicature generated	Informativeness	Conciseness
i) It's A NEW DAY ON MAINSTREET ii) New Day. New Life. New Beginning.	Maxim of quantity as the message is not clear	It raises a question in the mind of the reader	Not informative as there is no information cue present	Not concise in terms of brevity and clarity

The advert is telling the target audience that a change has taken place, but without the aid of the picture, we would not know that the advert is that of a bank. The picture shows a man removing the shirt of Afribank, but leaving on the shirt of Mainstreet. The reader that does not have the background knowledge of the merger between the two banks, will not understand the advert. This is an example of the

sociocultural dimension of advertisement. This form of advertising targets a specific demographic of people as they have a higher propensity to purchase a product. In this case, the advert is targeted at the people who patronize these banks. They are being informed that the two banks have merged into one; from which they can continue to do business. The advert lacks informativeness as there are no information cues present. It is also not concise in both clarity and brevity as the caption is too long and it is not clear.

Table 2

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
Give the highways a break… Fly to Lagos for just ₦15,000	Maxim of manner in the first part. Maxim of quantity in the second part.	i) that the highway may not be safe ii) too much commuting destroys the highways iii) explore other options of commuting	Informative as it gave price, which is an information cue	Concise in terms of clarity but not brevity

This is an IRS airline advert. The first part is difficult to understand as it generates several interpretations. The second part contains a little mis-information, because it gives the impression that the price for travelling to Lagos by air is ₦ 15,000. While at the bottom of the page, it gave additional information that the price is meant for only those travelling from Abuja to Lagos. Therefore, if the reader does not

take the trouble to read the bottom page of the advert, he/she will leave with the impression that flying to Lagos costs only ₦ 15,000. The advert is informative as it gives price description, which is the most important information cue used as a yardstick in measuring informativeness in adverts. It is also concise in clarity in the second part as the message is straight forward, but it lacks clarity in the first part as the meaning is not precise. It is concise in brevity in both the first and second parts as the captions are short.

Table 3

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
Make your engine an athlete of the road	Maxim of quantity as the message is not clear	It raises a question in the mind of the reader	Not informative as there is no information cue present	Concise in terms of brevity but not clarity

The caption raises the question, "how do you make your engine an athlete of the road?". The reader has to read further before knowing that, by using Total Quartz lubricant, your engine gets more protection, thereby gaining the ability to cover more kilometers. It also indicates that total Quartz lubricant makes you engine more efficient. The advert is concise in terms of brevity as the caption is just enough, but not in clarity as the message is not clear. The advert is not informative as there is no information cue present.

Table 4

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
Panasonic, Ideas for life One touch, to change the future	Maxims of quantity and manner	It raises questions in the mind of the reader	Not informative as there is no information cue present	Not concise in both brevity and clarity

Without the aid of the picture, the reader would not have known that, the caption is advertising an inverter. Even with the aid of the picture, there are other words written that do not appear to refer to the inverter. The advert therefore raises questions because it is not clear what they are actually advertising, "is it the inverter, or is it the technology behind the Panasonic products?" The advert lacks informativeness as there are no information cues present. It is also not concise in brevity and clarity as the caption is too long and it is also not clear.

Table 5

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
Tata Mass Transit Bus, decades of successful bussing in Nigeria.	Maxims of quality, as the claim may not be substantiated	That they are the best at what they do	Not informative as there is no information cue given	Not concise in brevity but concise in clarity

The advert is telling us about the services they have been rendering over the years. They are also telling us that they are good at it. The word 'bussing' coined from

bus attests to that. But the claim made by the advertisers is contestable, as there are plenty other mass transit buses plying the roads. They have also been doing it for long, providing excellent services too. The advert is not informative as there are no cues givens. It is also not concise in brevity as the caption is long. But it is concise in clarity as the meaning can be understood.

Table 6

Advert	Maxim(s) flouted	Implicature generated	Informativeness	Conciseness
Toyota fortuner, it's all in the drive	Maxim of quality as the claim may not be verified	That it is the best car to drive	Not informative as there are no information cues given	Concise in both brevity and clarity

The advert above is very straight forward. The advert is telling us that we have to drive the car, to fully grasp what it is all about. No matter how well it is said, we won't get the full impact, until we are behind the wheel. Though that may be relative, as there are people who prefer a particular brand of car, no matter how enticing the advert. The advert is not informative as there are no information cues given, but it is concise in both clarity and brevity as the caption is brief and straight to the point.

Table 7

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
Who said you can't have all in the all new civic?...with a 1.8 litre i-vtec engine	Maxim of quantity as the information is insufficient	It raises the question all of what	Informative as it gave product description	Concise in clarity but not brevity

This Honda Civic advertisement is a clear example of presupposition in adverts (see page 16). From the above advert, we are made to believe that the civic has all that we need or require in an automobile. If we own it, we do not need anything else or rather any car. What the advertisers did not say, is all of what? They did not tell us what are all of the things the Honda possesses that other cars did not possess. The advert is informative as product description is given and there are pictures inset showing additional features in the car. It is also concise in clarity as the message is clear but not in brevity as the caption is too long.

Table 8

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
All New Sonata Stream of seduction	Maxims of manner and relation	The message is unclear as the word stream has multiple meaning	Not informative as no information cue is present	Concise in terms of brevity but not in terms of clarity

The advert is presenting an automobile, but this cannot be deduced from the caption alone. The reader has to have a prior knowledge to know that Sonata is a car. Cars like Honda, Volvo, Mercedes, Toyota etc have all been in existence. Therefore without the aid of the picture, the reader will have no idea what the advert is talking about.

The use of the word 'stream' creates a sort of ambiguity. This is because stream has to do with a large number of moving things. It also has to do with a long moving line of things. Stream also means to move somewhere quickly and in large numbers. The advertisers just used one part of the meaning in isolation i.e. movement, while it goes together with 'large number or amount'. Therefore, the reader now begins to wonder are the advertisers also trying to point out the size of the car or are they talking only about movement? The advert is concise in brevity as the caption is brief but it is not concise in clarity as the caption contains multiple meanings. The advert is not informative as no information cue is present.

Table 9

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
We're cool. cool cow choco	Maxims of relation and manner	There is ambiguity as the word 'cool' has multiple meaning	Informative as the information cue performance is given	Concise in terms of brevity but not clarity

The advert is that of chocolate milk powder. The word cool has multiple meaning. Therefore, the reader is not certain whether the children pictured in the advertisement feel good because they took cool cow choco or that they are fashionable because of the same reason.

Also, from the additional information given, it appears they are not advertising cool cow as a new product. They are telling us that it has been improved to dissolve instantly in hot or cold water. So, based on this ability to now dissolve as against its not dissolving in the past, we can consider it informative, as it is describing the performance of the cool cow which is also one of the information cues. It is also concise in the aspect of brevity as the message is brief but not clarity as the message is not straight forward.

Table 10

Advert	Maxim(s) flouted	Implicature generated	Informativeness	Concisenness
All new Skoda Octavia The competition ends where it begins	Maxim of quality as the claim may not be verified	That it is the best car available	Not informative as no information cue is present	Not concise in both brevity and clarity

This advert is telling us that once Octavia appears, there is nothing left to compete about, because it is tops in everything you can think of. It has all and it is all but it did not say how the competition ends and how it begins. The advertisers gave the impression that Octavia is the best car available. This may not be necessarily so, as

other manufactures of cars can also make the same claim with respect to their cars. The advert is not informative as it gave no price, features or performance description. It is also not concise in both brevity and clarity as the caption is long and the message is not straight forward.

Table 11

Advert	Maxim(s) flouted	Implicature generated	Informativeness	Conciseness
Here comes the mover!... take advantage of the vehicle that can help you achieve your goals. Starting from ₦ 3.150m	Maxim of manner as the caption is not brief	That it has super strength, super power	Informative, as it gave price description and performance	Not concise in brevity but concise in clarity

This is an advert of a Toyota hilux. The advert is telling us that the vehicle has strength and capacity that will help us in achieving our goal of transporting heavy goods or equipments. In other words, it is a vehicle that we can benefit from. The advert gave too much praise to the car attributing super powers to it that can only be ascertained when tested. The advert is informative as it gave price description and performance. It is not concise in brevity as the caption is too long, but it is concise in clarity as the message is clear.

Table 12

Advert	Maxim(s) flouted	Implicature generated	Informativeness	Conciseness
Apollo Tyres Going The Distance in Africa	Maxim of quantity as the information is inadequate	1) That is has the strength to cover long distance on African terrain 2) That it can be found all over Africa	Not informative as it gave no information cue	Concise in terms of brevity but not clarity

The caption is advertising tyres called Apollo. The advert presents at least two interpretations. The first is that, the tyres have the strength and durability to cover long distances on African terrain. The second interpretation is that, it has a wide coverage, therefore it can be found all over Africa. There is ambiguity contained in the advert. The advert lacks informativeness as there are no cues presented. The advert is concise in terms of brevity as the caption is brief but not clarity as the message contains ambiguity.

Table 13

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
The Michelin ENERGY XM2 TYRE 7% MORE Resistant TO POTHOLE DAMAGE	None	None	Informative as it gave the information cue performance	Concise in clarity not brevity

This advert is presenting the Michelin Tyre. The advertisement is straight forward as it is advertising the performance of the tyre. It is now 7% more resistant to pothole damage as against the other Michelin tyres of the past. The advert is informative as it gave performance which is one of the information cues. It is also concise in clarity as the message is clear, but not concise in brevity as the caption is long.

Table 14

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
My Family, My Joy & My B & G. Nothing else will do	Maxim of quantity as message is unclear	1) That once he has his family, Joy and B & G, he does not need anything else. 2) That without any of the three, he is incomplete 3) That the B & G is the most important of the three	Not informative as no information cues are given	Concise in terms of brevity but not in terms of clarity

The advert is presenting a sort of alcoholic beverage, B & G, because it is not very clear from what was written on the bottle. The advert has several interpretations. One is that, once the person has his family, joy and B & G nothing else matters. Another is that without any of the three, he is incomplete. The last one is that, the B & G is the most important among the three because it is written in very bold characters.

This advert will certainly appeal to alcoholics to whom the B and G will be more important than anything else. But to those who are occasional drinkers or non-drinkers, B and G will be just one out of the many varieties available. The message in the advert is not very clear. The advert is not informative as no cues are given. But it is concise, in terms of brevity, as the caption is brief but not in clarity as the message is not clear.

Table 15

Advert	Maxim(s) flouted	Implicature generated	Informativeness	Conciseness
The all new Accord Cross tour Absolute Power Delights Absolutely	Maxim of quality as the claim made may not be substantiated	It raises a question in the mind of the reader	Not informative as it gave no information cue	Not concise in both brevity and clarity

The advertisement is that of Honda Accord Crosstour. There is ambiguity in the use of the word absolute. Absolute has multiple meanings. One of the meanings is total and complete, while another meaning states, something that is definite and will not change even if the circumstances change. Therefore, if we are to translate the meaning "absolute power delights absolutely" it will be "total and complete power gives great pleasure totally and completely".

Therefore, the question that arises in the mind of the reader is that, does absolute power delight absolutely? The advertisers made a categorical statement which may not apply to all. Some people may derive pleasure in having absolute power in their hands, while some may not. The advert lacks informativeness as there is no information cues present in the advertisement. It is not concise in terms of brevity and clarity, as the message is long and unclear.

Table 16

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
There is a new MAN behind the wheel of MAN Truck & Bus	Maxims of quantity and manner as the message is obscure and unclear	There is ambiguity and obscurity in the statement	Not informative as no information cue is given	Not concise in terms of clarity but concise in brevity

This is a Scoa Motors advertisement. But this cannot be deduced from the caption. One has to read further to be able to deduce that. The reader knows for sure that they are not advertising a human being, but the use of the word MAN requires the reader to tap into his previous knowledge. For a reader who does not know about MAN Trucks or Scoa Motors, the advert would not make much of an impact. The advert is telling us that a new MAN truck has been introduced. The advert is not informative and it also lacks informativeness as there are no information cues present.

The advertisement lacks conciseness in terms of clarity as the message is unclear, but it is concise in terms of brevity as the caption is just enough.

Table 17

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
Designed to deliver to more	Maxim of quantity as the message is not clear	It raises the question 'more of what?'	Informative as it gave performance description	Concise in terms of brevity not clarity

This advert is that of a generator, but without the aid of the picture, the reader cannot deduce that, as there is no mention of generator in the caption. The words 'designed to deliver more' is an example of a weasel claim (see page 16). The reader is left to ask, "more of what"? The reader has to look closely to see, that in very insignificant writing, just under the caption is written; performance, durability, serviceability. The reader begins to wonder what they are advertising. This is because the caption is written boldly while the main message is insignificant. It should have been the other way round.

There is no logo of the company or name of the generator, though at the bottom of the page there are the initials JMG. But it is not clear whether that is the name of the generator or not, as it cannot be seen on the generator itself. The advert is informative as it gave performance description. The advert is concise in terms of brevity as the caption is brief but not clarity as the message is not clear.

Table 18

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
Fit more in less	Maxim of quantity as the message is not clear	It raises the question 'more of what'?	Not informative as no information cue is present	Concise in terms of brevity not clarity

This is an advertisement of a Samsung notebook ultra. This cannot be deduced from the caption alone. The reader needs the aid of the picture and extra information given. The caption is also another example of the weasel claim. This raises the question, 'more of what'? The advert lacks informativeness as there is no information cue given. The advert is concise in terms of brevity as the caption is really brief, but it is not concise in clarity as it leaves the reader wondering 'more of what'.

Table 19

Advert	Maxim (s) flouted	Implicature generated	Informativeness	Conciseness
Introducing the all new…Geely Panda Its awesome	Maxim of relation as the relevance of using awesome is questionable	The relevance of the use of awesome to the advertisement of the car	Not informative as no information cue is present	Concise in terms of brevity but not clarity

This is an advert of a new car called Geely Panda. Without the aid of the picture, the reader cannot deduce that from the name of the car or caption. Awesome

as used by the advertiser, has a single meaning in the dictionary which is impressive and frightening. Based on this, owning the Geely Panda will not be an experience worth looking forward to. This makes the reader to puzzle over the relevance of using awesome in this advert. The advert is not informative as it gives no information cue. The advert is not concise in terms of brevity, as the caption is long. It is not concise in clarity as the use of awesome creates puzzlement.

Table 20

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Forever stars enterprises, kiddies offers at sail away price	Maxim of manner as there is obscurity to the statement	The price is so affordable that the business moves so smoothly and quickly.	Informative as it gave content description	Not concise in terms of clarity and brevity

The caption is advertising children play things and garments. The phrase in the caption ‘at sail away price. . .’ has some obscurity to it, as it is difficult to interprete straight away. The words sail and away both have multiple meanings. And the both have to do with movement. But the meaning of away that is closest to this advert is ‘to move so that it is no longer there’.

The advertisers are trying to portray that their price is low, but the use of ‘away’ suggests that it is more like a give away. But it is clear that, that is not the impression they want their consumers to have, since they are in business to make

profit. The implicature here is that, the price is so affordable that the business moves so smoothly and quickly.

The advert is informative as the information just below the caption gave content description of the products. The advert is not concise in terms of clarity and brevity as the message is unclear and the caption is long.

Table 21

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Viju the Healthy family's choice	Maxim of quality as the message is not clear	- That the family that does not drink viju is unhealthy -Using viju makes you healthy	Informative as it gave the information cue component	Concise in terms of brevity but not clarity

The advert is that of a milk drink called viju. From the additional information given at bottom side of the page, we deduce that the advert is not advertising viju as a new product; rather it is advertising the component added to the viju milk which is the pulp of the fruits used in the milk.

The implicature generated by the advert is a claim that the advertisers may not be able to defend. One is that, the family that does not drink viju is unhealthy. But in reality, the family that does not take viju is healthy because of the high sugar content in the drink and the preservatives in it. The other is that, taking viju makes you healthy. In reality, taking viju makes you unhealthy based on the reasons given above. The advert is informative as it presented component which is one of the information

cues used to assess informativeness in adverts. The advert is concise in terms of brevity as the caption is brief, but not clarity as the message is unclear.

Table 22

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
The orchards, wumba district, Abuja	maxim of quantity and relation as the information is not adequate	It raises the question, why use orchards to advertise apartments?	Informative as it gave content and quality	Concise in brevity but not clarity

The advert is that of a bungalow, though that does not readily come to mind without the aid of the accompanied picture. But the use of the word ‘district’ gives us an idea. The advert lacks precision so as to get or pick the meaning easily. This is because; the obvious meaning of orchard is a land or farm where fruits are grown. Therefore, the reader will wonder at the relevance of using orchards to advertise apartments.

The advert is informative as the additional information given at the bottom of the picture, discussed the qualities of the bungalow as well as the contents. The advert is concise in brevity as the caption is brief but not in clarity as the message is not clear.

Table 23

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Get more out of milk	Maxim of quantity as the information is not adequate	It raises the question, more of what?	Not Informative as no information cue is given	Concise in terms of brevity but not clarity

This is an advert of peak milk, but without the aid of the picture, it cannot be deduced from the caption alone. The advert is another example of the weasel claim. The advert raises the question 'more of what?' Even with the additional information given at the bottom of the page, that peak has been renewed with extra fortified plus, it still does not say what it has been fortified with. The advert is not informative as it did not give any information cue. It is concise in terms of brevity as the caption is brief, but not in terms of clarity as the message is vague.

Table 24

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Get the look and you attract the looks	Maxim of quality as the claim made may not be substantiated	That it is the ultimate in beauty	Not Informative as it did not give any cue	Concise in terms of both clarity and brevity

This is an advertisement of Hyundai accent car. This cannot be deduced from the caption, without the aid of the picture. The advert is straight forward. It is telling us that Hyundai accent is sleek and beautiful enough to attract people's attention, meaning that, it has what it takes. The implicature is a claim that may not be substantiated by the advertisers. The caption suggests that the Hyundai is the ultimate in beauty. This may not necessarily be so, as 'beauty is in the eyes of the beholder'. What may be beautiful to one, may not be beautiful to another. Some may prefer inner beauty, such as the inside features of the car and its performance, rather than the outer design of the car. The advert is not informative as it did not give any of the information cues. It is concise in terms of clarity and brevity as the meaning stands out and the caption is brief.

Table 25

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Show yourself Nokia N9	Maxims of quantity and manner as it is obscure and unclear	- That the Nokia should make itself noticeable - That the Nokia has features that stand out	Informative as it gave performance	Concise in terms of brevity but not clarity

The advert is that of a Nokia phone N9. Nokia is a well known brand, that even without the picture, people will know what the advert is about. The use of the 'show' makes it obscure as 'show' has multiple interpretations. One may be that the Nokia

N9 has certain features that stand out which is not required to be shown to people as they are glaring. The second is that the Nokia should make itself noticeable. The advert is informative as it gave performance description below the caption which is an information cue. The advert is concise in terms of brevity as the message is brief, but not in clarity as the message is not clear.

Table 26

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
It's more than toner. It's a saving	Maxim of quantity as the information is inadequate	It raises the question for how long?	Informative, as it gave information cue	Concise in both brevity and clarity

This is an advertisement of HP Toner. From the caption, it appears the advertisers are not advertising the toner as a new product. Rather, they are making a promotional sale of the toner. Just below the caption, they are instructing buyers to buy two dual packs of hp toners and get a 10% discount, thereby saving money. The advertisers did not give sufficient information, thereby raising the question, 'for how long with the promotion last?' As many people's hopes can be raised after seeing the advert, while the promo may have ended by then. The advert is informative as it gave instruction on how to benefit from the promo (which is also an information cue). The advert is concise in both brevity and clarity as the message is clear and brief.

Table 27

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
SILENT, but the quality speaks volumes	Maxim of quality	That it exudes quality	Informative as it gave performance	Concise in both brevity and clarity

Without the aid of the picture, the reader would not know that the caption is advertising a generator. The generator appears not to have a proper name as there are two names above the picture of the generator. One reads Jubaili Bros (Engineering) ltd, which sounds more like the name of the company producing or distributing the generator. While the other reads Marapco.

The caption is describing the performance of the generator as silent. This is an important quality of this particular generator as most generators are known to be very noisy. The caption is emphasizing the fact that even though the generator is silent, its quality or performance is excellent. But on the other hand, the use of the statement 'the quality speaks volumes', gives the impression that, the generator exudes quality. But the quality is certainly not visible or noticeable except when the generation has been used. The advert is informative as it points out the performance of the generator, which is an information cue. The advert is also concise in both brevity and clarity as the meaning stands out and the caption is brief.

Table 28

Advert	Maxim(s) flouted	Implicative generated	Informativeness	Conciseness
The All New Passat, full of dazzling ideas.	Maxim of relation as no message is conveyed	That the ideas are there, but have not yet been put into action	Not Informative as there are no information cues given	Not Concise in clarity but concise in brevity

The caption is advertising the Passat car. It appears that they are advertising a new model of the Passat. The use of the caption "full of dazzling ideas" gives the impression that the ideas are abundant, but that is where they stop, at the idea level. They are not yet implemented. Therefore, the use of the caption leaves the reader in puzzlement, as to the relevance of using that statement. The reader is left to question that, 'if the ideas are abundant and brilliant, why not make use of them?' The advert does not seem to convey any message. The advert is not informative as it gave no information cue. It is not concise in clarity, as the message is not straight forward but it is concise in brevity as the caption is not lengthy.

Table 29

Advert	Maxim(s) flouted	Implicative generated	Informativeness	Conciseness
De Rica. A New Year Resolution . . . to make all meals come alive	Maxim of quality as the claim made may not be substantiated	That food cooked without De Rica is dull	Not Informative as no information cue is given	Not Concise in both brevity and clarity

The advert is that of canned tomato paste. The advertisers are making a claim that they may not be able to defend. They gave the impression that food not cooked with De Rica is dull. This means that any food cooked without the use of De Rica is not interesting, or may even be tasteless. In reality not all meals require tomatoes as part of the ingredients. Therefore, using tomatoes in those types of cookery will actually spoil the food. The advert lacks Informativeness as no information cue is given. It also lacks conciseness in both brevity and clarity, as the caption is long and unclear.

Table 30

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Born of luxury Nurtured by innovation	Maxim of manner as the caption is obscure	-That it exists mainly for the enjoyment of its users. -That it was developed using new ideas and methods	Not Informative as no cue is given	Concise in terms of brevity not clarity

This advertisement is that of a minivan Santafe of the Hyundai brand. But without the aid of the picture, this cannot be deduced, as the name is on the number plate of the minivan in the picture. There is obscurity in the advert in terms of its difficulty in interpretation. The advert can be interpreted as; Santafe exists mainly for

the enjoyment of its users. This is because the caption 'Born of Luxury' is written in bold letters. The second part 'Nurtured by innovation' can be interpreted to mean that 'Santafe' was developed using new ideas and methods.

What the second part of the caption is saying is that, in the past, Hyundai cars were without any innovation. Now, using new ideas and methods resulted in producing the 'Santafe'. This can be deduced from the use of the word 'develop'. To develop means to grow or change over a period of time. Therefore, Hyundai cars have grown from lack of innovation to having innovation. The advert lacks Informativeness as there are no information cues given. It is concise in terms of brevity, as the caption is brief but not in clarity as the message is unclear.

Table 31

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Your smart life without limits	Maxims of relation, quality and manner	-That phone is equated to life. -That there is no limit to what the phone can do -There is no limit to the length of time the phone can be used.	Informative as the cue performance is given	Concise in brevity but not clarity

The advert is that of a Samsung Galaxy SII phone. This can not be deduced from the caption even though Samsung is written at the top of the page. By using the

words ‘your smart life without limits’, the advertisers are equating Samsung galaxy phone to life. Suggesting that, as life is so essential, so is the Samsung galaxy. But this claim cannot be substantiated by the advertisers. This is because owning a phone, let alone Samsung galaxy may not be as essential to some people. As many people in trying times, have resorted to selling their phones in order to satisfy a pressing need. Therefore the reader may ponder over the relevance of using life in this context.

There is also ambiguity in use of the word limit, as it has a variety of meanings. One of the ambiguities is that, there is no limit to what the phone can do. The other is, there is no limit to the length of time the phone can be used. That is, it can last forever. The advert is informative, as just below the caption, is written ‘brilliant colour, faster performance, social connection’. This tells us the performance of the phone, which is one of the information cues. The advert is concise in brevity as the caption is short but not in clarity as the message is not clear.

Table 32

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Feel the excitement of victory	Maxims of manner as the caption presents ambiguity	-That the victory is for owning the product -That the victory is about what the viewer is watching.	Informative as the information cue component is given	Concise in brevity not clarity

This is an advert of a Panasonic LCD television. Though the caption does not communicate that, Panasonic is written at the top of the page. The caption ‘feel the

excitement of victory', presents an ambiguity particularly with the word "victory". The reason is that, in the picture, a man is sitting infront of the LCD T.V watching a football match. The viewer is jubilating about the goal scored by the footballer. Therefore, based on the above, "is the victory about the goal or is it about owning the LCD T.V?"

The advert is informative as the information given below the caption tells us the LCD has dynamic bass and super surround. This information is giving us the components of the LCD. The advert is also concise in brevity as the caption is short but not in clarity as the message is not lucid.

Table 33

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
The Natural fit	Maxim of quantity as the information is not adequate	-That the stone tiles are the perfect shape and size to be used on the wall -That it was made for the purpose of decorating walls.	Not Informative as there are no cues given	Concise in terms of brevity but not clarity

The advertisement is that of stone tiles. This can only be deduced from the picture accompanying the caption. The name of the product Suzuka beneath the picture of the samples of the tiles is not very legible. Going by the meaning of the words 'natural' and 'fit', the reader may understand the caption to convey that, the

stone tiles are the perfect shape and size suitable to be used on the wall. It may also mean that, the tiles were made for the purpose of decorating walls. The advert is not informative, as it gave no information cue. The advert is concise in brevity as the caption is brief, but not in clarity as the message is unclear.

Table 34

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
XCMG Dependable, tested and trusted construction equipment	Maxim of quality	That the equipment is so perfect	Informative, as information cues are given	Concise in clarity but not brevity

This is a straight forward advertisement. The caption is advertising construction equipment named XCMG. In the picture there are three construction vehicles. The wheel loader, motor grade and vibratory. The caption is highly informative, as it described the quality of the construction vehicle, which are 'Dependable', 'Tested' and 'Trusted'. This suggests that the equipment is reliable. This gives a sense of security to the reader, as the reader has no cause for worry due to the reliability of the equipment. The advert suggests that the equipment is so perfect, it has no faults. But this can only be verified after buying and testing it. The advert is concise in clarity as the message is direct, but not concise in brevity as the caption is long.

Table 35

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Nothing compares	Maxim of quality as the claim may be contestable	That their products are the ultimate	Not Informative as no information cue is given	Concise in both brevity and clarity

This is also another straight forward advertisement. The product is that of LG, although it cannot be seen in the caption as it is written at the top left side of the page. The caption tells us that no product is comparable to that of LG. The comparison may be in terms of the quality of LG products or the range of products LG makes, as suggested in the picture. The claim the advertisers made is contestable as any manufacturer of any product can make the same claim that his/her product is the ultimate. The advert is not informative as it gave no information cue, but it is concise in brevity as the caption is very brief and clarity as the message is very easy to understand.

Table 36

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
All Hail the king of freeze	Maxim of manner as the caption is obscure	That the freezer surpasses all other freezers	Not Informative as no cues are given	Concise in brevity not clarity

The advert is that of scanfrost freezer. The use of the word all in the caption has some obscurity to it. 'All' has multiple meanings. The meaning that may be closest to the caption can be interpreted to mean, every kind of praise that a person can think of, should be ascribed to the freezer. In other words, the freezer has or does everything. The claim that freezer surpasses all other freezers may not necessarily be true. There are tested and trusted brands that have been in the market for a while. There are also freezers made for tropical climates like Nigeria such as Thermocool, which can withstand our power cuts and fluctuations in electric current. The advert is not informative as there are no information cues present. The advert is concise in brevity as the caption is short but not clarity as there is obscurity in the use of 'All'.

Table 37

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
There is a purple line between every great relationship	Maxim of relation as the caption is not significant to what is advertised	It raises a question in the mind of the reader	Not Informative as no information cue is given	Not concise in both brevity and clarity

In the picture of this advert, there is an arrow pointing away from a cement factory to a bag of cement with one cement block beside it. The arrow then points to a completed house, obviously constructed from that cement bag and block. The caption 'there is a purple line between every great relationship', is pointing out a connection

between the factory right down to the building. But the main advert is that of a bank (WEMA BANK). This is not very obvious as the logo and name of the bank appears insignificantly placed at the far bottom right side of the page. The reader that does not take the trouble to read that part of the page would think that the advert is about the cement factory. But the bank is trying to point out that it is the main connection between the factory, cement and building. Based on this therefore, the question that arises in the mind of the reader is, 'what is the relevance of presenting the advert in such a way that, the reader cannot make a direct connection between the bank and the objects in the picture? The advert is not informative as there is no information cue present. The advert is concise in brevity as the caption is brief, but not in clarity as the message is not direct.

Table 38

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Rossetti Tiles Ltd… the tile authority	Maxim of manner and quality	-That they have better knowledge about tiles therefore, they know what it takes to make good tiles. -That they have the power to make better decisions, when it comes to tile issues	Not Informative as there are no cues present	Concise in brevity but not clarity

This is a tile advert as the caption suggests. The use of the word 'authority' creates ambiguity in the advert as authority has multiple meanings. Based on this, we

have at least two interpretations to deduce from the advert. The first is that Rossetti tiles have better knowledge about tiles therefore; they know what it takes to make good tiles. The second is that, they have the power to make better decisions when it comes to tile issues. The question to ask here is that, 'are they really an authority'?, as there are plenty other tile companies around, who may be better than them. The advert is not informative as there are no information cues present. The advert is concise in brevity as the caption is brief but not in clarity as the message is unclear.

Table 39

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Power your future	Maxim of quantity as the information is inadequate	-That a person has control over what will happen to him at a later time - It has the ability to affect things -It is a source of energy used to enable a person do what he wants to do at a later time	Not Informative as no information cue is given	Concise in brevity but not clarity

This is an advertisement of a generator, which cannot be deduced from the caption. The caption is full of ambiguity. Both the word 'power', and 'future' have multiple meanings. Therefore, several interpretations can be deduced from that. One of the interpretations may be that, a person can control what will happen to him at a

later time. Another is that it has the power to affect things. It can also mean that, it is a source of energy which can be used to enable a person do what he wants to do at a later time. The final interpretation may be the one closest in meaning to the caption, but this interpretation does not come immediately to mind when a reader reads the caption. The advert is not informative as it gave no information cues. The advert is concise in brevity as the caption is short but not in clarity as the message is obscure.

Table 40

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Fortune favours the Bold	Maxim of manner and quantity as the caption contains ambiguity and the information is not adequate	-That only a successful person can own the blackberry Bold -That only a person that has good luck can own the blackberry Bold.	Not Informative as no information cue is given	Concise in brevity but not clarity

This is an advertisement of the Blackberry Bold phone. The whole of the caption creates ambiguity due to the multiple meanings of the words in question. Several interpretations can be given to the caption such as, only a successful person can own the Blackberry Bold. It may also be that, only a person that has good luck can own the Blackberry Bold.

Another interpretation might be that only those who are wealthy can afford the Blackberry Bold. A final interpretation may be that, good luck and success chooses

those that are not afraid to take risks. The bottom line is that, the advertisers are equating luck and success to the Blackberry. This means that having a Blackberry Bold is equal to being successful. The advert is not informative as it gave no information cue. The advert is concise in brevity as the caption is short but not in clarity as the message is not straight forward.

Table 41

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Hyundai	Maxim of quantity as the information is not sufficient	-It raises a question in the mind of the reader	Informative as it gave the information cue design	Concise in brevity not clarity

The advert is that of a Hyundai generator. This cannot be deduced from the caption alone, without the aid of the picture. Hyundai is a brand name of more than one product. Therefore, the reader that comes across the word 'Hyundai' without a picture or additional information, will have to ask, 'what product of Hyundai'? This is because, there is also a car called Hyundai. The caption therefore lacks clarity.

At the bottom of the picture is the additional information, 'with automatic transfer switch option'. This indicates a part of the design features of the generator. Based on this, the advert can be considered to be informative, as design is one of the information cues. The advert lacks clarity, as no message is conveyed but it is concise in brevity as the caption is brief.

Table 42

Advert	Maxim(s) flouted	Implicative generated	Informativeness	Conciseness
Royalty Gas and Electric cookers. Exceeding your expectations.	Maxim of quality as the claim may not be verified	That the cooker does wonders	Informative as the cues quality performance and availability are given	Concise in clarity but not brevity

This is a straight forward advert. The caption is advertising gas and electric cookers called Royalty. The caption is also telling us that, the Royalty cookers go beyond what the buyers think or hope for. This may be in terms of the features of the cookers, or the performance of the cookers. The advert gives the impression that the cooker works wonders. Therefore, buyers will be very impressed by it. But this may not be so, as there are many brands out there, that perform wonders too. The additional information given below the caption tells us about the quality, performance and availability of the cookers, which are some of the information cues. Based on this, the advert can be considered as informative. The advert is concise in clarity as the massage is straight forward but not brevity as the caption is long.

Table 43

Advert	Maxim(s) flouted	Implicative generated	Informativeness	Conciseness
Bedmate Furniture. Reflect your class	Maxim of quality as the claim may not be true	That class is only reflected in the type of furniture a person uses	Not Informative as no cues are given	Concise in clarity but not brevity

This is a straight forward advert. The caption is advertising Italian furniture called Bedmate furniture. The caption is indicating that buying bedmate furniture shows how classy the buyer is. In other words, only people with class, go for bedmate furniture. Class is relative. This is because different people have different needs and interests. While one person's class is reflected in furniture, another person's class might be reflected in the kind of clothes worn or the type of car driven. The advert is not informative as there are no information cues given. The advert is concise in clarity as the message is easy to understand but it is not concise in brevity as the caption is not short.

Table 44

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Maldini marbles LTD, One-STOP SHOP	None	None	Informative as it gave the cue availability	Concise in both clarity and brevity

This is also a straight forward advert. The advert is that of a marble store. The advert is telling us the place is a one-stop shop. This means it is a place you can get every thing you need for a particular purpose. For this advert, the purpose is building or renovating structures, in which case the marble can be used.

Though it is a place you can get everything (floor materials), the focal message is the marbles. The advert is informative as, beside the caption is written 'now at

lekki'. This is telling us the place where Maldini marbles is available. Availability is one of the information cues. The advert is concise in both brevity and clarity.

Table 45

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
Sigma Apartments …your lifestyle statement.	Maxim of quality	That a person who does not go for sigma apartments does not have taste	Not Informative as there are no cues given	Concise in both brevity and clarity

This is an advert of guest apartments named sigma apartments. The caption your lifestyle statement literally means, the way of life that a person has chosen for himself which is characteristic of that person. Relating this to the advert, it simply means that a person has style or taste and always goes for that. In other words, sigma apartments is stylish, therefore only stylish people or people with taste would go for sigma apartment. Except in situation where a person goes about with his entire family, this statement may not necessarily be true. Some people may prefer a hotel to an apartment, and they still have style and taste, as there are stylish hotels too. The advert is not informative as it gave no information cues. The advert is also concise in both brevity and clarity as the message is brief and clear.

Table 46

Advert	**Maxim(s) flouted**	**Implicative generated**	**Informativeness**	**Conciseness**
A fuel management solution that will save you money	Maxim of quantity as the information is not sufficient	-That it will educate a person on how to manage fuel -That it will educate a person on how to make more money.	Not Informative as no information cues are given	concise in brevity but not concise in clarity

This is an advert of a sort of security agency as it is not clear from the caption. The reader has to take the trouble of reading the bottom part of the advert, to know the name of the advertiser which is 'Concept Nova'. From the additional information given, concept nova is proffering solution to people or companies that use equipments which consume a lot of fuel.

The interpretation that can be deduced from the caption is that, it will educate companies on how to manage their fuel. It may also be that, it will educate people or companies on how to make more money through fuel management. The advert lacks informativeness as there are no information cues present. It also lacks conciseness in clarity as the message is obscure but it is concise in brevity as the message is not long.

Table 47

Advert	Maxim(s) flouted	Implicative generated	Informativeness	Conciseness
Fly first Nation to: Abuja, Lagos and Port-Harcourt…. A whole new flying experience	Maxim of quality	That their airline is better than others	Not Informative as no information cues are given	Concise in clarity but not brevity

This is an advertisement of an airliner named firstnation. The advert is straight-forward. The caption is telling us that, the kind of feeling and enjoyment a passenger will derive from flying in firstnation is totally new. Something the passenger has never gone through in the past. The advert is also telling us that firstnation airliner is entirely different from other airliners, which may be in terms of the up to date facilities or in terms of the services provided. This claim by the advertisers is contestable as customers have to fly with the airline to make that judgement and to compare it with other airlines. The advert lacks informativeness as there are no cues given. It is concise in clarity as the message is obvious but not in brevity as the caption is long.

Table 48

Advert	Maxim(s) flouted	Implicature generated	Informativeness	Conciseness
Vitafoam -the fine art of living	Maxim of manner as the message is unclear	-That the product is worth admiring -That the product is of good quality -That it was made with great skill	Not Informative as there are no information cues	Concise in brevity but not clarity

The advert is that of vitafoam mattress. The caption ‘the fine art of living’ is very ambiguous, due to the multiple meanings of each of the words used. The interpretation that can be arrived at from the caption may be that, the product is of good quality. It may be that, the product is worth admiring. It may yet be that, the product was made with great skill. The final interpretation that may reflect the caption is, the product is worth admiring as it has been skillfully made and it has quality, for people who want to live a qualitative life. The advert is not informative as there is no information cue present. The advert is not concise in clarity as the message is not straight forward but it is concise in brevity as the caption is brief.

Table 49

Advert	**Maxim(s) flouted**	**Implicature generated**	**Informativeness**	**Conciseness**
HP print more, pay less, It’s pretty easy maths	Maxim of quantity as the message is insufficient	-That the print will be sharper -That it will print twice as more pages than regular printers	Not Informative as no information cues are given	Concise in clarity and brevity

The advert is that of hp printer. The advert is telling us that, printing with hp printer saves money. Though it is not explicitly stated, the saving is in the quality of ink used. The amount of ink that was used to print one page in the past, can now be used to print two pages. Another interpretation might be that the print will be sharper.

Therefore, whoever buys HP printer has gained a lot. That is, the ink will now take longer to finish, therefore the user will stop wasting money on constant ink refill. But what the advertisers did not say is, whether the ink has to be HP too. The advert is not informative as there are no information cues given. It is concise in both brevity and clarity, as the caption is not long and the message is understood.

Table 50

Advert	**Maxim(s) flouted**	**Implicature generated**	**Informativeness**	**Conciseness**
Heineken open your world	Maxim of quality and quantity	-That a person has uncovered what matters most to him in life.	Informative as design is given as an information cue	Concise in brevity but not clarity

This is an advert of an alcoholic beverage called Heineken. The caption ‘open your world’, suggests that the buyer, by opening the bottle has uncovered the one thing that matters most to that person in his life. The claim may not necessarily be true, as there are people that do not drink alcohol. There are also a variety of brands of alcoholic drink, in which Heineken may not be some people’s favourite, talkless of being their world.

The caption itself is not informative, but the information given at the top of the page which says ‘the new Heineken Bottle’, is talking about the new design of the bottle. Design is one of the information cues. Based on this therefore, the advert can

be considered informative. The advert lacks clarity, as the message is obscure, but it is concise in brevity as the message is brief.

4.2 General Discussion

From the foregoing analysis of data, a number of observations have been made regarding informativeness and conciseness in adverts, as well as the maxims that have been flouted.

4.2.1 Occurrence of maxims

This section pinpoints the most occurring maxims and the least occurring maxims in the analysis carried out. The maxims analysed are maxims of quantity, quality, manner and relation.

Table 1: Summary of Occurrence of Maxims

Maxims	**Frequency**	**Percentage**
Manner	16	25.8%
Quantity	22	35.5%
Quality	17	27.4%
Relation	7	11.3%

From the preceding table, it can be deduced that the maxims of quantity occurs the highest with 35.5%. It is then followed by maxims of manner at 25.8% and quality with 27.4%. Maxim of relation ranks least with 11.3%. This then suggests that, with maxim of quantity ranking highest, advertisers fail to disclose or provide sufficient information that will aid the consumer in making purchase decisions.

4.2.2 Occurrence of informative/Non-informative adverts

This section sheds light on the occurrence of adverts that are informative and those that are not informative. The precision of information in adverts assists the consumer in making useful choices between products or brands.

Table 2: Summary of occurrence of informative/Non-informative adverts

Adverts	Frequency	Percentage
Informative	19	38%
Non-Informative	31	62%%

The preceding table indicates that informative advertisements appear the least with 38%, while non-informative advertisements record the highest percentage of 62%. This clearly states that most adverts do not provide important information with regards to products. Information cues such as; description, quality, safety, nutrition etc. that will aid the consumer when making purchase.

4.2.3 Occurrence of concise/Non-concise adverts

Concise and non-concise adverts are highlighted in this section on the analysis carried out, concise adverts occur in six categories as follows; conciseness in brevity, clarity, and in both brevity and clarity. Then, not concise in brevity, clarity and both brevity and clarity.

Table 3: Summary of occurrence of concise/Non-concise adverts

Adverts	Frequency	Percentage
Concise in brevity	28	32.5%
Concise in clarity	8	9.3%
Not concise in brevity	9	10.5%
Not concise in clarity	28	32.5%
Not concise in both brevity & clarity	8	10.5%
Concise in both brevity & clarity	4	4.7%

The table above shows that, conciseness in brevity and not concise in clarity rank highest with 32.5%. This is followed by not concise in brevity with 9.3%. Then conciseness in clarity 9.3% and not concise in both brevity and clarity also with 10.5%. While the least which is, concise in both brevity and clarity carries 4.7%. This brings to light the fact that, most adverts even though they may be concise or brief in presenting the message; the messages are mostly not clear or easy to understand.

4.3 Findings

The following findings have been obtained, from the general analysis that was carried out:

i. an advertisement that seeks to be informative is not be concise;

ii. most adverts rely heavily on pictures to aid in the comprehension of the product advertised;

iii. conciseness is for a reason;

iv. the meanings of words used in adverts are mostly not accurate;

v. most captions are not informative in themselves;

vi. an advert can flout a maxim and yet be informative;

vii. the most flouted maxim is the maxim of quantity;

viii. advertiser's choice of words is for aesthetic purposes;

ix. an advert can flout a maxim and yet be concise in clarity.

4.4 Discussion of Findings

An advertisement that seeks to be informative may not be concise. This is due to the fact that informativeness has to do with the description of a product, in terms of its price, performance etc, while conciseness has to do with economy of words. An advert is considered informative if it contains information cues such as; price, performance, availability, contents, quality, packaging, nutrition, safety, design etc. Therefore, for an advert to be considered informative, it has to give sufficient information about a product based on the information that was mentioned earlier. Conciseness on the other hand relies on minimizing the use of so many words.

Here is an example of an informative advert (advert no. 11).

1). 'Here comes the mover …. Take advantage of the vehicle that can help you achieve your goals, starting from N3.150m'.

This is an informative advert as it gives price and performance concerning the vehicle. It can also be seen that for it to be informative, a lot of words have been used.

Here is an example of a concise advert (advert no.24).

2). 'Get the look and you attract the looks'

This is a concise advert: concise in both brevity and clarity. In cases 1 and 2 even though the photograph of what is advertised is supplied, it is obvious from the use of words that marrying informativeness and conciseness can be quite difficult.

Most adverts rely heavily on pictures to aid in the comprehension of the product advertised. This is because in most cases, words alone do not state the product type or what the product is. It is only in cases where the reader has background knowledge that he/she will be able to unravel the advert. This observation or finding confirms Goddard's (2001:3) saying, that, "readers do not read images in isolation from the verbal text that accompany them nor do they read the verbal text without reference to accompanying images". For example (advert no.35) with the caption 'Nothing compares'. Without the picture therefore, the reader will not know what is being advertised. This then shows that, readers often have to refer to the pictures that accompany the captions in order to get a better understanding of the message conveyed by the advertisers.

Conciseness may be for a reason. The advert may be concise to save money, or it may be concise in order to arouse curiosity in the reader. This may then lead the reader to purchase the product. For example, an advert caption that reads 'enter something magical' will arouse the reader's interest as to what is magical regarding the product. This will then prompt the buyer to read further in order to satisfy his curiosity. This confirms Ge's (2011) assertion that, from the perspective of the advertisers, economy of words equals economy of cost. He also added that concise language is more effective and persuasive. For example, (advert no. 6) which says 'Toyota fortuner, it's all in the drive'. The caption is straight forward and effective.

The meanings of the words used in the adverts are mostly not accurate, thereby not imparting the desired message. This may be due to the fact that, some advertisers are more concerned with just selling their products rather than paying attention to the choice of words they use. This finding is supported by the explanation given on page 10 on the language of advertising, which stresses that, creators of advertisements use language creatively by using word puns, figurative language, etc to attract buyers to their products. Their main concern is to sell their products, therefore, they do not pay attention to grammatical appropriateness. For example, 'fit more in less', (advert no. 18).

Most captions are not informative in themselves, as they do not communicate the information contained in the adverts. The informative part is usually the additional information given or the explanation written just below the caption. This explanation usually dis-ambiguates the ambiguity contained in the first part of the advert. An example of this can be seen in (advert no. 2) which has two parts – the first part says 'Give the high ways a break' – and the second part says 'fly to Lagos for just N15,000'. Without the additional information in the second part of the caption, the message would not have been clear.

An advert can flout a maxim and yet be informative. This has to do with the fact that an informative advert contains information cues such as price, performance, design, availability etc. Therefore, an advert that contains one or more of these cues is considered informative even if it flouts a maxim. This phenomenon abounds all through the analysis.

The maxim that has been mostly flouted based on this analysis, is the maxim of quantity. Maxim of quantity has to do with information, which carries, the main message of the advert. Not withstanding, advertiser's choices of words convey the exact opposite. An example of this can be seen in the following advert, 'the natural fit' (advert no. 33). This caption does not seem to convey any message. The name of the product is not mentioned. It is only with the aid of the picture the reader will begin to have an idea of what the advertisers are advertising.

It has been equally observed that, advertiser's choice of words in most cases may be for aesthetic purposes. This may be due to the fact that a lot of the captions do not convey any message at all or that they may not be relevant to the product advertised. For example, (advert no. 28) that says, 'The all New Passat, Full of Dazzling Ideas', does not really say much about the Passat. This indicates that the ideas are abundant, but that is where they stop, at the idea level. Therefore, these choices of words may prove 'detrimental' to the market appeal of the product.

An advert can flout a maxim and yet be concise in clarity. This is due to the fact that clarity deals with getting or understanding the message conveyed. While maxims are flouted for various reasons such as, when a speaker or writer decides not to be truthful about the message conveyed on when a speaker or writer tends to exaggerate etc. therefore, a message can make meaning and still flout a maxim. For example, (advert no. 42) which says, 'Royalty Gas and Electric cookers. Exceeding your expectations'. The advert flouts the maxim of quality. The maxim of quality says:

- Do not say what you believe to be false

- Do not say that for which you lack adequate evidence.

The advertisers claim that the cooker will exceed the buyer's expectations, is a claim that may not be verified. Therefore, the message contained in this advert is clear but is still flouted a maxim.

CHAPTER FIVE

SUMMARY AND CONCLUSION

5.0 Introduction

This chapter summarises the study and arrives at a conclusion. The study was carried out on the language used to advertise products in the print media.

5.1 Summary

The aim of this study has been to assess the communicative effectiveness in language use in advertisements. Communication effectiveness has to do with the ability to communicate in such a way that it produces the results that were intended. That is, communication effectiveness is all about getting the message across to the audience, (i.e from the advertisers to the consumers). It also involves the correct interpretation of the information contained in the messages by the consumers.

Language has been since time immemorial, used to communicate ideas, feelings, emotions, as well as to pass information and messages between individuals, group of people and the community at large. An advertisement which employs the use of language to promote products is also a form of communication, aimed at reaching the general public. The study was carried out using fifty adverts selected from the print media, mainly, the newspaper. This has been the main concern of chapter one. These as well as the research problem, which sets out to investigate the informative content as well as the conciseness of advertisements were also discussed in the chapter. Based on the foregoing, the following research questions have been raised;

i. What constitutes informativeness and conciseness in advertisements?

ii. How informative are advertisements in informing and persuading their target audience?

iii. How do advertisers strive to strike a balance between being concise and informative in the language of advertisement?

iv. How effective are advertisers in the use of language to communicate the messages intended for their target audience?

The second chapter highlights the numerous intellectual contributions of various scholars to the field of knowledge, with respect to the subject of discussion. The literature review in this chapter focused on topical issues such as language and communication, language of advertising, techniques used in advertising language and the concept of informativeness and conciseness. The main thrust of the review is Grice's maxims of co-operation which was used as the theoretical framework, as well as the focus for the analysis. Works of scholars such as; Abernathy and Franke (1996), Wang (2011), Resnik and Stern (1977, 1991), Percei (2000), Grice (1975), as well as Shrank (1966), were consulted.

This chapter unfolds the methodology adopted for this work, as well as the analytical procedure that is used to analyse the selected data. The chapter discusses extensively the sources of data collection as well as the method of data collection. A sample analysis of the data is also presented.

The data obtained is presented and analysed using the procedure explained in the previous chapter. The data is presented in tables, which is followed by discussions. The analysis looked at the informative content and the conciseness of the captions, the

maxims flouted as well as the implicatures generated. A table containing therein the frequency of occurrence of maxims, informativeness and conciseness is presented.

5.2 Conclusion

Advertisements provide information about available goods and services, their price and how to locate them. Advertising as a form of communication employs the use of language, which is a medium of communication to inform people about the existence of a product or products. The main goal of advertising is to promote goods and services. This can be achieved using attractive language and figurative expressions, as well as conveying essential information with as minimum words as possible. The challenge then is how to balance giving useful information (informativeness) in as few words as possible (conciseness).

The research has also revealed that communicative effectiveness is wanting in the advertisements. This may be as a result of the difficulty encountered in interpreting the adverts, as well as the adverts not imparting the desired message.

The research carried out has established the fact that balancing informativeness with conciseness is a difficult thing to do. This is because, informativeness has to do with description of a product in terms of its price, performance, contents, instruction etc. This involves a detailed description about the product, which requires the use of a great deal of words. Conciseness on the other hand, focuses on minimizing the use of a lot of words in advertisements. Therefore, advertisers choose one at the expense of the other. That is, an advertisement that is concise will not be informative and an advertisement that is informative will not be concise.

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