UNIVERSITY OF EDUCATION, WINNEBA

THE LANGUAGE OF ALCHOLIC ADVERTISEMENT IN GHANA

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(applied linguistics) degree
in the University of Education, Winneba**

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DECLARATION

STUDENT'S DECLARATION

I, OPHELIA AMA SERWAA ASANTE, declare that this thesis, with the exception of quotations and references contained in published works which have been identified and duly acknowledged, is entirely my own original work, and it has not been submitted, either in part or whole, for another degree elsewhere.

SIGNATURE: ………………………………………

DATE: ………………………………………………

SUPERVISORS' DECLARATION

I hereby declare that the preparation and presentation of this thesis was supervised in accordance with the guidelines for supervision of thesis as laid down by the University of Education, Winneba.

NAME OF SUPERVISOR: DR. CHARLLOTE FOFO LOMOTEY

SIGNATURE: ………………………………………

DATE: ………………………………………………

ACKNOWLEDGEMENTS

DEDICATION

This thesis is dedicated to my beloved children, Harriet Asante-Krobea, Hilda Afriyie Asante-krobea and Henry Osei Obrempong Asante and my husband Mr. Kwadwo Asante for their support. For without them especially my husband, I could not have come this far.

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ABSTRACT

This research focuses on the language of alcoholic advertisement texts in Ghana. The purpose was to investigate the linguistic features embedded in alcoholic advertisement texts as well as their communicative functions. Picture taking, interviews and snapshots of televised alcoholic advertising texts were used for data collection. In all, ten pictures and three people were interviewed. The Layered meaning theory (Clarks, 1996) was used for the qualitative analysis. The findings revealed that lexical, morphological sociolinguistic features, discourse and pragmatic as well as syntactic features were embedded in alcoholic advertisement Text. Moreover, the communicative functions were that, alcoholic advertisement texts demonstrate the uniqueness of the drink, increases the persuasion among viewers and listeners and also communicates the actual composition of the drinks as well as enhances memorability and readability by creating product brand awareness.

CHAPTER ONE

INTRODUCTION

1.0 Background to the study

Advertising, as the engine of commerce, plays a critical role in the success of a company in this increasingly commercialized society. In the age of global economy, effective translations can be crucial when businesses are targeting a market (Munday, 2004). Many advertising models were developed during the early 1960s. From these, the common notion about advertisement is that it is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. A good advert tells us we need something even before we think we do. In this sense, advertising is a part of our existence and we are the ones with the power to choose. The main purpose of advertising is to sell a product or ideas by presenting its message so well that customers will buy the product or the idea presented. It is also to popularize their brand name and become a good status in the world (Bendixen, 1993). Translators are mostly trained to focus on the semantic aspects of the texts that they work with. It is therefore easy for them to neglect other elements of communication essential to advertising. The semantic elements in the language for advertisements, its communicative roles, a core aspect that translators deal with, should of course be considered with great attention. However, in most cases, an advertisement has more than just linguistic elements, and, in fact, "is an interaction of elements" (Cook, 1992, p. 5). There is a tendency to adopt non-verbal modes more than the verbal ones, and some outdoor advertisements depend primarily on visual elements rather than on linguistic ones. Communication, whether verbal or visual, requires the use of a code. A code is the language or variety used for

communication in a society. Such language must express meaning and be based on the rules of interpretation in the society (Clyne, 2003).

Alcoholics are drinks that contain ethanol, a type of alcohol produced by fermentation of grains, fruits or other sources of sugar. Drinking alcohol plays an important role in many cultures within the society. Alcoholic drinks are divided into three general classes; beers, wines and distilled beverages. They are legally consumed in most countries and one hundred countries have laws regulating their production, sale and consumption. In particular, such laws specify the minimum age at which a person may legally buy or drink them. This minimum age varies between 18 and 25 years depending upon the country and the type of drink. Most nations set it 18 years of age, example Ghana has (+18) as the minimum age that one can consume alcohol. Per this study through investigations, it was realized that Ghana has over two hundred brands of alcoholic drinks, with over hundred found in the distilled beverages category. Some of these distilled ones are of local and funny Ghanaian names such as Adonko, Bie Gya, Kaikai, Joy Twedeɛ Ginger, Don Papa, Pashew, Joy Dadi, Congo gin, Alomo, Ogidigidi, Klico, Opeimu, Soloku among others.

In recent years, the pre-eminence of written text in print communication has been increasingly eroded, and that across a wide range of genres, the use of visual images has become an integral part of text production (Hyland, 2009). Advertising is a way of communication; it is an audio or visual form of marketing communication that employs sponsors to convey non-personal messages to promote or sell products, services or ideas. Sponsors of adverts are typically businesses wishing to promote their products or services and use it a means of communication with users of those products or services. Adverts are messages paid for by those who send them and are intended to inform or influence people who receive them. Alcoholic drink advertisements are produced with language, and this is important. This is done to activate communication between

the sponsor and the receiver of the advert. Therefore, the present study explores the language used in alcoholic drink advertisement texts in Ghana.

The role of language has become important because it is the human ability to use complex systems of communication. Thus, without language, it will be difficult to interact with text or images and people in the society. According to Trahan and Treshan (2011), the alcoholic beverage market is controlled by consumers, so companies have to use persuasive language to attract consumers when selling their products and goods. Thus, the language of alcoholic drink advertisement has crucial role for communication. Moreover, alcoholic drink advertisements pop up on various websites and can be found in all sort of media, from canned drinks to concert tickets with the use of persuasive language. The language of alcoholic advertisement does not communicate directly with a person; it is open to the public. This means that compared to some few decades ago, the medium of advertisement within this century depends more on linguists than the story tellers. This means that texts in advertisements can be subjected to linguistic analysis because they constitute linguistic features that carry important communicative functions. The texts create different versions of reality in the society. The media which represents the society in all its aspects understands the power of language.

Some researchers have worked on advertisement from different perspectives. Leech (1966) was the pioneer in advertising research. He investigated personal, imperative, and passive voice as well as other linguistic features in the texts. Lipsitz et al (1993) suggest that there is a relationship between language of televised advertising and brand awareness. In like manner, studies such as Agostinelli & Grube (2002), Ellickson (2005), and Smith & Foxcroft (2009) focused on the relationship between alcoholic advertisement and consumption behaviour. In addition, Diplomola & Jana (2006), Ngamsa (2013), and Flergin (2014) examined the language of advertising with

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emphasis on the linguistic means and the analysis. While all these works seem to give less attention to the linguistic features and the communicative functions of alcoholic advertisement text, this study focuses on these linguistic features and their communicative functions in alcoholic drink advertisement in Ghana.

1.1 Statement of the problem

Advertising text provides information and also serves as a means of communication (Leech, 1972). These texts have more than just linguistic elements, and in fact, is an interaction of elements (Cook, 1992). Traditionally, alcoholic drink advertisement texts are known to persuade people to buy or drink alcohol. According to McDonald (1992), language use in mass media influences values, attitudes, lifestyle, and taste. Advertisement, principally brand-name advertising, seems predicted on the notion that the public will attach prestige to products that have been brought to their attention by the media. Mass media has impact on perception and behaviour so television and product manufacturers use advertising to make people aware of the availability of products.

The language used in alcoholic drink advertisements creates a significant impact by influencing the attitudes of readers and viewers. However, there are instances where the language used in these advert texts may highlight meanings that are very implicit, and as a result, may be given varying meanings by readers and viewers. According to Kasamba et al (2013), this may distort the reality about the effect of the product, thereby promoting different interpretations. Although some researchers have investigated alcoholic drink advertisements, most of these works were in relation to alcoholic advertising and its consumption without really considering the linguistic features in the text. For example, Nyamsa (2013) studied the semiotic cohesion between visual and linguistic text in films and found that the linguistic items refer to objects in the films.

He identified patterns of visual-verbal synchrony where exophoric reference items functioned as discourse pointers and connectors for meaning-making to readers, viewers and listeners. While an investigation of the language of alcoholic drink advertisement in Ghana would reveal important facts about how it is used in the texts of these adverts, there is no known study that has been found to do this. It is in light of this that the current study aims to assess the linguistic features embedded in the text of alcoholic drink advertisement and their communicative functions.

Such revelations would aid the explicit interpretations of the text usage in the advertisement in Ghana. Again, it will help to unravel the distortions and ambiguities involved when it comes to the interpretations of the text used in advertising alcoholic drinks in Ghana. This means that several communicative functions are embedded in advertising texts. According to Galbraith (1985) advertising is considered by many as a dangerous mode of brainwashing. An advertisement's central function is to create desires that did not exist or rather anxieties with which people respond to the advertisement by going out and buying the advertised products. Therefore, there is a need to define such linguistic features and their communicative functions for better meaning of the advertisement texts.

1.2 Objectives of the study

The present study seeks to:

1. Identify the linguistic features embedded in alcoholic drink advertisement texts;

2. Examine the communicative functions of the alcoholic drink advertisement texts based on the linguistic features.

1.3 Research questions

The study seeks to answer the following research questions:

1. What are the linguistic features embedded in alcoholic drink advertisement texts?

2. What are the communicative functions in the texts of alcoholic drink advertisement in Ghana based on the linguistic features?

1.4 Significance of the study

The findings of the research would add to the linguistic knowledge of alcoholic drink advertisements. The results also encourage others who are interested in language in other product adverts to research into other linguistic areas to determine their impact on the products. The study also helps to enhance language teaching and learning. Thus, teachers of language will consider the value of linguistic features in their teaching to avoid distortions in explaining linguistic items. Moreover, the findings and the examples from the research may be used when teaching and learning about general advertisements of other products.

1.5 Limitations of the study

I faced some challenges in conducting this investigation with regard to data collection and financial cost. During the data collection, some respondents were not willing to be recorded or release the required information for the study because I was seen as a stranger to them. Also, the cost involved in travelling to and from the research areas was high. As a result of these limitations, I was able to work with ten alcoholic advertisements. In spite of the above- mentioned challenges, the study was successfully conducted and the intended purpose achieved.

1.6 Organization of the study

The rest of the study is organized as follows: Chapter 2 presents a review of relevant literature and provides the concepts of general advertisement, alcoholic beverage advertisement, and the language of advertisement. It also discusses the theoretical framework adopted for the

study and presents a synthesis of some related studies on the use of language in alcoholic drink advertisements. Chapter 3 considers the research approach and design, population and sampling, the research instruments, data collection and the ethical considerations. Chapter 4 analyzes and discusses the results of the study; that is, the linguistic features and the communicative functions of the alcoholic drink advertisement texts. As far as these features are concerned, it was revealed that content developers make use of phonological, morphological, syntactic, sociolinguistic, and discourse and pragmatic features. On the functions, the advert texts were found to be used among other things, for persuasion, to show memorability, humour, and to show the composition of the contents. The thesis ends with the conclusion of the study in Chapter 5. Here, the summary of findings are discussed, followed by a discussion of the communicative role of alcoholic drink advert texts and as well as the implications of the results for the creation of content for these adverts.
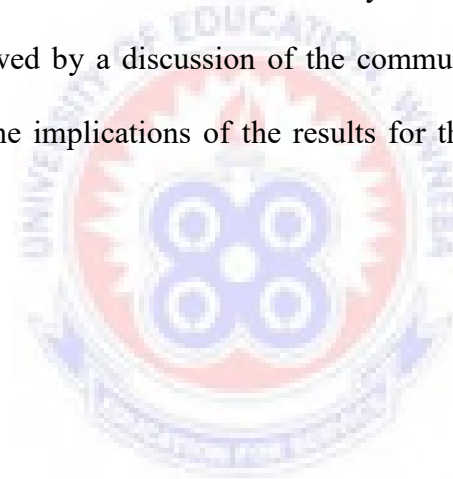
CHARPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews relevant literature to the current research work. It starts by defining key concepts in this thesis. Secondly, it discusses some different arguments previously applied to advertising issues. Moreover, it discusses the language of adverts and further looks at the theoretical framework where it elaborates some of the components of the theory such as text structure which include phonological, morphological, lexical and sociolinguistic features. Subsequently, the chapter captures discourse features such as cohesion and coherence, and discourse pragmatic features. The next section focuses on the textual functions of alcoholic drink advertising texts such as memorability, attention value, persuasion and some others. Finally, the chapter closes by taking a critical look at some related works on the use of language in alcoholic advertisement.

2.1 The concept of advertisement

Advertisement comes from the Latin verb 'advertere', meaning "to turn towards" (Berger, 2011; Goddard, 1998), and it is undoubtedly true that adverts are texts that do their best to get our attention, to make us turn towards the product being sold. In its simplest sense the word "advertising" means drawing attention to something, or in other words it may be interpreted as notifying or informing somebody of something (Berger, 2011; Dyer, 1982). Many advertising models were developed during the early 1960's. It is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. A good advert tells us we need something even before we think we do. Advertising is a part of our existences; the news is

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that, we are the ones with the power to choose. Bendixen (1993) asserts that the main purpose of advertising is to sell a product or ideas by presenting its message so well that customers will buy the product or the idea presented. Again, it makes the brand name popular and assigns it good status in the world.

McGraw-Hill & Stanton (1984) describe advertising as a marketing communication that employs an openly sponsored, non-personal to promote or sell a product, service or an idea, in other words, message composition and decoding of message. According to Bovee (1992), advertising is an impersonal communication of information about a product, service or idea through the various media and it is usually persuasive in nature which is paid by an identify sponsor. Kotler (2010) on the other hand says that, advertising allows companies to present their products clearly and effectively via text, sounds and colours. A simplified explanation of advertising by Brassington and Pettitt (2000) says that advertising is a paid form of non-person communication through a mass medium.

Additionally, Wells et al (2000) argue that advertising is a form of mass communication that both informs and transforms a product by creating an image for that product on board that goes beyond straightforward facts. Ford (1920) says that a person who saves money by not advertising is like the man who stops the clock to save time. In today's fast-paced, high-tech age, businesses must use some form of advertising to make prospects aware of their products and services. However, from my own point of view, advertising can be described as a commercialization of goods and services to the public (consumers) through the mass media in terms of frequency, world industrial production, as well as due to the appearance of more and more sophisticated.

Jefkins (1994) explains advertising as presenting the most persuasive possible message to the right people for the product or service at the lowest possible cost. Advertising is a powerful tool that announces the availability and location of products. It makes people aware of the products so that they adapt to the product and buy it. Advertising is thus a particular form of discourse where only the best side of a case is put forward so that the virtues of the topic are presented, to the relative neglect of the rest. This advocatory style sits rather uneasily with more balanced modes of presentation that are found in education and certain areas of the mass media. Nath (1986) supports this view and stated that effective advertising is concerned with the effects of the campaign on its audience. It creates aspirations and then promises and rewards. Advertising can influence the criteria we use when we make up our minds, for example, buying a car ceases to be a systematic evaluation of the advantages and disadvantages of a particular make or model. It becomes the selection of a particular lifestyle that fits with our conception of who we are and what we would like to own. Advertising depicts alcohol drinking as the perfect type of pleasure. It is exquisite and leaves one unsatisfied.

Burton (2005) describes advertising as a paid-for intentional persuasive communication. It is in itself a vast economic activity and is explicitly devoted to promoting partial views of products and services that it merits critical attention. Burton (2005, pp. 225-226) explains publicity as unpaid advertising which can provide good exposure at minimal cost. Publicity usually works alongside advertising, and is about activities which draw attention to, and create a favorable attitude towards the product or service being sold. Bovee and Irwin (1992) projects advertising as a form of communication through mass media including traditional media such as newspaper, magazines, television, radio, outdoor advertising or direct mail and new media like search results, blogs, social media websites or text messages, thus the actual presentation of the messages in the

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medium is referred to as advertisement or 'ad, ads' or 'advert' for short. Finally, advertising can be explained as the means of projecting or promotion of products by an industry through social media like TV, radio and other social platforms.

Grube & Wallack (1994) conducted a study using non-recursive statistical modeling techniques to test an information processing model of advertising effects on knowledge, attitudes and intentions. They also distinguished between awareness of alcohol advertising and mere exposure to advertising. In one group of grade school children, they realized that those more aware of alcohol advertising were more affected by it. They also found that awareness is not predisposed by prior drinking intentions. Because alcohol advertising increases awareness, they concluded their investigations by saying that alcohol advertising increases drinking intentions for the grade school students they studied. Again, Goel and Morey (1995) examined a quantitative study using a U.S. data set with 779 observations for the period of thirteen years that have both time and geographic variation. They found some evidence that alcohol advertising has a significant positive effect on consumption.

Similarly, Feng & Wignell (2011) worked on Television advertisements and realized the nature of advertising and its impartation on its audience whilst Hiramoto (2012) focused on a range of media discourse and its significance as far as product promotions are concern on adverts. Bednared (2010) also investigated intertextuality in multi-semiotic on printed news stories, news genre that realizes heavily on images to make meaning. In their findings it was realize that text usage on product promotions has impartations on the kind of that product in question. Long-YiLin (2011) investigated the impact of advertising appeals and advertising attitudes and purchase intensions in Taiwan. The objectives of the study were to investigate the impact of advertising appeals its attitudes and purchase intentions; it was to compare the effectiveness of the influence

of different types of spokespersons on purchase intentions. The methodology used for the study was quantitative, the factorial experiment theory was the framework used for the study. Sampling size was chosen from five universities in Northern Taiwan. A multivariant (MANOVA) analysis of each sampling size was obtained.

The findings from the study showed that, advertising appeal has a significantly positive influence on the advertising attitudes, and rational advertising appeals are more significant than emotional appeals. Moreover, spokespersons have a significantly positive influence on advertising attitudes and celebrity's spokespersons are more significant than experts, again, the influence of combination of rational advertising appeals and expect spokespersons on advertising attitudes is more significant than the combination of emotional advertising appeal and expect spokespersons. Finally, the study concluded that advertising attitudes have a significantly positive influence on purchase intensions. According to Cowan and Mosher (1985) and Kotler (1992), a total marketing strategy has five steps: product development, pricing, physical availability, market segmentation and targeting, and advertising and promotion campaigns.

This particular study was focusing on the strategic ways especially those advertisements that involve celebrities, as to how purchase intension or behaviour can be influenced as far advertising and its target groups are concerned. Advertisements featuring celebrities are rated significantly more interesting, effective, and important, and stronger than those with non-celebrity endorsers. The current study will be different from this one in that this present investigation will rather look at the communicative roles within the content and other non-verbal elements on alcoholic advertising specifically, rather than on advertising in general.

2.2 Alcoholic beverage adverts

Alcoholic beverage advertising is produced with a language which is important. It can be a form of communicative activation. It can be informative and persuasive in nature; utilizing the mass or new media to persuade the consumers to purchase goods and services. Alcoholic beverage advertisements target language that can promote a new product or designed to promote existing ones. Alcoholic beverage adverts have become greatly popular and even commonplace in today's world. According to Trahan and Treshan (2011), alcoholic beverage market is controlled by consumers so companies have to use persuasive language to attract the consumers when selling their products and services. Thus, the language of alcoholic beverages advertisement has crucial role for communication. Alcoholic beverages advertisement pop up on various websites and can be found in all sorts of unusual places from can drinks to concert tickets with the use of persuasive language. There are basic features of alcoholic beverage advertising to create awareness in consumers. The language used gives information and can also persuade consumers. Advertising has costs; because of that, it is produced to run for just a short time. The language of alcoholic advertisement is not communicating directly with a person; it is open to the public. The language gives information on the alcoholic beverage and it is the language that is used to educate consumers on a product or service. It includes various creative strategies and tactics also but in advertising nature it is trying to convince consumers to make a purchase. Therefore, the language of alcoholic beverage advertisement is mostly used in promoting the alcoholic beverage by their producers through a variety of media. Austin (1994) and Grube (1994) indicate that alcoholic beverages advertisement changes people's attitudes about drinking and is really common worldwide. In fact, Strasburger (1999) estimates that the alcoholic industry spends $2 billion per year on all media advertisements on their products.

Katzper et al (1978) conducted a study which examined the alcohol beverage industry's view of the value and role of advertising and its relationship to consumption. The researchers found that the alcohol beverage industry assumes advertising does increase consumption, and increased consumption is related to increased alcohol related problems and alcoholism. It was also found that alcohol advertising encourages heavy drinkers to drink more. According to Katzper et al (1978), they accounted for the target percentage of consumption and are more likely to have alcohol related problems. They concluded by saying that caution about excessive use of alcohol was seldom mentioned. Numerous ambiguous symbols appeared aside little logical relationship existing between the product and the advertised messages. They felt that the advertisements contained suggestions of ideal outcome states such as success and prestige, social approval, hedonistic pleasure, exotic associations, and sexual accomplishment.

In another early study, Miller (1986) conducted a preliminary study on the effects of alcohol advertising on the youth attitudes towards drinking and driving. The methods used were interviews and self-administered questionnaires. The objectives of the study were to evaluate if teenagers who drink are more aware of alcohol advertising than teenagers who do not drink; if teenagers with a high awareness of alcohol advertisements are inclined to drink and drive; or if drinkers have a higher recall of alcohol advertisement slogans than students who do not drink; and, if drinkers tend to pay close attention to alcohol advertisements, but say they are not influenced by the advertisements. Bandura's Social Learning approach, Modeling theory and the theory of Gratification were the frameworks adopted. After the data were collected from the recall study and the questionnaire, the information was coded, and some variables were recorded. The data were uploaded into a Zenith 200 modem to be analyzed and the hypotheses tested by frequencies, correlations, and crosstabs. Miller (1986) found that there is a relationship between drinking and

driving and alcohol advertising. Regarding the advertisement recall study, the experimental group was able to identify more alcohol ads than the control group. It was also found that there was no difference between the number of males and the number of females who could identify the ads. Also, drinking and driving and reading or listening to alcohol advertisements in the media proved to be related.

Saffer (1991) provided the first set of estimates of the effect of television advertising bans on alcohol misuse. It was a quantitative study, time series data from 17 countries for the period of twenty years were pooled. Alcohol misuse was estimated using alcohol consumption, liver cirrhosis mortality rates, and motor vehicle mortality rates. Cultural factors that influence alcohol use were measured by alcohol production variables, and a set of country dummy variables were used in the analysis. The results indicated that both alcohol advertising bans and alcohol price can have a significant effect in reducing alcohol misuse. Saffer (2000) provided a conclusion with some evidence that comprehensive advertising bans reduce alcohol use while limited bans have no effect. Saffer (1991) explained that alcohol use and misuse have also been trending downward over the past few years. Given this background, it does not seem likely that the type of advertising bans required to reduce alcohol consumption would ever receive strong public support. Although surveys show that the public supports the idea of alcohol advertising bans, the recent entry of liquor advertisers in the cable television market has not generated any public concern.

In addition, Atkin (1993) has demonstrated that there is an increasing body of literature that demonstrates that alcohol counter advertising is effective with teenagers and young adults. New restrictions on alcohol advertising might also result in less alcohol counter advertising. Given this trade-off, increased counter advertising, rather than new advertising bans, appears to be the better choice for public policy. Although alcohol counter advertising may be a good choice for

reducing youth alcohol misuse, there is still much to learn about the most effective content and placement. The message content that was found to be effective against tobacco industry manipulation may not be appropriate for alcohol. On the other hand, the direction where the current study will take is different but related in a way from the direction of Saffer and Atkin; they concentrated on the effects of alcohol advertising and how to counter it to avert predictable effects on people or viewers.

Lungisani (2014) worked on the effects of alcoholic advertisement and alcohol consumption amongst adolescents in selected high school in the Eastern Cape, South Africa. The objectives of the study were to explore the effects of alcohol advertisements and alcohol consumption amongst adolescent focusing on selected high schools in the Eastern Cape Province, South Africa. The study used three frameworks namely; Cognitive Dissonance Theory (Festinger, 1957), Theory of Planned Behaviour/ Reasoned Action (TRA) (Ajen & Fishbein, 1980), and Gratification Theory (Blunder & Katz, 1974). A quantitative approach was employed where a sample size was taken for the analysis and discussion. The findings of this study revealed that adolescents who end up consuming alcohol have been mostly exposed to alcoholic advertisements that appeal to them most and lure them to drinking. The study also revealed that alcohol advertising makes adolescents aware of different brands of alcohol, and finally, makes students get more connected to alcohol and subsequently introduce them to alcoholic drinks. The study above was focused on the influence of alcoholic advertisements on the student's alcoholic consumption specifically with the use of three theories but the present study will be looking at not only the influence but the textual elements and the communicative roles of the advert using different theories by emphasizing more on the communication functions of alcohol advertising.

A growing body of research indicates a positive association between alcohol advertising and alcohol use among young people. For example, Grube and Wallack (1994) showed that greater recall of alcohol advertising is significantly related to more positive beliefs about alcohol use which in turn are associated with greater future intentions to drink alcohol among children and adolescents. In a similar study, Dumbili and Williams (2016) examined the awareness of alcohol advertisements and the perceived influence on alcohol consumption. It was a qualitative study on Nigerian University students. The objectives of the study were students' awareness of electronic and outdoor advertisement on campus and student's off-campus residential and leisure sites, and the extent to which they perceive alcohol advertisement to affect their drinking instinct. The instruments used for the study were interviews and questionnaires. They focused on the following categories of adverts, Television, Posters and Billboards ads on alcohol. Their findings were that alcohol advertisements influenced men to consume newly branded alcoholic products and it also affected their brand preference basis. They later realized that although alcohol advertisement appears not to have influenced on the women but saw that the awareness exposed them to even the brands that were categorized as 'men's alcohol'. The current study relates the above in terms of methodology and the types of advertisements used in the study; it is however different in how the alcohol advertisement is approached. While they focused on the influence of alcoholic products advertisements on students without looking at the content or the text used on those adverts, the current investigation focuses on all those mentioned as well as its communicative roles.

Similarly, Parker (1998) examined how alcohol advertisements as perceived by college students. A meaning-based model was used as the framework and the objective of the study was to evaluate how advertising incorporating students' life themes, personal conflicts, view of self and view of others to explore the role of alcohol advertising. Questionnaires were used where

students were asked questions about their interpretation of the advertisements, and the responses were compared with their own life experiences and independently identified content themes. The study concluded that the meanings of advertising messages are derived from individuals' experiences. The study also found that college students were able to identify cultural myths in the advertisements but did not always believe them. Themes most appealing to college students were those involving danger and mystery. The works of Grube & Wallack (1994), Goel and Morey (1995), and Parker (1998) discussed above are related to the current study with regard to the interpretations of alcohol advertising to some section of people but did not account for the text types which the current study will focus on.

Another study by Saffer (1997) examined the effect of alcohol advertising on highway fatalities. This study used four years of quarterly data from 75 local level cross-sectional aggregates with a total of 1,200 observations which was also quantitative. He concluded that alcohol advertising increases highway fatalities. In other words, alcohol advertising is the biggest cause of accidental highway mortalities. Engles et al (2009) investigated alcohol portrayal on how television affects actual drinking behavior. The investigation was aimed at exploring alcohol portrayal in movies and commercials in general and this might stimulate young people to drink alcohol. It was also meant to test or experiments whether portrayal of alcohol images in movies and commercials on Television actually promotes alcohol drinking. The researchers used a qualitative approach and the framework adopted was Light-drinking model theory within which young people are exposed to television commercials or movies with alcohol portrayals. At the end of the study, they found that the participant assigned to the conditions with the substantial alcohol exposure in either movies or commercials consumed more alcohol than other participants with non-alcohol commercial exposure. There was also a causal link between exposure to drinking

models and alcohol commercials on acute alcohol consumption as it was stressed that the influence from exposure to television images are expected to take a long time through changes in associations, cognition and expectancies which hampers the possibility to conduct a thorough experiment.

Stautz et al (2016) examined the impact of alcohol promoting and alcohol-warning advertisement on alcohol consumption, effect and implicit cognitive in heavy-drinking young adults. Their investigation was aimed at assessing the immediate effects of alcohol promoting and alcohol videos advertising or objective alcohol consumption in heavy-drinking young adults and the underlying problems. Using a quantitative approach, two hundred and four young adults were recruited. The findings were that participants exposed to alcohol-promoting advertisements showed increased positive effects and increased approach reduced avoidance bias towards alcohol relative to those exposed to non-alcohol advertisement. Again, there were indirect effects of exposure to alcohol warning advertisement on reduced alcohol consumption via negative effects experienced in response to these advertisements. The present study does not look at how to counter the influence of alcohol products on consumers but focused on the text content and how it communicates to viewers and the general public.

2.3 The language of advertisement

Language is essentially a means of communication among the members of a society. In the expression of culture, language is a fundamental aspect. It is the tool that conveys traditions and values related to group identity. According to Lapsanka (2006), the language of advertisement is of great value for analysis from linguistic, sociologist, sociolinguistic, psychological, ethnologic, and marketing points of view. Linguists are interested in the language of advertising because they

want to know how particular language works in this type of discourse, which linguistic means are used here, and how advertising language is changing in the course of time. Sociologists may be interested in how advertising influences the values, attitudes and behaviour of the society. In addition, sociolinguists may study the effects of any aspect of society on the way language is used in advertising in the course of time. Language is a symbol system in human culture. As Levi-Strauss (cited in Kasiyan, 2008, p. 133) states, language symptom is not only limited to the meaning of written language or oral language, but also all social phenomena of broader culture in society, such as clothes, food menu, ritual and others. In this case, advertisement discourse in mass media is also seen as a language phenomenon.

The language of advertisement from the linguistic perspective include lexical and morphological, phonological, syntactic, discourse and semantic aspects. The lexical and morphological characteristics are concerned with vocabulary of advertising texts. Lapsanska (2006) stresses that there exist many different ways of adding new words to the vocabulary. Advertising texts take advantage of using made-up or adapted words and expressions in order to support the creative aspect of advertisement and its attraction. This vocabulary is formed through borrowing, affixation, compounding, conversion, shortening, blending, and back-formation and by other ways of creating new words. Sociolinguistics is the study of the relationship between language and the society. According to Meyerhoff (2015), the study of sociolinguistics can take very different forms depending on who is studying it and what the person is interested in finding. Thus, the language of advertisement focuses on social categories of various kinds, for example, social class, age, sex, ethnicity, speech situation, network, and others. If individuals vary in the extent to which they use certain language features, then alcoholic language is structured to appeal certain people in the society.

Advertising language is also phonological. Phonology investigates the systematic organization of speech sounds in a particular language. Yule (2017) states that phonology is essentially the description of the systems and patterns of speech sound in a language. It is concerned with the abstract and mental aspect of sounds in a language. What it means is that some advertising language is structured in a phonological way to achieve its intended purpose. Some of the phonological features prominent in advertising language include vowel sequence, vowel lengthening, assonance, assimilation and others. Discourse and pragmatics are language features that are prominent in alcoholic language. Yule (2017 defines discourse as language beyond the sentence. So analysis of discourse is concerned with the study of language in text and conversations. Pragmatics, according to Yule (2017), is the study of *invisible* meaning or how we recognize what is meant even when it is not actually said or written. This means that the language of alcoholic beverage advertisement has intended meanings. Some of these discourse and pragmatic features can be suspense, exaggeration, repetition and others.

2.4 Theoretical framework

The framework employed for the current study is the Theory of Layered Meaning (Clark, 1996). The theory basically states that meanings are produced in the interaction between text and message. Meaning production is a dynamic act in which both elements contribute equally. In this theory, it is assumed that text within advertisements in alcoholic drinks may have different levels of meaning. There may be surface meaning found in the denotation meaning of both the local and the English names used within the adverts and there may be some connotative meanings arrived at through implicated or imputed meanings. These levels of meanings are very important in unraveling both the deep and surface structures of still text as well as the dramatized versions of moving texts. There must be a clash between what is said what is intended or expected before a

text can be successful. There will also be some intervening background knowledge which can serve as a link between the layers of meaning on board. We may interpret this intervening knowledge or dividing line between the layers as the punch line, which demarcates the levels and allows viewers or readers to decipher the literal meaning and the text that appears on the alcoholic ads. In essence, there is a cognitive aspect to this theory, in this case, the layers have to be linked through the viewer's or the reader's cognitive ability. Thus, the language used on the ads may have layers, with a relationship between them. When viewers or readers look at this ad, they activate their cognitive ability guided by the background knowledge to interpret it to his or their benefit. There are some aspects of this theory which will be utilized during discussions of this investigation. The following components can be classified under Layered Meaning - text structure, cohesion and coherence, ideology and ideational features, connotation and denotation, and textual functions.

2.4.1 Text structure

Text can be visual and visual texts are those that are perceived by the sense of sight. They are either moving or still. The fact is that they communicate meaning when they are seen. The authors of visual text specifically lay premium on its ability to convey intended messages. According to Halliday & Hasan (1989), text can also be intertextual such that references are made to text or situations outside the verbal visual texts. Intertexture texts can be interpreted based on the context of culture, context of occurrence, and context of speech. There may be co-texts, such that within a text, we may find allusion to a different text (literary allusion, Biblical allusion). In addition, the environment plays important roles in the realization of the text. This is because the authors and the receivers of the text fall back on their shared background to encode or decode the text. Another aspect of the intertextuality of text is in the realm of translation where a text is presented and translated into another language for the benefit of the language users or for humour.

Mimicry, exaggerations, and parody are also possible means of making multimodal texts intertextual. In textual analysis then, all shades of communication and inferences can be used to achieve success in communication. Structures should be classified and so images are generally considered in two dimensions - they give impression of touch and perception.

Quirk et al (1990) posit that text is a structured unit consisting of smaller units. It is "a stretch of language which makes coherent sense in the context of its units. It may be spoken or written; it may be as long as a book or as short as a cry for help" (Quirk et al, 1990, p. 434). Advertising is a type of text because we can find such texts in printed materials or in spoken form, broadcasted by radio or TV. In print advertisement, the text may serve only for catching the reader's attention, provide information about the product, or serve as an anchorage (the link between the image and its context; some guidance to the reader) for the image. This paradigmatic approach emerges from the structuralism work of Levi-Strauss (1966) who considers the patterns of oppositions that exist within the narrative and how they contribute to the development of the text. Possibilities of tension and struggle between images and their meanings have been denoted and negated by some content developers of the 20th century. The textual structure can be studied not only from the point of view of the connection of the sentences that make up a text, but can also be considered from the informational point of view. This means that we can structure units of information within the utterances. The text structure of the ad 'Adonko Bitters', for instance, is the informational content and what motivates that kind of textual usage is its communicative value for the reader or the viewer. For example, if we are able to structure units of information within an advertisement, then the text should maintain its informational structure.

2.4.1.1 Linguistic features of texts

Advertising is becoming increasingly popular. In order to secure a number of readers and to compete with many other similar advertising messages, advertisers try to make their advertisements as effective as possible. According to Zhu (2006), advertisers use various linguistic features to catch the attention of consumers, arouse desire, induce action, and contribute towards satisfaction. There are several linguistic devices and the following are considered:

2.4.1.1.1 Phonological features

Phonology is basically the systematic study of speech sounds. Yule (2006) notes that phonology is essentially the description of the systems and patterns of speech sounds in a language. What it means is that advertising language also makes use of these patterns of language. Phonology in effect is based on the theory of what every speaker of a language unconsciously knows about the sound pattern of that language. Phonological features and processes are prominent in alcoholic advertisement language. These features can be systematic or structural. Examples of some of the processes include deletion, insertion, assimilation, vowel lengthening as well as literary features including alliteration, assonance and other sound devices. Assimilation occurs when a sound changes its features, structure or nature to be like an adjacent sound. This can either be regressive or progressive. An example is the addition of the plural marker –s in English as in *books* [bʊks] and *bags* [bægz].

Alliteration can be defined by literary technique, in which successive words (more strictly, stressed syllables) begin with the same consonant sound or letter (Lapsanska, 2006). It is widely used in advertising slogans. Examples are ***"Metwa bi a, Menom bi a, Menya bi a"***. This example has been used in one of the alcoholic advertising songs **'Adonko Bitters'**. Assonance, on the other hand, is a linguistic device in which the same vowel in successive stressed syllables creates vowel

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harmony. It is not so obvious a type of scheme as alliteration. For example, "How much re**a**lity **ca**n you h**a**ndle?" Mostly, the way sounds are organized in alcoholic advertisement appeals to our sense of hearing and also to draw the attention of consumers and the public in general.

2.4.1.1.2 Lexical and morphological features

Alcoholic advertisement texts have rich and colourful vocabulary, as such, the choice of words in advertisement is crucial. The choice of words in a language conveys specific messages with the intention of influencing people. Visual content and design in advertising have lexical words which have great impact on the consumer; it is also language that helps people to identify a product and remember it. Lapsanska (2006) posits that there exist many different ways of adding new words to the vocabulary. Advertising texts take advantage of using made-up or adapted words and expressions in order to support the creative aspect of advertisement and its attraction. In advertising texts, some of these words are formed by borrowing, affixation, compounding, conversion, shortening, blending, and back-formation and by other ways of creating new words. Advertisers may decide to use simple or compound lexical items. These lexical and morphological features contribute to the memorability of the product. Kannan and Tyagi (2013) note that the language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another. Advertising language may not always be *correct* language in the normal sense. Kannan and Tyagi (2013) further state some vocabulary which is common in most advertisements for example as new, best, make, get, fresh, buy, come and others.

2.4.1.1.3 Sociolinguistic features

The term sociolinguistics, according to Yule (2006), is used generally for the study of the relationship between language and society. Similarly, Coulmas (2003) thinks that sociolinguistics is the empirical study of how language is used in society. Thus, how language relate to social

categories of various kinds, for example, social class, age, sex, ethnicity, speech situation, network and others. Language of advertisement takes the society into consideration. The choice of language in advertisement is important and advertisers consider the language that the consumers speak and comprehend. Sometimes a speech community speaks more than a language; in this case, both languages are considered in the alcoholic advertisement. If the main function of alcoholic advertisement is to persuade, then the language and society of the consumers are important. Several sociolinguistic features are prominent in alcoholic advertisements. They include multilingualism, code-mixing, language variation and change as well as language and social factors like age, gender, occupation and social class.

2.4.1.1.4 Cohesion and coherence

Cohesion and coherence are terms used in discourse analysis and text analysis in linguistics to describe the properties of written text. Texts must have a certain structure that depends on factors quite different from those required in the structure of a single sentence. Some of these factors are described in terms of cohesion, or the ties and connections that exist within texts. The concept of cohesion cannot be separated from the content of text. The text can be once again written or spoken that forms a unified whole (Halliday & Hasan, 1976). Cohesion describes the way in which a text is tied together by a linguistic device such as the word *additionally*. It also refers to the different types of links or relationships that exist among words and clauses within a text. When a referring expression links with another referring expression within the co-text, we say that it is cohesive with the previous mention of the referent in the text. Cohesion can be categorized into grammatical cohesion and lexical cohesion. According to Halliday and Hasan (1976), grammatical cohesion is constructed by the grammatical structures that tie each other. They classify grammatical cohesion into four major classes: reference, substitution, ellipsis and conjunctions while lexical cohesion

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deals with the meaning in text. This is the cohesive effect achieved by the selection of vocabulary (Halliday & Hasan, 1976, p. 274).

From their perspective, lexical cohesion concerns the way in which lexical item relate to each other and to another cohesive device so that textual continuity is created. Lexical cohesion also concerns two distinct but related aspects; reiteration and collocation. Reiteration is the repetition of a lexical item while collocation is the use of a word that is in the occurrence of a synonym of the same kind in the context of a reference that is where the two occurrences have the same referent (Halliday & Hasan, 1976). Cohesion is not just the linguistic feature within the text, but the fact that this feature leads readers to perform certain mental operations to locate and take note of earlier or later parts of the text as they go through it. At the grammatical level of cohesion, there are two antecedents with exophoric and anaphoric references in some advertisement including alcoholic ones which can also be examined within the present study. A text can therefore be cohesive through the use of repetition, synonymy, antonym, parallelism, and transliteration.

On the other hand, the key to the concept of coherence is not something that exists in words or structures, but something that exists in people. According to Yule (2006), it is people who 'make sense' of what they read and hear. What it means is that they try to arrive at an interpretation that is in line with their experience of the way the world is. The ability to make sense of what we read is probably only a small part of that general ability we have to make sense of what we perceive or experience in the world. Coherence means that the text is easy to read and understand because the text follows a certain kind of logical order and the organization of ideas is systematical and logical. A text has coherence if its constituent sentences follow one another in an orderly fashion so that the reader can make sense of the entire text. Coherence thus concerns text unity whereas cohesion

deals with sentence unity. These linguistic features can or may be analyzed under language use in alcoholic advertising.

2.4.1.1.5 Discourse and pragmatic features

According to Crook (2003), the language used in alcoholic advertisement may be hidden, but the meaning of the language can still be encoded by the audience, depending on how the advertisements are displayed, regardless of its complicated word-play. This means that consumers and viewers are able to comprehend the intention of the text of alcoholic advertisements. These linguistic features are what are known as discourse and pragmatic features. Morris (1938) sees pragmatics as the relation of signs to their users and interpreters. Advertising language is not different. According to Flergin (2014), we can never ignore the language in the pretext of flood of different modes of advertisements. It is not the experience and events that rule and mound the society, rather, the way these experiences and events are reported or expressed through texts is important. The focus in language has moved further to the structure of the language. Most alcoholic advertisements are made up of texts which are not literal but pragmatic in nature in the sense that one needs to understand the context of the alcoholic advertisement text in order to interpret it.

2.4.1.1.6 Ideology and ideational features

Halliday (1994) states that advertising claims vary in the degree of confidence signaled by the language used. Specific words and phrases are often used for signaling the probability of a claim being true. Whether we are aware of them or not, these words are never neutral. They always represent the world and create a kind of relationship with the people with whom words are communicated. In other words, it always to some degree promotes a particular ideology. An ideology is a set of beliefs and assumptions regarding good or bad, right or wrong, and normal or abnormal.

Different ideologies indicate as many models assuming how the world is supposed to be. For example, in photography, the denoted meaning is conveyed through the digital or mechanical reproduction of the image. Connotation is the result of human intervention such as the camera. Also, Fiske (1982) argues that denotation is what is photographed and connotation is how it is photographed. When the images urge us to react, we are aware of its effect upon us, which is resulted from myths, ideologies and connotations embedded in the images. Only through a sophisticated analysis, the hidden meaning under the obvious one could be unearthed. Visual semiotics deconstructs the communicative visuals while in its attempt to attain the meaning and ideology.

To this end, Kasamba, Odhiambo, and Mata (2013) investigated language use in adverts as a tool of construction of perception on Alcohol use among Secondary School in Eldoret Municipality. They based their investigation on Bandura's theory of social learning that discusses learning behavior by direct experience or observation and diffusion of innovation theory of how ideas and forms of behavior are spread in a population. At the end of their study, they were able to arrive at their intended findings that young people consider alcohol adverts to be attractive and captivating especially in their early teens. Again, young people in school are more vulnerable to being influenced by advertisements. I may argue here that it may be the blending of the two theories that triggered the intended results looking at how they discussed issues based on theories. As such, I am also convinced to combine two theories to see how best I can justify the indication of text usage on alcoholic advertisement and its motivational factors as well as its communicative roles. Thus, the rationale for using another theory, the Visual Semiotics theory in addition to the Layered Meaning theory in this particular study.

2.4.1.2 Denotative meaning

Denotative is the first, inherent, literary meaning. This is first order signification. What we discern in our mind when we heard a word is denotative meaning. In other words, denotative meaning describes the relationship between signifier and signified and the external reality. In terms of visual image, a photograph is a sign, in other words it is a text. As for the example of photograph, denotative meaning is what is photographed and connotative meaning is how it is photographed. Every word has got one denotative meaning but it has more than one connotative meaning. According to Goddard (1998) denotation meaning "is the literal, dictionary definition of a word, it is the barest factual meaning" (Goddard, 1998, p. 125). These meanings are exemplified perfectly with the Figure 1.

Figure 1 'Adonko' advertising video snapshot

Considering Figure 1, denotative meaning can be explained as 'the common **sea saw'** where because of the heaviness of the man he may need a lot of women to swing him to joy the

game of sea saw better and also avoid being hurt since he is surrounded by so many women and for that matter he is safe and protected, but connotatively, it can have lot of meanings depending on the interpretations of the viewer or the reader, it can mean either taking in 'Adonko' will motivate men to handle more women or more women can handle one man etc. It can also reflect other implied meanings. Figure 1 is a signifier which signifies a lot of concepts.

2.4.1.3 Connotative meaning

Connotative meaning is secondary, associative, reflected meaning. It is the second order of signification which uses denotative sign (signifier and signified) as its signifier and attaches to it and additional signified. Related to what connotation is, Roland Barthes refers to myth and argues that the orders of signification called denotation and connotation combine to produce ideology, which has been described as a third order signification" (Fiske & Hartley, 1994, p. 287). According to Barthes, another second order of signification is called myth. Barthes thinks of a myth as "a chain of related concepts. Thus, the traditional myth of British policemen includes concepts of friendliness, reassurance, solidarity, non-aggressiveness, lack of firearms" (Fiske, 1990, p. 88). Cook (1992) defines connotation meaning as the vague association which a word may have for a whole speech community or for groups of individuals within that speech community. A signifier might have different referents in different languages and might have different signified because the signified is a mental concept. In other words, many words in a particular language may refer to the same thing, however; they reflect different evaluations.

Understanding a text consists in the reduction of one type of reality to another. Each linguistic expression has its literal meaning. Literal meaning denotes what is meant according to the common or dictionary usage, or more exactly, what the reader is most likely to assign to a word or phrase if he or she knows nothing about the context in which it is to be used. e same linguistic

expression, however, may also have its figurative meaning. It connotes additional layers of meaning and evokes associations, for example, the word 'professional' has connotations of skill and excellence. It is not possible to give an exhaustive account of the connotations of the expression, because connotative meanings, which have been evoked in an individual, depend on people's entire previous experiences and on conventions of the community. Therefore, the connotations of the same expression will differ slightly from person to person. This means that the same denotations can have different connotations in different context (Vestergaard & Schroder, 1985).

Vestergaard and Schroder (1985) believe that in advertising language, the most frequent word for 'acquisition of product' is 'get', and not 'buy', because 'buy' has some unpleasant connotations, like 'money' and the parting with it. For people, associations are very powerful, so advertisers pay attention to this aspect of language. They play with colors because colors may have various positive or negative connotations: innocence/snow/ice/race and others for white; passion/blood/stop signal/fire for red. They are careful about the target group because each culture may have different connotations to the same expressions. For example, in Chinese and Indian tradition, white is the color of mourning, death, and ghosts. In India, white also stands for peace and purity. Red color in Eastern European countries may have slightly negative connotation in relation to the identification of communism with 'socialist' red.

2.4.1.4 Summary

The main purpose of advertising is to sell a product or ideas by presenting its message so well that customers will buy the product or the idea presented. Advertising is a form of mass communication that both informs and transforms a product by creating an image for that product on board that goes beyond straightforward facts. Alcoholic beverage advertising is produced with

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a language which is important. It can be a form of communicative activation. It can be informative and persuasive in nature; utilizing the mass or new media to persuade the consumers to purchase goods and services. The language of advertisement from the linguistic perspective include lexical and morphological, phonological, syntactic, discourse and semantic aspects. Clarks (1996) Theory of Layered Meaning used for the study basically state that meanings are produced in the interaction between text and message and this applies to the study. The following components can be classified under the Layered Meaning; text structure, cohesion and coherence, ideology and ideational features, connotation and denotation, and textual functions.

2.5 Textual functions

Leech (1972) explains that the language of advertising belongs to so called *loaded language*. He further notes that loaded language has the aim to change the will, opinions, or attitudes of its audience. He claims that advertising differs from other types of loaded language (such as political journalism and religious oratory) in having a very precise material goal – changing the mental disposition to reach the desired kind of behavior – buying a particular kind of product. Persuading people to buy the product is the main purpose of the advertising in general and alcoholic advertising in particular. Among such great competition, the producer wants to demonstrate the uniqueness of his product; he wants to differentiate it from the rest. He tries to find new techniques of advertisement. Also, the advertisement texts must be more attractive and more unpredictable. They must catch the attention of the audience and then identify the product. Copywriters create uncommon, surprising, and interesting texts with catchy slogans or phrases. The reader or listener must give it some thought and the results are manipulation with him in order to buy the product. We may identify the advertising as a type of discourse, because "it can tell us a good deal about our own society and our own psychology. Discourse is text and context together"

(Cook, 1996, pp. 2-5). Leech (1972) sets the following principles as some basic functions of advertising texts:

2.5.1 Attention value

Advertisement needs to attract attention and arouse curiosity. According to Vasiloaia (2009), on the linguistic level, this can be achieved by breaking conventions of language use such as using wrong spelling, neologisms, puns, grammatical solecism, rhymes, semantic deviations, and putting language in inappropriate or unorthodox contexts. By this informal presentation or creation of advertisement, viewers or readers would be attracted and their attention value would be achieved. Every advert should project a very good graphical design in terms of colours and pictorial outdoor that will welcome every personality who happens to access it. For instance, looking at the '*Bie Gya*' alcoholic advert, there is a very beautiful lady nicely dressed in white lace attire, nice hair style together with a complete facial make-up holding a glass of this drink. The background design with the bottle of the drink alone can easily drive all the attention of whoever comes around it. The name is also boldly written on the bottle which can attract the attention of viewers and readers as well.

2.5.2 Readability

Text is a structured unit consisting of smaller units. It is "a stretch of language which makes coherent sense in the context of its units. It may be spoken or written; it may be as long as a book or as short as a cry for help" (Quirk et al, 1990, p. 434). We can find advertising texts in printed materials or, in spoken form, broadcasted by radio or TV. In printed advertising, the text may serve only for catching the reader's attention, provide information about the product or serve as an

anchorage (the link between the image and its context; some guidance to the reader) for the image. Example, the text '*Bie Gya*' is also clearer on the advert and the font size makes it very readable.

2.5.3 Memorability

Most important in the process of advertising is to remember the name of the product and selling power (Leech, 1972, p. 27). This means that names used in the advert should elicit remembrance for viewers that they must be able to recall with ease, for example, 'Maale maale, kpokpaa kpokpaa'….' Kpasuaa'. This name can aid a hearer or viewer to remember it. Herbal medicines such as 'Madam Catherine', 'Akobalm' and 'Mercy cream' are some of the names that create memory in people. We also have other alcoholic ones such as Alomo, ABC, K.20, Soloku, or DC 10. The last principle is crucial. David Ogilvy (Ogilvy, 1985) in his book states that "I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don't want you to tell me that you find it 'creative'. I want you to find it so interesting that you buy the product" (p. 7). This means that an advert should have a part of it that serves as entertainment to viewers or hearers and also makes them realize that the product is not just for fun but very important to viewers.

2.5.4 Persuasiveness

As far as an advertising text is concerned, it should be able to lure readers or viewers to the product and to inform them they are really in need of that product being advertised. This has been one of the benefits of traditional language studies. The persuasive power of language depends on these language structures. The persuasive power of language is very much experienced, both in printed and visual media advertisements. This is how one language can be differentiated from other types of language structure. Persuasion manipulates emotions, appeals to heart, and changes

emotions while arguments appeal to the brain, sense of reason and logic. The persuasive power of advertising language is very much experienced today. How these advertisements affect the human mind is an interesting enquiry - it is the hallmark of every advertisement. Advertising in general, particularly alcoholic ones, communicate to consumers using pictures, images, and symbols and particularly with special text usage which need to be explored in connection with meanings.

2.5.5 Summary

This section has highlighted the language of advertisement from the linguistic perspective and these linguistic features can be phonological, syntactic, sociolinguistic, semantic, discourse, or pragmatic. Moreover, linguistic research cannot be devoid of a theory so the theory which was used for the study is the Theory of Layered Meaning and the underlying principle of the theory is that meanings are produced in the interaction between text and message and in this theory, it is assumed that text within advertisements in alcoholic drinks may have different levels of meaning. These levels of meanings are very important in unraveling both the deep and surface structures of still text as well as the dramatized versions of moving texts. The components of the theory are text structure, cohesion and coherence, ideology and ideational features, connotation and denotation meaning and textual functions such as persuasion, memorability, attention value and readability.

2.6 Related studies

Leech (1966) was the pioneer in advertising research. He investigated personal, imperative, passive voice and other linguistic features in language. Barthes (1977) and Williamson (1978) are the representatives of scholars who have analyzed advertising discourse from the layered meaning perspective; Barthes introduced the relationship between images and information in advertisements, and Williamson argued that advertisement analysis is not only a process of coding

and decoding. Leech (1966) studied advertising discourse using a large corpus of adverts. He utilized 617 television adverts and 364 press adverts respectively, using a quantitative design. Leech's study is one of the oldest studies of consumer adverts. The research identified the characteristics of the advertising register as informal, figurative, disjunctive, and innovative through breaking of the norms of spelling, vocabulary, syntax, and context. In this sense, semiotic modes other than the written language are overlooked. Although his investigations were not genre-based, Leech admits that specifying the boundaries of advertising is not straightforward and that advertising is likely to include and overlap with public announcements, public relations and public polemics. He argues that the categories of product type, media of communication, customers, and the purpose of an advert have an influence on the linguistic features of adverts, which all constitute the context of situation for this discourse. Leech claims that televisions, as a medium of adverts, are characterized by the use of *secondary participants* (e.g. celebrities or ordinary people) more than press adverts to *appeal to human interest*.

In his observation, Leech seems to overlook the fact that apart from the medium, some product types might need to be verbally or non-verbally endorsed by celebrities or elite figures. He found that print and television adverts differ in most of their structural elements. As regards the structural components of print adverts, he identifies the elements of a press advert as a title, images, main text, brand name and slogan, and a company's contact details based in an advert layout. He stresses that the occurrence of all these elements are not necessary in an advert except the title and the brand name. In this way, Leech's identified components seem to be relative since he also indicates that in exceptional cases adverts might occur without a title or a brand name. For Leech, images are used to *catch* potential customers' *eyes*, but he does not indicate what roles the other elements in an advert are supposed to perform. In this sense, Leech's structural elements give

an advert its prototypical format only. The present study explores the communicative roles of the content and the images used in the alcoholic advertisements which seem similar to Leech's work.

Vestergaard and Schrøder (1985) analyzed the structural components of adverts in Germany which match the structural elements of an advert with Lund's (1973) model of attention, interest, desire conviction, and action. They applied these functions in pairs to adverts as they state that one component is not very likely to exhibit one function. They further proposed that a potential customer's attention and interest are drawn by the title, visual(s), and slogans desire, and persuasions are created through two parts of the main text. That is the 'poetic' and 'informational' language, and the customer is encouraged to buy the advertised product by considering the last part of the main text. That is 'the directive language'. Based on Vestergaard and Schrøder's explanation, the components of the advert and their functions have been annotated for viewers. These functions could be related to psychological attitudes and emotions. Furthermore, they mapped their adverts' elements onto functions. The three suggested functions do not seem to be a very elaborate technique for identifying adverts. Recently, not all adverts are expected to be heavy in writing or long enough to manifest all the functions suggested by all these perspectives but some have been code-mixed from the Ghanaian viewpoint. The present study focuses on the structural components of the content of alcohol advertising. Specifically, it examines language usage and how it communicates to its audience or viewers, which are different from Vestergaard and Schrøder (1985) who focused on advertisements from only discourse and pragmatic perspective.

Geis (1982) studied television commercial advertisements, focusing on conversation implicature and cooperative principles, and found that advertising language is persuasive and spreading. In relation to this, Cook (1992) discussed the interactive function of text, music, picture and participants in advertising. Huang (2001) made use of systemic functional grammar to study

advertising discourse. Form these perspectives, the core objectives of advertising are to specify and substantiate the value of the product or service to its potential buyers. In order to present and transmit as much effective information to the consumers as possible in the society, visual culture has become increasingly important, and it is through this that commercial advertisements have evolved.

Lipsitz et al (1993) stress that exposure to language of televised advertising could raise brand awareness and the latter in turn could link to future drinking. The current study is different from Lipsitz et al in the sense that it focuses on the communicative functions of the text used in alcoholic advertisements and not just to compare the relationship that exists between consumption behavior and alcoholic advertisements. Waiters and Colleagues (2001) examined alcoholic advertising and what makes it attractive to the youth in California. Their study aimed at investigating the affective responses of youth toward specific elements featured in television alcohol advertisements (i.e., people character, animal character, music, story, and humor). It also examined the associations between advertising likeability and its potential influence as well as how alcohol advertisements are received by the youth and what aspects of alcohol advertisements make them more or less appealing to these young people.

The researchers used a quantitative approach to data analysis by sampling respondents randomly. The Visual Semiotics Theory was the framework employed for the study where images and sounds were carefully observed in addition to recorded television advertisements. The findings from the study showed that children and adolescents respond positively to animals, humour, and musical elements featured in television beer advertisements. Elementary school children were particularly fond of the animal characters. Specifically, young girls were attracted to animals' cuteness, whereas boys were attracted to the animals' actions or voices. In addition, advertisements

featuring celebrities were rated significantly more interesting, effective, and important, and stronger than those with non-celebrity endorsers.

Generally, children of all ages enjoy watching humorous commercials for alcoholic beverages. Moreover, they also understood what aspects of alcohol advertisements appeal to the youth and whether their association with advertising influence would be instrumental in designing interventions to counter the influences of alcohol advertising on young people. However, the objectives of the current research are different, thus, whilst the previous study examined the impact of alcoholic advertising on the youth, the current study will focus on the communicative roles of the content of alcoholic adverts to the general public and not just the youth. From a different perspective, Agostinelli & Grube (2002) worked on the alcohol counter-advertising and media in the United States of America. The study aimed at evaluating how counter alcohol advertising can be commonly used to balance the effects that alcohol advertising may have on alcohol consumption and its related problems. The other objective was to assess the effectiveness of those labels in terms of the extent to which they impact cognitive and effective processes and drinking behavior. This study employed the Elaboration Likelihood Model (ELM) as its theoretical framework proposed by Petty and Cacioppo (1986) and Petty and Priester 1994). This framework distinguished two routes within which alcohol counter advertising may persuade its targeted audience resulting in change of their attitudes and behavior.

According to the researchers, the central routes deals with the higher level of issues relevant to thinking where the recipient attends to the message content and scrutinizes and elaborates it in the light of their own knowledge while the peripheral route involves less effortful reasoning process that does not rely on scrutinizing the message that merits it. In accordance with the model, it posits that attitude change mediated through the more effortful central route will be longer

lasting, more resistant, and more predictive of behavior than change mediated through the peripheral route. From their analysis, they found that to dilute the influence of alcohol advertising, broadcast and print counter advertising and warning labels present factual information and persuasive messages to the public.

Part of the focus of these researchers is somewhat similar to the current one as they analyzed advertisement through its message content by trying to decode the content. This is in a way related to the current study as it focuses on the communicative roles based on the text usage on the alcohol advertisement. Ellickson (2005) also conducted a study on alcohol drink advertisements and argued that exposure to in-store beer displays significantly predicts drinking onset as the effect were less clear in baseline drinkers, whilst greater exposure predicts greater drinking frequency. The current study relates to this Ellickson's work for the fact that they both approach alcoholic advertisements but from different angles; the former study evaluated the relationship that exists between young people and alcohol commercials while the latter focuses on the text content in alcoholic advertisements as well as its communicative functions.

Pasch et al (2007) undertook a qualitative study of product advertising in addition to alcoholic products on billboards and storefront as well as bus stops. From the analysis, they found that exposure to outdoor advertisements (e.g. billboards and bus stops) and storefront advertising during Sixth grade predicted alcohol behaviors, attitudes and intentions at Eighth grade after adjusting for a range of potential confounding variables. Smith & Foxcroft (2007) had a recent systematic review incorporating data from seven prospective cohort studies. They concluded that consistent with the positive associations reported in cross-sectional surveys, there is evidence of a relationship between the amount of exposure to alcohol advertising or promotional activity at baseline and the amount of alcohol consumed by young. Comparatively, the present study uses a

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different approach in the sense that it focuses not on the influence of alcoholic advertising on people but on the text of the advertisements and its communicative functions.

Van Leeuwen (2008) offers a theory that mainly investigates the representation of social actors through 'sociosemantic' categories. The model representational categories can be realized linguistically through lexicogrammar, semantics, and morphology. This framework has been largely applied to discourse from textbooks and newspapers that deal with, for instance, dominance and gender. While all the studies discussed are relevant to the analysis of the current study, it is important to stress that they somehow differ from it in the sense that as they focused at the side effects of product advertisements, this study currently looks at the various communicative roles in alcoholic drink advertisements in Ghana.

Cook (2001) points out that there are legal and social restrictions on the extent to advertising, that it can be integrated into other forms of discourse yet characterizes its ongoing attempts to do a war of attrition which advertising will win. According to Cook (2001), not all advertising of course, is produced with the goal of selling a product or service, but has alternative functions such as recruitment, promotion of public health, and encouraging charity donations. Cook proposes that the defining feature of an advertisement as a discourse genre is that it seeks to change the behaviour of those who view it, whether that change is to buy a new product or to apply for a new job, while product and non-product advertising may share this underlying objective. He further explains that the characteristics that discourse features such as job advertisement will be quite distinct from those of other product commercials within these sub-genres. He also observes that a degree of crossover which is entirely possible may occur, that a single advertisement may simultaneously target more than one audience and promote more than one behavioral change.

Anders et al (2009) worked on alcohol advertising and young people's drinking in the central east of England. Their objective was to investigate the relationship between reported alcohol consumption and alcohol advertisements. Their methodology used was a survey and they quantitatively administered a questionnaire to a number of schools to find out if the consumption behavior of the young people is influenced by their exposure to alcoholic advertisement. This study was conducted based on the evidence that there is a range of potential influences on the onset of youth drinking, including parents and peer groups. Other evidence identified alcohol advertising as an important factor. They found that the general alcohol consumption level showed no significant relationship between exposure to any type of alcoholic advertising (Magazines, Television or Cinema) and alcohol consumption, and that there was no evidence that alcohol advertising plays a significant role in shaping general alcohol consumption among the young people.

Diplomola & Jana (2006) examined the language of advertising with a focus on the linguistic means and the analysis of advertising slogans in Bratislava. The work was aimed at providing the analysis of language of advertising from a linguistic point of view and specifies linguistic means used in advertising texts. The work brings knowledge about the use of linguistic devices in print advertising. Using an analytical method, the authors found that the rate of use of individual linguistic means used in advertising slogans, even in relation to product specialization. This particular study relates well with the current study in that both talk about the text of advertising.

Flergin (2014) worked on the language of persuasion on the discourse approach to advertising language in India. The study was aimed at examining the role of language in the discourse of advertising and to find out whether there are supportive linguistic and discursive

elements which have very decisive roles in persuading viewers or readers. The Speech Act Theory was used with other textual structures like coherence and ideological approaches. At the end of the study, it was found that advertising is a hybrid communicative process based on both textual and visual corpora. Thus, the agents involved in the advertisements are lexical and grammatical words at the textual level with figures and images at the visual level. The textual analysis at different levels such as cohesion and coherence, speech acts and ideology and visual analysis on multimodal discourse level gives an overall view of the both textual and visual ads. In advertisements, both text and image are equally important. On the basis of mode of presentation, the degree of persuasion varies. A discourse approach based on the analysis of text and context of the advertisement is purely linguistic, rather than sociological and anthropological. This study elicited the supportive linguistic elements such as discursive structures, genres in the persuasive language of advertisements. This relates to the current study in the sense that it utilizes textual elements in the advertisement and looks at how these elements aid the texts to convey the meanings embedded in the adverts.

Kasamba, Odhiambo, & Mata (2013) studied language use in adverts as a tool of construction of perception on alcohol use among secondary school students in Eldoret Municipality in Kenya. The objectives of the study were to examine language use in adverts as a tool of construction of perception on alcohol usage among students, how alcohol related information is portrayed on television, and how these messages persuade the youth to engage in the use of alcoholic products. This study is based on Albert Bandura's theory of social learning that discusses learning behavior by direct experience or observation and diffusion of innovation theory of how ideas and forms of behavior are spread in a population. The target population for the study was young people aged between 14-17 years who were in school. A sample size of 200

was arrived at through simple random and purposive sampling. To obtain data, a structured questionnaire was administered to the youth. Observation was used mainly for programmers and advertisements that portray messages related to alcohol. The findings of the study indicated that young people consider alcohol adverts to be attractive and captivating, especially in their early teens. Furthermore, young people in school are more vulnerable to being influenced by such advertisements. The study was centered on language use as a form of or means of persuasion to influence students into alcoholic intake but the current study concentrates on the text of alcoholic drink adverts in Ghana, showing a difference between the two.

Koteyko (2015) also examined differentiations of product advertising which was largely computational. She adopted a multi-dimensional analytical approach to the analysis of data. In this, she automatically counted all the linguistic features that occurred in her corpus of adverts, using grammatical analysis software and statistical software. Based on the frequency of the linguistic features that cluster together as factors, she correlated the communicative functions of the clustered features and named each group of features as a dimension. Koteyko qualitatively studied and compared adverts for products, services, corporations, mail orders, government, and charities from magazines and newspapers by taking into account the situational components of product, advertiser, purpose of the advert, and audience. Her findings showed that product adverts tend to largely vary across the informational and interpersonal range, while service adverts were shown to be mostly interpersonal. Furthermore, the adverts for tangible products were mainly informational, while intangible services, corporate, and non-commercial adverts were primarily interpersonal. The current study is similar to this study, however, while the above investigation examined product differentiation, the current analysis focused on communicative roles and not on product differentiation.

Fairclough (2003) explains discourses as domains of representation through which worlds are constructed. Representation is a topic of interest to studies on media discourse, such as Fowler's (1991) study of press news, for example. Fowler (1996, p. 7) argues that readers' understanding of the world and their ideological perspectives are constructed through the "reading positions" offered by discourse, whose meanings are made using semiotic resources such as verbal or visual (including adverts as promotional and media discourse) that incorporate ideologies that tend to work for the interest of powerful parties, that is the companies of products. His findings were that language and other semiotic modes are considered as ideological, and the ideological aspect can be attributed to the fact that ideologies are representations that exist in discourse, and it is through discourse that ideologies are reproduced and control is exercised. In other words, it is through the semiotic choices that certain representations are established. This approach by Fairclough is related to the current analysis in the sense that it makes use of semiotic representations and its communicative roles.

Hu & Luo (2016) conducted a multimodal discourse analysis of T'mall Double Eleven advertisement in China. The investigation was aimed at analyzing the visual components of the advertisement produced by T'mall for Double Eleven shopping carnival based on the visual Grammar Theory proposed by Kress and Van Leeuwen (1996). In addition, the authors aimed at analyzing the representational, interactive, and compositional meaning presented in the advertisement and how the visual components served as a huge attraction to viewers and effectively justifies the consumption behavior. It also shed some light on raising the awareness of consumers by presenting how advertisement producers practice psychological manipulation on viewers.

They argued that the mission of an advertisement is to attract a reader, so that he will look at it and start to read it in order to develop interest so that he will continue to read it. From what he reads, it is believed that he will be convinced such that he will believe it. The findings from the study revealed that in the T'mall Double Eleven advertisement, the multimodal construction successfully conveys and realizes the purpose of the advertisement and leads to promoting the festival culture and trigger consumption. Moreover, it was found that the use of bright colours presents a vivid and positive image to viewers, by creating a warm and relaxing phenomenon for the consumers as the avoidance of direct contact establishes a strong link between happiness and consumption. However, the current study will not concentrate on how to achieve some level of consumption as far the alcoholic drinks are concerned, but to focus on how the textual elements in the advertisement communicate to its audience or viewers. Finally, Esposito (2011) posits that any analysis of advertisement presents manifolds challenges due to their ability to draw upon various genres, usually at the same time to convey their messages through the combination of language and imagery. However, from the perspectives of Cook and Esposito, their foci were on the discourse features of product advertisement in general which is similar to the present study as it also looks at language usage and its discursive features.

Summary

This section has reviewed literature on several works on language of alcoholic drink advertisement text related to the present study. Some earlier studies like Leech (1966) identified the characteristics of the advertising register as informal, figurative, disjunctive, and innovative through breaking the norms of spelling, vocabulary, syntax, and context. Moreover, works like Vestegaard and Schroder (1985) and others suggest that advertising text functions do not seem to be a very elaborate technique for identifying adverts. This means that not all adverts are expected

to be heavy in writing or long enough to manifest all the functions. In addition, other perspectives like Geis (1982), Cook (1992, 2001), and Huang (2001) argue that the core objectives of advertising are to specify and substantiate the value of the product or service to its potential buyers in order to present and transmit as much information to the consumers as possible. Subsequently, several works have revealed that not all advertising text of course, is produced with the goal of selling a product or service; but have alternate functions such as recruitment, promotion of public health, and encouraging charity. Again, other works discussed in this section indicated that advertising texts reveal knowledge about the use of linguistic devices in advertisement presentations through the use of analytical methods. By and large, the authors found the use of individual linguistic means in advertising language in relation to product specialization.

2.9 Conclusion

Advertisement simply means drawing attention to something and the main purpose of advertisement is to sell a product or idea by presenting its message so well that customers will buy the product or the idea presented. Alcoholic beverage advertisements are produced with language, showing its importance in such endeavor. It can be a form of communicative activation; it can be informative, memorable and persuasive in nature. More so, the language of advertisement from the linguistic perspective include lexical, morphological, phonological, syntactic, discourse and semantic as well as pragmatic aspects. The Layered Meaning as the framework used for the study basically states that meanings are produced in the interaction between text and message. The components of the theory are text structure, cohesion and coherence, ideology and ideational features, connotation and denotation meaning and textual functions such as persuasion, memorability, attention value and readability. Finally, several works that have explored the language of alcoholic drink advertisement have revealed that not all advertising language is

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produced with the goal of selling a product or service, but have alternate functions such as appellative, entertaining, and humor.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

In the previous chapter, I reviewed literature on concepts of general advertisement, alcoholic beverage advertisement, the language of advertisement followed by the theoretical framework of the study and related studies on the use of language in alcoholic advertisements. This chapter deals with the methodology used in this study. It further describes and explains the procedures that were followed for the collection and analysis of data.

3.1 Research approach

Research approaches are plans and the procedures for the research that span the steps from broad assumptions to detailed methods of data collection, analysis and interpretation. The selection of the research approach is based on the nature of the research problem. There are three research approaches. They are qualitative, quantitative and mixed methods. The current study used the qualitative research approach. According to Creswell (2006), qualitative research approach is an approach for exploring and understanding the meaning of individuals or groups ascribed to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively built from particular to general themes, and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. Those who engage in this form of inquiry support a way of looking at research that honours an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation.

Shank (2002) defines qualitative research as "a form of systematic empirical inquiry into meaning" (p. 5). By systematic he means planned, ordered and public, following rules agreed upon by members of the qualitative research community. By empirical, he means that this type of inquiry is grounded in the world of experience. Inquiry into meaning opines that researchers try to understand how others make sense of their experience. Denzin and Lincoln (2000) claim that qualitative research involves an interpretive and naturalistic approach: "this means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them" (p. 3). Ritchie and Lewis (2003, pp. 5-22) indicate that a qualitative method is used to address research questions that require explanation or understanding of social phenomena and their contexts.

Wimmer and Dominick (2006, p. 113) state that qualitative research "involves several methods of data collection, such as focus groups, field observation, in-depth interviews, and case studies". In concurrence, Kirk and Miller (1986) hold the view that a qualitative research is a particular tradition in social science that fundamentally depends on watching people in their own territory and interpreting with them in their own language, on their own terms. This method allows a researcher to view behaviour in a natural setting without the artificiality that sometimes surrounds experimental or survey research (Wimmer & Dominick, 2006).

3.2 Research design

The researcher not only selects a qualitative, quantitative, or mixed methods study to conduct. Creswell (2006) notes that the inquirer also decides on a type of study within these three choices. Research designs are types of inquiry within qualitative, quantitative, and mixed methods approaches that provide specific direction for procedures in a research approach. In qualitative research, there are types of designs that can be chosen by the researchers. They include narrative

research, which is a design of inquiry from the humanities in which the researcher studies the lives of individuals and asks one or more individuals to provide stories about their lives (Riessman, 2008). In addition, phenomenological research is a design of inquiry coming from philosophy and psychology in which the researcher describes the lived experiences of individuals about a phenomenon as described by participants. Moreover, ethnography is a design of inquiry coming from anthropology and sociology in which the researcher studies the shared patterns of behaviors, language, and actions of an intact cultural group in a natural setting over a prolonged period of time. The qualitative research design chosen by the researcher is a case study. Creswell (2006) posits that case studies are a design of inquiry found in many fields, especially evaluation, in which the researcher develops an in-depth analysis of a case, often a programmed, event, activity, process, or one or more individuals. Stake (1995) and Yin (2009) also add that these cases are bounded by time and activity, and researchers collect detailed information using a variety of data collection procedures over a sustained period of time.

3.3 Population and sampling

The main goal of any scientific research is to describe the nature of population, variables, concepts and others. It is often impractical to study an entire population due to time and resource constrains. Instead, the researcher looks at a portion or sample of the population that is representative of the entire population. Currie (2005, p. 94) defines population as "the term used to describe the main group of people from which a sample is drawn". A population, therefore, may be an organization's workforce, a management group or a group of customers. He further states that a sample is a representative cross-section of people drawn from a population so that their responses may be studied. In order to emphasize on the importance of describing the sample in a

research, Coyne (1997) states that sample selection has a profound effect on the ultimate quality of the research.

In this study, five (5) manufacturing companies; Kasapreko, Paramount Distilleries, Guinness Ghana, Accra Breweries, and Angel Group of companies who are manufactures of 'Adonko' Bitters and other similar products were purposively sampled. A sample size of twenty (20) alcoholic advertisements from the companies was used for the study. The reason for this sample size is that the researcher believes the sample selected possess the information needed for the study. Onwuehbuzie and Leech (2007) emphasize that in general, sample sizes in qualitative research should not be too large that it is difficult to extract thick, rich data and should not also be too small that it is difficult to achieve data saturation, theoretical saturation or informational redundancy. This implies that the researcher should strategize on how to draw the sample size as simple as possible as stated earlier.

3.4 Research instruments

Research instruments are measurement tools designed to obtain data on a topic of interest from research participants. These instruments are developed to help the researcher to achieve their stated objectives when carrying out a research. There are several types of research instruments but the current study adopted interviews, photography, and video recordings of televised alcoholic advertisements. The interviews were made up of semi-structured questions, with every participant asked the same or similar questions, although sometimes phrased differently. With this, there is opportunity for the researcher to explore particular themes or responses further, depending on how the interview develops (Bryman 2012). The interview questions for this thesis were divided into three key sections: general information, visual interaction and image composition, and

interpretation of visual options. Formally, each interview started by asking the participants some general questions related to assessing the brands used in the study.

3.5 Data collection

There are two types of data, namely, secondary and primary data. Church (2001, p. 33) describes secondary data as "data that derive from information that is available in the statistical information in published articles, the data available in the text, tables, graphs, and appendices of the published articles, or upon the original data. In addition, Heaton (2008, p. 34) states that secondary analysis involves "the re-use of pre-existing qualitative data derived from previous research studies". These data include material such as semi-structured interviews, responses to open-ended questions in questionnaires, field notes and research diaries. On the other hand, Hair, Bush and Ortinau (2000) define primary data as first-hand data that the researcher gathers for the problem under investigation. Therefore, both primary and secondary data were used in this current investigation. Picture taking was the first data collection procedure used for the study. I used my Infinix Hot 4 phone to take the pictures form billboards and some of the alcoholic drink bottles from drinking spots. I made sure each picture was clearly taken and edited before moving to the next one. A number of pictures were also taken and the needed ones were chosen for the analysis. All the pictures were taken during the day for clarity. After this, the pictures were transferred onto a laptop to avoid loss of data.

The second data collection method was the interview. Before the commencement of the interview, the consent of the respondents was sought before the recordings. I made it clear to them that in order to recall the conversation I had with them I needed to record. Prior to the interview, I prepared an interview guide to aid me in the data collection. Four groups of people were interviewed for the study. They were the workers in manufacturing companies, consumers,

retailers, and the individuals from the general public. All respondents in each group were recorded in the same manner and the same questions were asked. The workers in the companies were interviewed in their various marketing offices while the retailers were interviewed in their shops. Also, consumers and individuals were interviewed within their community. I used the voice recorder in the Infinix Hot 4 phone. The interviews were conducted in a quiet background to avoid unwanted noise. The volume of the recorder was kept in a low level in order to capture the voice clearly. None of the speakers I interviewed had any articulation problem. The last segment of the data collection was the video recording of televised alcoholic drink advertisements. I went on YouTube and downloaded most of the advertisement songs. Some were also taken when they were played on television. Several recordings were taken and the best and clearest ones among them used for the analysis.

3.6 Data analysis

Analysis of the data is very essential in research work as it brings out a holistic view of the entire research work and this can only be achieved when data collected is analyzed effectively and efficiently. The study used a qualitative analysis of data, therefore the data was described according to themes based on the theoretical framework. The interviews were played severally and transcribed in a quiet room for better understanding. Furthermore, the data on alcoholic advertisement songs recorded were also translated from the local language to English language and analyzed. In order to overcome blurredness, the televised alcoholic advertised pictures were edited, cropped and animated to project its beauty and clarity. The language of alcoholic drink advertisement texts was analyzed from the linguistic perspective, especially lexical and morphological, phonological, syntactic and semantic point of view. Moreover, appropriate

examples and the most commonly used linguistic features embedded in alcoholic drinks advertisement texts in Ghana were analyzed descriptively.

3.7 Ethical considerations

First, I went to the companies and I asked for an interview appointment to find out about their products but unfortunately they resisted and requested for an introductory letter from my department. I collected an introductory letter from my department and presented to the manufacturing companies. The companies booked appointment with me and scheduled the day and time to come and conduct the interviews. I also provided my student identification card and the introductory letters to retailers, consumers and individuals in order to record them. Respondents voluntarily accepted to be recorded so no one was forced. I promised the respondents that apart from the research, the recordings would not be used anywhere else. The purpose of the study was also disclosed to them.

3.8 Conclusion

This chapter discussed the way the research was conducted. The research approach that was chosen for the study was a qualitative approach, specifically, a case study. Also the data collection instruments that were used include interviews, picture taking and recordings of televised alcoholic drink advertisements. The researcher also used twenty alcoholic drink advertisements from five manufacturing companies. The chapter also discussed the way data were collected and analysed. The chapter concluded with how ethical issues were taken into consideration.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.0 Introduction

In this chapter, I present results of the analysis of the language of alcoholic drink advertisements in Ghana. Thus, the text used in the advertisement of alcoholic drinks in Ghana and how it communicates to readers, viewers and consumers. The analysis utilizes Leech's (1972) principles of analyzing texts on alcoholic drinks advertisements. The components of the Visual Semiotics theory and the layered meaning of each text used in the advertisements are discussed. Linguists are interested in the language of advertising because they want to know how a particular language works in this type of discourse, which linguistic means are used, and how advertising language is changing in the course of time.

Text is a structured unit consisting of smaller units. It is "a stretch of language which makes coherent sense in the context of its units. It may be spoken or written; it may be as long as a book or as short as a cry for help" (Quirk et al,. 1990, p. 434). Advertising is a type of text, and can be found on printed materials or in spoken form and it can be broadcasted on radio or TV. In print advertising, the text may serve only for catching the reader's attention, providing information about the product or serving as an anchorage (the link between the image and its context, serving as guidance to the reader) for the said image. As already indicated in the previous chapter, the analysis makes use of advertising text of products from five (5) manufacturing companies of Alcoholic drinks in Ghana. These are Angel group, Kasapreko distilleries, Guinness Ghana Ltd, GIHOC distilleries, and Accra Breweries.

4.1 Linguistic features embedded in the alcoholic drink advertisements

I analyzed the whole discourse of texts on alcoholic advertising, which is "the interaction of all elements that participate in advertising discourse: participants, function, substance, pictures, music, a society, paralanguage, language, and a situation, other advertising and other discourse" (Kasamba, Odhiambo & Matu, 2013, p. 3). Although such analysis would be complete, it would be very difficult to elaborate it in such limited space. For that reason, in this study l analyzed the language of advertising from the linguistic, especially lexical and morphological, phonological, syntactic, and semantic points of view. I have provided examples and described the most commonly used linguistic features and their communicative functions in alcoholic advertising texts (Billboards and TV alcoholic ads). The objectives of this study are to examine the linguistic features embedded in alcoholic drink advertisements and the communicative functions these texts perform.

4.1.1 Phonological features

Advertising language often uses the techniques similar to those in poetic texts. It guarantees that the receiver of the advertisement better remembers the text and recalls it at the right moment (Leech, 1972). Phonology investigates the systematic organization of speech sounds in a particular language. The following phonological features were found in the texts:

4.1.1.1 Vowel sequencing

Vowel sequencing was found in the chorus of the **'Adonko Bitters'** advertising song:

'Adonko fame kɔ oo!', Dɛdɛdɛ, fofoofo, nwenoonwenoo'

Vowel sequence means when two or more different or same vowels appear in succession pronounced separately with a smooth glide between them or when they are pronounced as a vowel about twice the duration of a normal vowel.

4.1.1.2 Vowel lengthening

Vowel lengthening is another phonological feature found in the advertising songs. This is also utilized in the **'Soloku Bitters' advert** song. In linguistics, vowel lengthening is the perceived duration of a vowel sound. This linguistic feature can be seen in these lines of the **Soloku Bitters** and **Adonko Bitters** advertisement songs. The following are examples of vowel lengthening as a result of vowel sequence which are meant for intensification of the name of the drink: **Faaade adee faaa!, Soloku bitters yeeeeeee!**

4.1.1.3 Assonance

Assonance is another phonological feature in the advertisement songs. This is when the same vowel in successive stressed syllable creates a vowel harmony and this can be seen in the first and second lines of the '**Adonko Bitters'** advert with the vowels /a, e, i/. Likewise, it can also be seen in the line **'Metwa bi a na m'ani agye'**. In the first two lines of the **Adonko Atadwe Ginger** advert, we have **'Adonko abaa oo! ede atadwe aba oo!** This can be seen in the first, third and fourth lines, using assonance indicated respectively as '**Soloku'**, **'metwa metwa metwa'** and 'monom' 'Ennɛ yɛbɛnom ama mo oo!

4.1.2   Lexical and morphological features

This part of the work is concerned with typical characteristics of the vocabulary of advertising texts. Lapsanska (2006) observes that there exist many different ways of adding new

words to the vocabulary. Advertising texts take advantage of using made-up or adapted words and expressions in order to support its creative aspect as well as its attraction. In the text, there are words formed by borrowing, affixation, compounding, conversion, shortening, blending, and back-formation and by other ways of creating new words. The reader needs not notice such words because they sound familiar and ordinary to them. However, Lapsanska (2006) posits that if a new word is 'deviated' (it is accommodated somehow to the context of the advertising text), it becomes striking and interesting for the reader. The following are some examples:

4.1.2.1 Borrowing

Borrowing is a linguistic feature utilized in the alcoholic advertising texts. Borrowing, also known as lexical borrowing, is the process by which a word from one language is adapted for use in another. The text of one of the drinks **'Adonko'** in Figure 1 is a borrowed word from Asante Twi which means 'Seesaw' in English. It is the usual 'seesaw' children play with and it is able to move them to different directions depending on the person swinging it. It is the same idea that has been transferred to the name of the drink, **'Adonko'** which can enable one to have fun and is able to move under the influence of the drink.
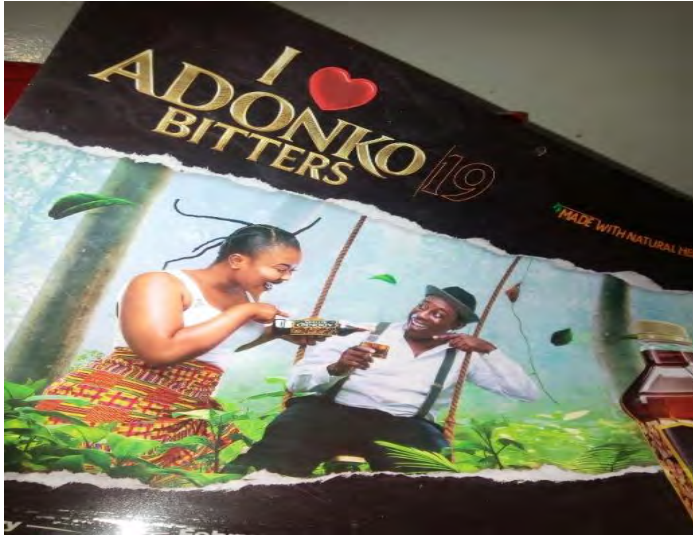
Figure 2 A text from the *Adonko* advert

In other words, **'Adonko'** in connotative sense means that when a person takes the drink, it can induce him to swing a woman on bed, bearing in mind the fact that the drink contains the same effects as the seesaw children play on. Nath (1986) supports this view and states that effective advertising is concerned with the effects of the campaign on its audience. Therefore, the whole text, **'I love Adonko Bitters'** in Figure 1 seeks to express the real love people will develop for the drink. It also means the feeling or the perception of the people based on the meaning or idea of the 'seasaw' that is able to take the occupier anywhere when it is swung.

Another instance of borrowing is the word **'Oga'** in advertising text **'the real oga on top'** in **Herb Afrik** alcoholic drink shown in Figure 2. The text **'Oga'** is a borrowed word
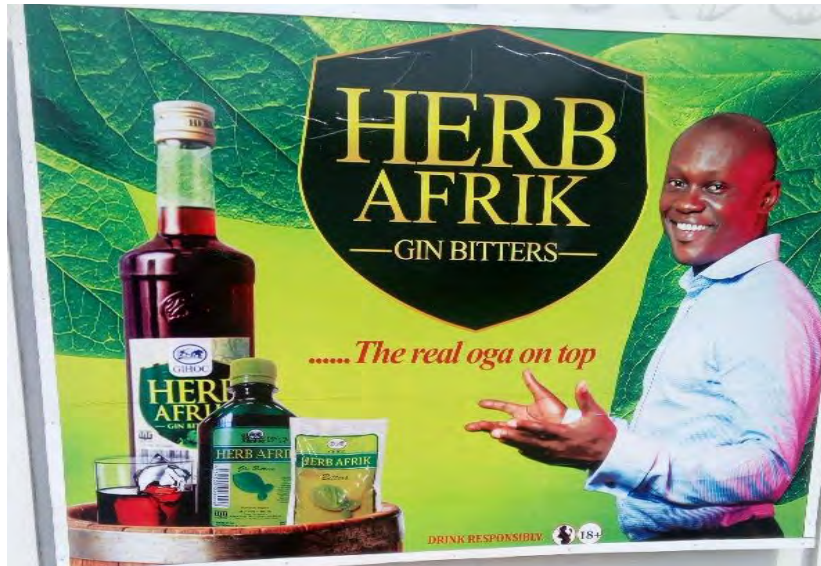
Figure 3 A text from *Herb Afrik* advert

from Igbo language of Nigeria, which literally means a master or someone of higher social standing. So, to use the text **'Oga'** for a drink helps project consumers as masters. Readers and viewers also see themselves as belonging to a certain social class which in turn, prompts them to see themselves as a people of a certain class within the society. In other words, the whole text **'the real oga on top'** denotatively means that those who can afford this particular drink are the rich. However, in the connotative sense, they are the *bosses* within the society. This confirms McDonald (1992) who emphasizes that advertising, principally brand-name advertising, seems predicted on the notion that the public will attach higher status to products that have been brought to their attention by the media.

Again, the text **'the real oga on top'** denotatively mean that whoever drinks **'Herb Afrik'** becomes the master or the overall boss over everyone and others will also consider that person as their master. This view confirms Cooley (1902) who argues that a person's self grows out of a

person's interaction with others or images. The social origin of his life comes by the pathway of intercourse with other persons. The 'self', to Cooley, is not first individual then social; it arises dialectically through communication. A person's consciousness of himself is a reflection of the ideas about himself that he attributes to other minds, thus, there can be no isolated selves. There is no sense of 'I' without its correlative sense of you, him, or them. This is because we are always a result of how we look at others. We gradually build up an image of ourselves from the notions of others' opinions of us. We therefore tend to imitate individuals we look up to or admire such as those on television who form the significant others or role models.

In addition, the text **'Takai'** in Figure 3 is also a borrowed word from two languages namely Twi, a Ghanaian language, and Japanese. The Ghanaian language of part of the word is **'Ta",** as in the sound one makes after sipping a drink or the sound **'ta'** that is made when one opens the mouth to after taking a drink to show its sweetness or bitterness. Thus, the feelings one has in the mouth after drinking any kind of alcohol. The other part of the text, **'kai'** is a borrowed word from Japanese which basically means an ocean or something worthy. In this sense, **kai** explains how somebody is respected after the person takes **'Takai'** alcoholic drink, or how others regard you after you drink **'Takai'**. Therefore, using this text for the drink makes viewers and readers as well as consumers wonder to find out for themselves what exactly the drink is made of.

Figure 4 A text from *Takai* advert

Similarly, the text **alomo** is another example of borrowing. **Alomo** from the advert in Figure 4 is a word from Akan precisely Asante Twi which denotatively means a woman you love and cherish so much. Speakers of Asante Twi claim that the texts **'m'alomo'** means **'my**

Figure 5 A text from *Alomo Bitters* advert

wife' or the woman I love so much - it can be either your girlfriend or your legal wife. The manufacturers also emphasized that they do not make up new words for their products but normally

select a text structure to meet the interest of their customers, viewers or readers to cherish the drink as they do love their women. They also stressed that they normally look at some lexical words which the indigenous speakers of the local languages cherish and borrow them as brand names for their products. This explains that the people who will also like to drink **'Alomo bitters'** will admire it the way they do their wives**.** It will also make people who are lovers of **'Alomo'** drink react to diffusion of innovation theory which was used as an explanatory tool to explain the fact that individuals are not passive recipients of stimuli in the environment, but rather, there are other factors in the environment that play an important role in determining what is imitated.

According to Rogers (1995), diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system. Rogers sees the diffusion process as one which is the spread of a new idea from its source of invention or creation to its ultimate users or adopters. Rogers differentiates the adoption process from the diffusion process, in that diffusion process occurs within society, as a group process whereas the adoption process affects an individual. The adoption process is the mental process through which an individual pass from first hearing about an innovation to final adoption.

Another instance of borrowing is found in the text **'ɔdehyeɛ'** in **'ɔdehyeɛ Beer'** in Figure 5. It is also a borrowed word from Asante Twi which means a person from a royal family or lineage. Denotatively, the text **'ɔdehyeɛ'** means someone with good social standing or someone from a royal family as it is symbolically signified on the bottle of the drink. It is the same meaning that has been transferred to the drink, giving people the chance to consider themselves as royals in any environment that they find themselves when drinking **'ɔdehyeɛ Beer'**. So the naming of this beer **'ɔdehyeɛ'** has made whoever drinks it sees themselves as having a special social class and to

belong to the royal classily. So using the text to name a drink will make people become or feel prestigious among their peers.

Figure 6 A text from *ɔdehyeɛ Beer* advert

Because Asante Twi is spoken widely in Ghana, it makes the text **'ɔdehyeɛ'** very common amongst Ghanaians. So using the text **'ɔdehyeɛ'** affects the language users to develop interest in that alcoholic drink. Again, the text also refers to those who inherit the stool of the land, so if the text is used as a brand name for a drink, then it will also make that alcoholic drink something valuable to readers, viewers and customers. And as they prefer their language, they will definitely have that same preference for the **'ɔdehyeɛ Beer'** in Figure 5. Other advertising texts on **'ɔdehyeɛ Beer'** is **'Joo Nom bi'**. These texts on the drink are symbolic; **'Joo'** as a name being the referent and **'nom bi'** in Asanti Twi language means 'drink some'. So the referent **'Joo'** is referring to a friend which becomes a personal deixis in speech acts. It is seen as having an illocutionary effect. That means the speaker desires the addressee to perform the requested action, and that the speaker believes that the hearer is able to carry out the said action. Specifically, the action is that consumers should patronize the drink. This confirms Gorden and Lakoff (1971) that there is a high degree of

systematic connecting the apparent content of the utterance and the kind of speech act that can be indirectly accomplished through its utterance. They observe that a common strategy for indirectly achieving an illocutionary effect is to assert a speaker-based sincerity condition governing that sort of illocutionary or to question a hearer-based sincerity condition. Thus, an act of requesting among its felicity conditions (Horn & Ward, 2006, p. 582).

4.1.2.2 Compounding

We can find new words and phrases formed by compounding which is a very striking feature of advertising language. It is a variety of "lexical units, where each unit is consisting of two or more bases (roots)" (Kvetko, 2001, p. 40) and are called compound words. A compound word may be characterized by its inseparability (it cannot be interrupted by another word), semantic unity, morphological and syntactic functioning and certain phonetically and graphic features (Kvetko, 2001, p. 40). Yule (2017) defines compounding as the process of joining two separate words to produce a single form of word. Compounding was found to be another way of text representation in alcoholic drink advertising. An example is **'Bie gya'** in Figure 6.

Figure 7 A text from Bie gya advert

The two words that have been put together are **'Bie'** which means to 'open' and **'ɛgya'** which means 'fire'. The text **'Bie gya'** literally or denotatively means to 'open fire'. So if 'open fire' has

been used to name the drink, viewers or readers will think about what the effect of the drink will have on them because fire itself is not something easy to open or touch.

On the other hand, '**Bie gya**' connotes that one can sleep with a lot of women under the influence of the drink. A respondent stressed the origin of the compound word and said the word '**Bie gya'** means engaging prostitutes during hot sunny hours. Relatively, it also means that one can work hard and become powerful under the influence of the drink. The image portrayed in this particular advert and other alcohol related messages were also important to the youth. According to some young men I interviewed, they admire the people featured in the adverts and wish to be part of the crowd. They stressed that the feelings that they develop out of the text makes them want to sleep with women when they come in contact with them.

Moreover, the text **'Get things on with Bɔsoɛ'** involves compounding. **Bɔsoɛ, as seen in** Figure 7, is a word from Asante Twi which means **'To hit on'**, thus, presenting itself as a compound word.

Figure 8 A text from Bɔsoɛ advert

It is made of **'Bɔ'** as in **'to hit'** and **'so'** which means 'on', and **'ɛ'** which is an aspectual suffix. It denotes 'to hit on something' or to say something continually. Connotatively, it projects that 'one

can take more of that drink' depending on the interpretations of the reader or the viewer based on the associative or affective meanings that will be given to it. Associative or affective meanings are those meanings that people or individuals attach to words based on their feelings or reactions that may be found among those groups or individuals but not others (Yule, 2017). So, the whole text **'Get things on with Bɔsoɛ'** connotes that you can do a lot of work after drinking the beer **'Bɔsoɛ'**, or lot of activities can be done when you take the drink. So using these texts on the drink will alert the viewers and readers to recognize the product. According to Kvetko (2001), advertising texts take advantage of using made-up or adapted words and expressions in order to support the creative aspect of advertisement and its attraction. In the text, of course, are words formed by affixation, compounding, conversion, shortening, blending, and back-formation and by other ways of creating new words which are also known as word formation process.

The text **Mandingo** in Figure 8 is also a compound word. According to the manufacturers, '**Mandingo**' stands for **'man, in,** and **go'** which have put together. It denotes that 'a man should go and do an unsaid action'. On the other hand, the /d/ between 'Man' and 'in' and 'go' is as a results of the place of articulation /n/ in the text 'Man' having the same place of articulation of /d/ which are alveolar.

Figure 9 A text from Mandingo advert

According to the manufacturers, they intentionally used the text **Mandingo** to induce men to identify the content of the drink and its significance. **Mandingo** thus describes the mental concepts or representations amongst readers, viewers and consumers. This confirms McQuail's (1983) findings that language and images used in media influence values, attitudes, lifestyle and taste of consumers.

4.1.2.3 Shortening

Another linguistic feature found in alcoholic advertising text is shortening. Shortening in general is "a process in which part of the original word is taken away. It expresses the trend of Modern English towards monosyllabic" (Kvetko, 2001, p. 47). Shortening contains clipping, acronyms and initializes. An example is the text **'K20 Whisky'** in Figure 9.

Figure 10 A text from *K20 Whisky* advert

The original expression is *Kasapreko at twenty years*.

Another alcoholic advertising text that depicts alphabetism is **'ABC'** as seen in Figure 10. The Initializations are abbreviations with alphabetical reading, for example, VIP, TV, PC,

G.P.R.T.U, GTV and GBC. Therefore, the text **'ABC'** used by the advertisers was meant to depict initialization and alphabetism. From the producers, the text as a brand name is to aid the

Figure 11 A text from *ABC* advert

4.1.3 Sociolinguistic features

Sociolinguistics is the study of relationship between language and the society. According to Meyerhoff (2015), the study of sociolinguistics can take very different forms depending on who is and what the person is interested in finding. Coulmas (2003) also sees sociolinguistics as the empirical study of how language is used in society. Thus, how language relate to social categories of various kinds, for example, social class, age, sex, ethnicity, speech situation, network and others. Sociolinguistics is thus seen as being concerned with 'real life' language issues in social context. Therefore, sociolinguistic features are the parameters in studying language in our society. What it means is that individuals vary to the extent to which they use certain linguistic features. It can be gender, age, region and other social factors as far as language study in society is concerned. Another feature of sociolinguistic study is code-mixing which is an aspect of language contact and is common in most alcoholic advertisement text.

According to Muysken (2000), code-mixing is the mixing of two or more languages or language varieties in speech. It is also when two languages come into contact especially in communication. Lamidi (2017) argues that the two languages bear different texts and different meanings individually. This linguistic feature is very prominent in the advertisement songs of the following alcoholic drinks advertisements: **Adonko Bitters, Adonko Atadwe Ginger, K20 Whisky and Soloku Bitters.** All the texts which involved code-mixing have been highlighted in the songs A, B, C and D. The text '**the burning sensation'ah tɛkyerɛma pɛ'** in Figure 9 is a code-mixing made up of English and Twi. The English part is, **'the burning sensation'** while the Twi part is, **'na tɛkyerɛma pɛ'**. It is an advertising text found in the song of the drink **K20 Whisky.** The English part explains the kind of feeling one gets after taking the drink which is said to be hot, but the meaning of the Twi part identifies the particular part of the body which will experience the hot feeling and this is the tongue. This meaning is ironical in the sense that *there is a burning sensation in the drink but that is what the feeling tongue prefers*.

Another advertisement which has code-mixing in its text is that of Club beer which is **'Charlie beer deɛ ɛnoaa ne club'** in Figure 11.

Figure 12 A text from *Club Beer* advert

The expression **'deɛ ɛnoaa ne'** is the Twi part while the name of the drink **'Club beer'** is the English part. **Charlie** is a Ghanaian pidgin word which means a friend. Again, **'ɛnoaa ne'** literally

means 'the only one' and '**deɛ**' is an emphatic particle in Twi. So the text basically can be glossed as *if we talk of beer in Ghana, then it is non-other than Club beer and It is only the beer in the market*.

Morever, code-mixing is very prominent in the advertisement songs of these drinks: **Adonko bitters**, **Adonko Atadwe ginger**, **K20 whisky,** and **soloku**.

Song A - Adonko Bitters

Metwa bi a na m'ani agye

Metwa bi a na m'ani agye rough

Menom bi a ɛma me ahomeka

Menya ahomeka nti mayɛ fine

Chorus:

Adonko fame kɔ oo!

Faadee adee faaa!

Fame kɔ na m'ani agye rough.

Faadee adee faaa!

Fame kɔ na mekɔ yɛ biribiara.

Faadee adee faaa!

Adonko fame kɔ oo!

Faadee adee faaa!

Yɛde nhahan ne nnubena na ayɛ

Sɛ wotwa bi a na woayɛ fine.

W'ani bɛgye wɔ Adonko ho.

Adonko yɛme dɛ nti ɛnoaa na mɛnom.

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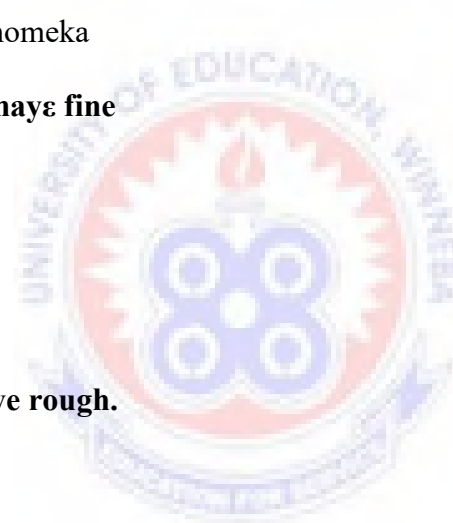
Gloss

I become happy after drinking.

Drinking makes me very happy.

The drink has made me so excited.

I am excited and so fine.

Seasaw (Adonko) take me away,

Response: (faade adee faaaa)

Take me away and use me for everything,

Response;

It is made from wood back and herbs; you will feel better after drinking it.

You will love Adonko, Adonko is tasteful and it is what I will drink.

Adonko, take me away.

Code mixing can be seen in the highlighted texts for example, **'Fame kɔ na m'ani agye rough'** and '**Sɛ wotwa bi a na woayɛ fine'.** The English parts of the texts are '**rough'** and '**fine'** and the rest are the Twi parts. The mixed codes are meant to exaggerate on how far the act of drinking will take someone.

Song B - Adonko Atadwe Ginger

Adonko abaa oo!

ɛde atadwe aba oo!

Ginger wɔ mu

Eyɛ ɛno ara na ɛrekɔ o!

Wɔ party ase, wobɛnom anom bio!

Adonko atadwe ginger

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Ennɛ deɛ wamma mate dɛ oo!

Atadwe!

Atadwe wɔ mu oo!

Ginger!

Obiara mmɛnom bio oo!

Atadwe

Wobɛnom anom bio.

Ginger

Gloss

Adonko is here again

This time tiger nuts have been added

Ginger has been included

It is now the only drink in town

It is use for all party's now

You will drink and drink again

Adonko tiger nut ginger drink

It has given me a great feeling today

A lot of tiger nuts have been added

Everyone should come and taste it

You will drink and drink again.

From Song B, the highlighted texts contain code-mixing. Lexical words from English were mixed in Twi sentences as in **'Ginger wɔ mu' and 'Wo party ase, wobɛnom anom bio!'** The English word '**ginger**' is mixed with Twi words to emphasize the composition of the drink. The word

ginger is common than the local word used in for it in Twi. Again, the word '**party'** was also mixed to show that the drink can be used at every occasion and the fun associated with the drink. The term is quite common as Ghanaians prefer to use the English word rather than the local word for party.

Song C - K 20 Whisky

K 20, K 20 Whisky

The burning sensation 'ah tɛkyerɛma pɛ!

 K 20 Whisky

Nsa yi **dɛdɛɛdɛ!**

Ne boɔ nso yɛ **fofoofo!**

Ne dɛ no nso yɛ **nwenoweno!**

K 20, K 20 Whisky. **The Burnning sensation'ah tɛkyerɛma pɛ!**

Mmm 'aaah!

Gloss

K 20, K 20 Whisky

The burning sensation that the tongue prefers

K 20Whisky

The drink is so nice and tastes good.

It is cheaper.

It has a burning sensational taste.

 K 20 Whisky.

The tongue prefers the burning sensational taste.

Mmm'aah (cheers)

Song D - Soloku bitters

Soloku bitters yeeeeeee!

Fine boys, fine girls, Ghanafo yi nsa ben na monom yi a! yeee!

Soloku bitters yee! nsa yi yɛ good ooo!

Ennɛ yɛbɛnom ama mo oo!

Metwa, metwa, metwa (.2*)

Ghanafo nom, yɛbɛnoom, ɛyɛ a monom

Soloku bitters, wotwa na metwa, wobu a na mebu

Eyɛ natural herbs, nnuahini na yɛde ayɛ, ɛyɛ a monom!

Soloku bitters- yɛbɛnom.

Gloss

Soloku bitters is here, fine girls and boys.

People of Ghana, what drink do you take?

Soloku bitters is better.

I will take it, take it and take it.

You should take it, we will take it, Soloku bitters is made with the natural herbs.

You should take Soloku bitters- we will take it. The highlighted texts from Song D contain sentences that have been mixed. It can be found in the texts '**Fine boys, fine girls, Ghanafo yi nsa ben na monom'** and **'Soloku bitters yee! nsa yi yɛ good ooo!'**. It can be seen that the English words are **fine boys** and **fine girls** and the rest are the Twi part. What it means is that the drink

targets the youth of Ghana. Also, the English word **'good oo'** is to emphasize the quality of the drink.

4.1.4   Discourse and pragmatic features

Yule (2017) posits that the word discourse is usually explained as language beyond the sentence and so the analysis of discourse is typically concerned with the study of language in texts and conversation. Pragmatics on the other hand is concerned with the use of language in context and the ways in which people produce and comprehend meanings through language. Morris (1938) sees pragmatics as the relation of signs to their users and interpreters. Thus, it can be seen as the study of those context-dependent aspects of meaning which are systematically abstracted away from the construction of content or logical form (Horn & Ward, 2006). Advertising language is not different. According to Flergin (2014), we can never ignore the language in the pretext of flood of different modes of advertisements. It is not the experience and events that rule and mound the society; rather, the way these experiences and events are reported or expressed through text is important. The pragmatic and discourse approach to language with special focus on structures initiated a system of contextual and ideological analysis of language structure, discovering irresistible influence of language structure. This has been one of the spontaneity and fruit of the traditional language studies (Flergin, 2014). The discourse and pragmatic features that are utilized within the advertisement songs are suspense, repetition, metonymy and exaggeration.

4.1.4.1 Suspense

The third line of chorus of Song A, **fame kɔ na mekɔ yɛ biribiara** communicates suspense. Suspense is where viewers or listeners are kept at a point of confusion where they have to think of the next line of action or what exactly will happen ahead. An example such as **'fame kɔ na mekɔ**

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yɛ biribiara' may keep listeners and viewers in a state of suspense without knowing where exactly the "seesaw" is taking them.

4.1.4.2 Repetition

Another discourse feature is repetition. Repetition can be defined as saying a text for several times as a means of laying emphasis on something. This feature is also utilised in Song A. For example, the lines **'metwa bi a'**, **'na m'ani agye'**, '**Adonko'** and **'ahomka'** are all repeated in the song to intensify the name of the drink, **Adonko**. This feature is also seen in song B, where words such as **Atadwe** and **Ginger** are seen to be repeated throughout the song. There are also, repetitions of **'metwa, metwa, metwa'** in Song D and **K20 Whisky** is also repeated throughout in Song C.

4.1.4.3 Metonymy

Metonymy is the use of a single characteristic to identify a more complex entity. It is extremely common for people to take one well-understood or easy-to-perceive aspect of something and use that aspect to stand either for the thing as a whole or for some other aspect or part of it" (Lapsanska, 2006, p. 25). It is also a linguistic feature where we make use of the name of another of which it is having the same attribute with which it is associated. This feature is utilized in the texts **K20 Whisky** in Figure 9. Here, K20 represents Kasapreko at twenty years. So using it as a text for that alcoholic advertising will prompt viewers and listeners an easy brand name for the drink, **K20 Whisky**.

4.1.4.3 Exaggeration

Exaggeration is another discourse feature or item utilized in the texts of the first and second lines of Song A. Exaggeration means to overstress something to indicate its significance. For

example, **metwa bi a na m'ani agye rough**, **metwa bi nti mayɛ fine**. These are texts used in the song to indicate the extent to which the art of drinking will carry the consumer.

4.1.5   Syntactic features

To set out to provide an analysis of the syntax of a language, we have to try and adhere to the 'all and only' criterion. This means that our analysis must account for all the grammatically correct phrases, clauses and sentences and only those grammatically correct phrases, clauses and sentences in whatever language we are analyzing (Yule, 2017, p. 108). Basically a noun phrase is a word class or category which is a name of something. It can be a proper or common noun. A noun can also be abstract or collective. According to Thomas (1993), a noun is a name of something including people and places. Lapsanská (2006) notes that noun phrases in advertisements are far more complex than verb phrases. In advertising language, the interesting part of the noun phrase is the pre-modifying part, which is usually very complex and is characterized by certain unusual structural features. The complexity of pre-modification is based on the effort to catch, describe and specify the properties of the product in attractive way. The syntactic features in the alcohol drink advertisements are noun phrases,

4.1.5.1 Noun phrases

The advertising texts **'Man up!'** in Figure 8 is a noun phrase which functions as the subject. It denotes restoration of confidence in men. What it means is that the text boosts the sexual behaviour and confidence in men in the connotative sense. Moreover, most alcohol consumers believe that alcoholic products help them to be bold in life, meaning that they can easily be reactivated and revitalized for activities that may need energy. Certain decisions and actions in which they are unable to take are easily dealt with when they take that in alcoholic drink.

4.1.5.2 Adjectival phrases

Adjectives are also word class which is meant to describe nouns depending on the paradigm. We can have superlative and comparative forms of adjectives. They can also be form of gradable or non-gradable. Adjectives are sometimes called 'describing words' in that, as far as meaning is concerned, they define attributes or characteristics (Thomas, 1993, p. 31). Thomas (1993) stressed that an adjective is a constituent of a sentence both at word level at phrase level where it becomes an 'Adjectival Phrase (AP)'. An adjectival phrase, like all other phrases can consist of one or more than one word. According to Lapanská (2006) who stressed that while reading the advertisement, the reader may notice the hyperbolic character of the language. This exaggeration causes increased number of comparative and superlative adjectives. The product is better, nicer, newer, and tighter and the customer is happier and more satisfied. The product offers more information, more entertainment, more comfort, more than any other product. We may observe in our list of advertisements that gradable adjectives (they describe qualities that can be measured in degrees; they can be used in comparative or superlative forms) outnumber non-gradable adjectives (they describe qualities that are completely present or completely absent; they do not occur in comparative and superlative forms, and cannot be used with adverbs such as very or extremely, because we don't usually imagine degrees of more or less of the quality being described. The alcoholic advertising texts **'A true African Liquor'** in Figure 3 and **'Anthentically African'** in Figure 4 are such adjective phrases that are meant to describe or offer more information about the drinks; **'Takai'** and **'Alomo Bitters'** respectively.

4.1.5.3 Verb phrases

Similarly, verb phrase is another word class. There exist two types of structure of verb phrase: finite verb phrase and nonfinite verb phrase. The first one is a verb phrase in which the first or only word is a finite verb (it has the tense contrast, person and number concord with the subject), the rest of the phrase (if any) consisting of nonfinite verbs. The infinitive, the –ing participle and the –ed participle are the non-finite forms of the verb" (Quirk et al, 1990, p. 41). In advertising, "verbal groups are mostly for maximum simplicity, consisting of only one word" (Leech, 1972, p. 121). Some verb phrases such as **'make good things last'** in Figure 12 on **'Club beer'** and **'made with Love'** in Figure 13 on **'Adonko Atadwe Bitters'** are all used to qualify the drinks. According to Leech, passive voice occurs very sporadically and so does the application of auxiliary verbs. The first one on the Club beer means denotatively that one can continuously have enjoyment without getting tired under the influence of the club beer, and in connotative sense it means that the drink can make one have longer hours of happiness. Similar to the texts 'made with Love' which also can explain denotatively that the drink was made together with love or there is love in it, but in connotative meaning will be that the drink **'Adonko Atadwe Ginger'** will ginger one to be loved after drinking it or somebody will love you if you drink it.

4.1.6 Summary

This section discussed some linguistic features embedded in the alcoholic advertisement texts in Ghana. It was highlighted in the discussion that the language or the texts used in alcoholic drink advertisement involves the interaction of all elements that participate in advertising discourse: participants, function, substance, pictures, music, a society, paralanguage, language, and a situation, other advertising and other discourse (Kasamba, Odhiambo & Matu, 2013). Although such analysis would be complete, it would be very difficult to elaborate it in such limited

space. For this reason, l analyzed the language of alcoholic drink advertisement texts from the linguistic perspective, especially phonological, lexical and morphological, syntactic, and discourse/pragmatic points of view. I have provided appropriate examples and described the most commonly used linguistic features embedded in the advertisement texts in Ghana.

4.2 The communicative functions of the texts of alcoholic drink advertisements

Alcoholic advertising language can be defined by its major functions; that is, to attract attention and to persuade people to buy the product or service it presents. The language of alcoholic advertising or the texts used in alcoholic advertisement are mostly aimed at establishing some communicative functions for the understanding of readers, viewers and consumers. Cook (1992) opines that advertising texts have more than just a linguistic element, and, in fact "is an interaction of elements" (Cook, 2001, p, 5). Advertisements also use unique language that distorts the reality about the effect of the product. Cook (1992) further notes that the purpose of advertisement text has to do with attracting attention, persuading and convincing, as well as entertaining the recipients. Leech (1966), for instance, identifies four major functions of a successful advertisement, each of which has consequences on the language used to achieve those aims. These include memorability, attention value, selling power, and readability. This means that several communicative functions are embedded in the alcoholic drinks advertisement texts and the following were the functions identified in the data.

4.2.1 Persuasion

This is the first reason for which certain category of language is used in some alcoholic drink advertisements in Ghana. Among such texts are '**Adonko, Alomo, Oga, Takai, Soloku,** and **ɔdehyeɛ'**. These texts have their original meanings, others are in songs that Ghanaians are familiar

with so the advertisers have capitalized on them and transferred the same idea to the drinks. Their intension is to persuade people to be attracted to the drinks. For example, **'Adonko'** as in seesaw is a game children use at the playground to have fun. At the same time, it is able to move them from place to place and they become very happy. As such, if the text is used in an alcoholic advertising, people are persuaded enough to take the drink or like it. These texts are also meant to communicate brand awareness to the general reading public. A lady confirmed in an interview that:

> *Am a Christian and for that matter I don't take alcohol but I like **Adonko** just because of the background song which I normally sing as a lullaby to induce my baby to sleep by swinging him'.*

This means that the text **'Adonko'** used in the song persuades the lady to like the advert and has made her remember the product which, even though she is not interested in drinking it. Another young man also said;

> *'I like **'Adonko'** because of the text used in the advert, looking at how one man can be carried by a lot beautiful ladies on the seesaw, so I also went for the drink and see if I can also be 'carried' by a lot of women and have that same feeling where I can also have 'fun' in such manner.*

This means that the man wants to drink **'Adonko'** only to experiment the act of the text and have the same feeling as seen in the advertisement song.

This confirms Jefkins' (1994) view on advertising as presenting the most persuasive possible message to the right people for the product or service at the lowest possible cost. Advertising is a powerful tool that announces the availability and location of products. It makes people aware about the products so that they adapt to the product and buy it. Alcoholic drink

advertising in Ghana uses a particular form of discourse where only the best side of is put forward so that the virtues of the topic are presented, to the relative neglect of the rest. This advocatory style sits rather uneasily with more balanced modes of presentation that are found in education and certain areas of the mass media (Lapsanka, 2006). Nath (1986) supports this view and states that effective advertising is concerned with the effects of the campaign on its audience. It creates aspirations and then promises and rewards. As far as the advertising text is concern, it should be able to lure readers or viewers to whatever product on board and to inform them they are really in need of that product being advertised. This has been one of the motivations of traditional language studies.

The persuasive power of language depends on these language structures. The persuasive power of language is very much experienced both in print and visual media advertisements. This is how this language is different from other types of language structure like argument. According to Leech (1972) persuasion manipulates emotions, appeals to heart, changes feeling level while arguments appeal to the brain, sense of reason and logic. The persuasive power of advertising language is very much experienced today. How these advertisements affect the human mind is a quite interesting enquiry So, almost all the texts used in the cited alcoholic drink advertisements qualify to be persuasive at the basics. One dealer of '**Alomo Bitters'** alcoholic drink lamented;

> *Those who come here for **'Alomo bitters'** always consider it as an aphrodisiac since it induces them to perform better in their sexual lives within their marriages.*

This means that the text used for this alcoholic drink has communicated to this person the actual composition of the drink. These are the texts that communicate the drink's components, **'yede nnubena ne ahahan na' Sɛ wotwa bi a na woayɛ fine'**. The texts also inform readers, viewers, and consumers the actual composition of the drink and its effectiveness. It has also influenced the

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purchasing power of the consumer who stressed that the drink has improved his libido in his marriage. It has communicated to the viewers, readers and consumers the healing content of the drink. If alcoholic drink advertising merely sold products, it would cause less critical concern than it does. But it also sells images, dreams, and ideal ways of life. It sells and then reinforces time and again those values of consumerism (Watson & Hill, 1985). This means that the text used to advertise alcoholic drink itself has enticed consumers to buy the drink.

4.2.2 Attention value

This is another important communicative function of advertisement text. Vasiloaia (2009) argues that advertisements need to attract attention and arouse curiosity. This shows that on the linguistic level, this can be achieved by breaking conventions of language use such as using wrong spelling, neologisms, puns, grammatical solecism, rhymes, semantic deviations and putting language in inappropriate or unorthodox contexts. This means that manufacturers do anything possible in order to get the attention of and affect patrons for example, "**I love adonko", "Bie gya", "the real Oga on top", "Herb afrik", "Alomo", "Takai", "a true African liquor".** These alcoholic advertisement texts from the data function to attract attention. It attracts attention and arouses curiosity in consumers, readers and viewers.

4.2.3 Selling power

This is the ultimate goal of manufacturers in producing a product or advertising an idea or a service. Advertisement is to sell and prompt people to take the right kind of action and can be best achieved by clear instructions as what to do next. Moreover, advertising language tend to be positive and to give its recipients a positive outlook. According to Vasiloaia (2009), prohibitions and negative forms are usually avoided, unless they are used as an element of surprise to create attention value. Examples of alcoholic advertisement text that appeal to the buying power of

consumers include '**adonko atadwe ginger', 'Bie gya', 'Soloku', 'Guinness, the power to you**'. According to Gieszinger (2001), this approach is also justified from a psychological and cognitive perspective, as negative forms require a longer processing time than positive statements. The strategy of using positive forms also extends to the lexical level, particularly adjectives with a positive meaning play a major role in advertising language. Examples of adjectives include **"smoooooth Guinness", "authentically African", "the real Oga", "the true African liquor".** These adjectives are important in the advertisements because they were used to add prestige, desirability and approval for the consumer. This confirms Lapanská's (2006) work that an advertisement text may have a number of comparative and superlative adjectives. He argues that some of these adjectives include better, nicer, newer, and tighter and the customer is happier and more satisfied. The product attracts better selling power because it offers more information, more entertainment, more comfort, more than any other product.

4.2.4 Appellative function

Vasiloaia (2009) adds appellative function to the list of functions of advertisement texts. She argues that it is the first and foremost function of advertising language. However, this does not always become clearly obvious, and the function to appeal to the recipients and persuade them to buy is often concealed underneath or accompanied by other functions such as the descriptive, narrative, expressive or poetic and aesthetic function of language. Some alcoholic advertisement texts in the data that portrayed appellative functions are '**ɔdehyeɛ', 'Joo, nom bi', Charlie, beer deɛ ɛnoaa ne club'**, and **Alomo**. During the interview, I happened to be at one of these drinking spots where I met two gentlemen. I interviewed them about the reason for drinking '**ɔdehyeɛ**' beer and not any other beer at the bar. The response from one of the them was that, *'we are royals that is why we are taking this beer'* **ɔdehyeɛ'.**

4.2.5 Memorability

This is the "most important in the process of advertising is to remember the name of the product and selling power" (Leech, 1972, p. 27). The message of an advert needs to be remembered by the recipient and recognized as familiar. Repetition is one of the most frequent techniques used in advertising to enhance memorability. The following alcoholic advertisement texts were repeated: **'adonko, atadwe, K20, ginger.** These alcoholic advertisement texts tend to be repeated frequently within the advertisement songs. Something repeated frequently is easily remembered and it is usually the brand name of the product or some word associated with it (Cook, 2001). It promotes brand loyalty and reminds people to buy the drink and it builds familiarity and easy recognition of the drink and its trade mark.

From a linguistic point of view, several linguistic devices are highly repetitive by definition and therefore feature fairly frequently in alcoholic advertising texts. These are alliteration (repeating the initial sound), metrical rhythm (repeating the same rhythmic pattern), rhyme (repeating the same ending sounds), and grammatical parallelism (repeating the same grammatical structure). Examples of such rhymes and rhythms in the data include, **faadee adee faaa, menom yɛbɛnom! Ghanafo nom! yɛbɛnom! Metwa bi a! Menom bi a!** Also, there were semantic as well as and syntactic repetition (that is, using the same syntactic structure or words from the same word field) and lexical repetition. It has to be noted that repetition and variation often go hand in hand. Semantic repetition, the repeated use of different words from the same word field, is an incidence of lexical variation which at the same time functions as a repetitive device (Halliday & Hasan, 1976). Moreover, the continuous repetition of slogans, brands and product names equally contributes to the memorability of the product and the related advertising messages. Examples of slogans in the data include "**Guinness! The power to you", "Alomo!" "Authentically African",**

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"Herb Afrik!" "The real Oga on top", "Takai!" "A true African liquor". These are catchy

phrases or slogans that are meant to associate a consumer with a product. They also help the

consumer to remember the product.

Moreover, assonance was also used in the alcoholic advertisement song to help remember

the name of the products. For example,

 'metwa bi a na m'ani agye'

'metwa bi nti manya'

' ahomeka', 'fame kɔ na mekɔ yɛ biribiara'

'yɛde nhahan ne nnubena na ayɛ'

'fabɛ wɔso'.

Vowels in succession in the stressed syllables create melody and make the songs melodious

and also appeal to the senses of listeners and consumers. The same memorability as a

communicative function applies to these alcoholic advertising texts: '**Faadee adeee faaaaa'** These

are onomatopoeic expressions that make the songs of the alcoholic advert **'Adonko Bitters'** very

melodious. It influences the listeners and viewers to be enticed to the drink. A nursing mother

testified:

> *My baby always jumped from my lamps on hearing the alcoholic song* **'Adonko fame koo,**
>
> **Faadee adee faaaaaa!',** *he sings this part of the song several times and stops breast*
>
> *feeding and it has made me like the drink but not necessarily drinking it.'*

 This means that the woman always remembers the drink just like the way she likes her baby. This

is the same woman who said she uses the song as a lullaby to induce her baby to sleep. The

onomatopoeic expression **'faaaaa'** is the one which expresses the sound of a moving bird**.** The

word can be explained as the sound of a moving bird as it flies**; faaa**. Exaggeration again influences

listeners to make some personal predictions based on their linguistic competence as well as their background knowledge. Basically, we design our linguistic messages on the basis of large-scale assumption about what our listeners already know (Yule, 2017, p. 147). That is what is termed presupposition in Pragmatics, where the speaker or the writer assumes the proposition true or known by the listener or the reader.

4.2.6 Curiosity

This is another communicative function of alcoholic drink advertisement. According to Alliance Media, an advertising agency, the textual structure of most advertisement text is motivated by how they can promote or build some level of curiosity among viewers or readers. It also induces consumers to explore and then find out the exact alcoholic product. Code-mixed texts in the data for instance, **'Fine boys, fine girls, Ghanafo yi nsa ben na monom**', **nsa yi yɛ good ooo!', Charlie beer deɛ ɛnoaa ne club'** and **Takai** affect viewers, readers and consumers negatively in terms of drinking behavior, it also helps them to project the distinctiveness of the drink. Again, it projects the attributes and sells the uniqueness of the drink and boosts marketing. It also makes the customer think about the pros and cons of buying a particular drink. Additionally, readers, viewers and consumers look at themselves as special in a way when they read and have a lot of interpretations to themselves based on their own linguistic background. One gentleman in an interview anchored;

> *My language is my culture and so reading alcoholic advertisement texts in my own*
> *language bring some form of uniqueness of the drink to me.*

This means that the man has been influenced by the nature of the language; code-mixing used in alcoholic drink advertising and may end up drinking it. This confirms McQuail's (1983) findings

that language and images used in media influence values, attitudes, lifestyle and taste of consumers.

Again, alcoholic advertisement texts often use the techniques similar to those in poetic texts (Lapanská, 2006). The choice of language shows that it is a magic potion that makes you successful, sophisticated and sexy; that the consumer is not ordinary. It guarantees that the receiver of the alcoholic advertisement better remembers the text and recalls it at the right moment. Among such great competition, the producer and the advertiser want to demonstrate some kind of uniqueness of their product that is why they code-mix the language in the texts of the advertisement. They also want to differentiate their product from the rest. Also, the advertisement texts must be more attractive and more unexpected. Phonological features are used to create uniqueness about products. Such a feature utilized in the chorus of song A is the **'Adonko' Bitters** advertisement song **'faadeee adee faaa, Adonko aba oo! ɛde atadwe aba oo! ɛyɛ ɛnoaa na ɛkɔ oo!'** and in the chorus of the song, the response '**faadee ade adee faaa**'. These stress on vowel sequences which result in vowel lengthening to show the distance the 'seesaw' can take them to when they take the Adonko drink. The response '**Faadee adeee faaa'** also communicates the sound made of the seesaw when is being played. The introduction of **'oo!'** in **'Adonko aba oo!' 'ɛde Atadwe aba oo**! in Song B communicates to listeners an announcement or outdooring of the drink to customers to serve as a reminder that another **'Adonko'** drink has been *birthed*, and this time with an addition of Tiger nut and Ginger. This also means that the most important information goes at the end of the statement and the least important one, by contrast, at the beginning, functioning only for "announcing that the starting point of the message is established" (Quirk et al, 1972, p. 397). This confirms Rogers and Asker (1992) who studied how advertising helps in creating acceptance for new products by spreading brand awareness among the audience about the

product and concluded that it helps to increase their interest. They also found that "this style of advertising does not only attract the target consumer's attention but also generates interest, educates consumers about the benefits of the product and its composition, thus, acting as an effective tool for communication" (Rogers and Asker 1973,1992).

We also observe vowel lengthening in "**yeeeee"** in the first line of '**Soloku bitters'** advertisement in Song D as a result of vowel sequencing. It communicates to readers, viewers, and consumers, the intensity and the significance of the drink, and also to distinguish that particular drink from others. This affirms the claim that liking alcohol advertisements is positively related to experimentation with alcohol (Austin & Nach-Ferguson, 1995). Similarly**, 'dɛdɛɛdɛ, fofoofo, and nwenoonwenoo'** are alcoholic advertising texts highlighted in Song C. These are texts that indicate vowel sequencing. Moreover, they communicate contrast to viewers and consumers and build a higher level of curiosity among customers. It means that the drink is **'sweet, cheaper'** and at the same time very **'bitter'**, yet consumers should drink it. This confirms Jefkins' (1994) assertion that advertisers present the most persuasive possible message to the right people for the product or service at the lowest possible means.

4.2.7 Ideational function

According to Halliday (1976, p. 274) whenever we use language we are always doing three things; we are representing the world which is called ideational function of language, we are creating, ratifying or negotiating our relationships with the people with whom we are communicating, which is called interpersonal function of language; and we are also joining sentences and ideas together in particular ways to form cohesive and coherent texts, which is called the textual function of language. All of these functions together promote an ideology to persuade listeners or readers. He says that we represent the world through language which represents people,

character, concepts, or ideology. When we send messages, we do not only send language codes; we add our emotion to the messages as well. In effective communication, we are supposed to understand the emotion of the sender behind the message. Among various communication tools, human language - natural language is the most effective and sophisticated means of communication. This discourse feature communicates emphasis on the name of the drink to affect the thinking pattern of readers, viewers and consumers. This confirms Martin (1998) that language used in advertising and marketing have a significant impact by influencing the attitudes and values of people.

4.2.8 Showing compositional value

According to Vasiloaia (2009), descriptive language in advertising is most frequently found in product descriptions. However, the descriptive function of advertising texts is only fulfilled in very few cases. Most alcoholic advertisement texts describe the composition of the product. For example, the texts **'yede nnubena ne nhanhan na ayɛ'** in **'Adonko Bitters'** in Song A and **'adonko atadwe ginger'** in Song B communicate the composition of these drinks One lady interviewed remarked:

I was suffering from severe menstrual pain and when I started taking Adonko bitters all those pains have stopped.

This means that the texts used for alcoholic advertisement has influenced this lady positively; she has benefited from the composition of the drink for the fact that she was cured with the medicinal components. It also implies that the texts have communicated the benefits of the drink. This confirms Leech (1972) that the language of advertising belongs to so called 'loaded language'. Moreover, two respondents interviewed confirmed the composition value of the alcoholic advertisement text.

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I don't take alcoholic drink myself but normally buy it for my wife on her birthdays. She has testified that the liquor is good for the fact that it has influenced positively on her menses, and that the conception I had for this drink has been realized in the sense that, immediately I saw this product, I thought to myself that it will be good for women".

Another one said:

I like this alcoholic drink likewise my fiancée because the content really tastes nice and look at the packaging, so beautiful and the words on it. Yeah! Am also African, I love it.

This means that the composition of the product in the alcoholic advertisement is important. Some consumers, readers and viewers focus on the compositional texts on alcoholic advertisement before purchasing or accepting it.

4.2.9 Denotative and connotative functions

Emodi (2011) defines meaning as the relationship between language and the external world (referential or denotative meaning), between a word and the concept it stands for. In another instance, it involves the mental state of the speaker, as reflected in a range of personal, emotive overtones (affective or connotative meaning). Therefore, meanings are of two kinds-denotative and connotative meaning. Denotative meaning is the literal or common dictionary meaning while connotative is the evaluative, inferred or emotional meaning. The denotations will be roughly the same for people who use the same dictionary but words have different connotations for different people. Alcoholic advertisement texts have both denotative and connotative communicative functions. For example, the texts; **'MAKE THE good times LAST'** in Figure 12 denotatively means that viewers and readers can be influenced after taking the drink or consumers can have a prolonged enjoyment. Thus, the level at which the person can drink the product, as well as length at which one may enjoy it. Connotatively, it might be that any work can be done under the influence

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of the drink. Another alcoholic advertisement text is **'Mood'** which communicates to viewers and readers the state of being of the consumer after drinking the product. Based on these, Atkins (1993) observes that people find beer commercials more visually appealing than public service announcements.

Figure 13 A text from *Shandy* advert

The informational content in the advertisement does not discuss everything about the product. It is incomplete because there is not enough space to describe the product in details. "The information may only contain what the producer thinks the consumer needs to know. It always contains the name of the product and usually indicates how the information can benefit the customer'' (Leech, 1974, p. 49 cited in Vestergaard & Schroder, 1985, p. 15).

The text **'made with love'** in Figure 13 may denotes that you would either love it when
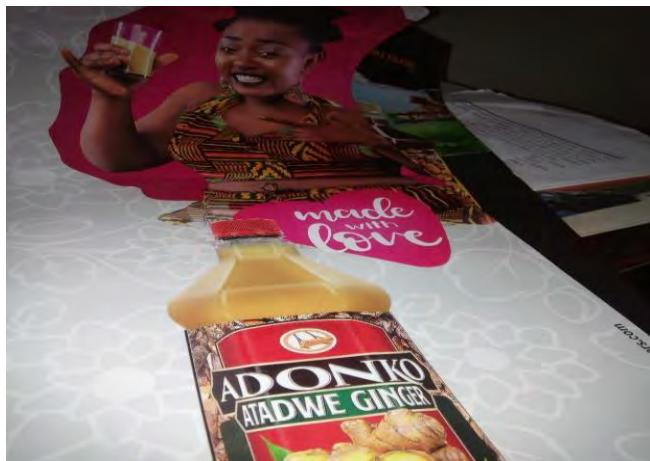
Figure 14 A text from Adonko Atadwe Ginger advert

you take the drink or you will be filled with love after taking it. However, to the manufacturers, the drink tastes like the raw tiger-nuts. The text on the drink also projects romantic love. This is affirmed by Van Leeween (2003), who argues that all discourse inherently as texts devoid of explicitly visual features will utilize a specific style of handwriting and be arranged in a particular way on a page. However, the text **'made with love'** with a love sign symbolically has other implied meanings such as either the drink is good for love making or it may be good for lovers, or for a group of people who love one another. On the other hand, it may also mean that the drink is taken purposely for someone who wants to make love with another. This confirms Rogers and Asker's (1992) findings that alcoholic advertisements evoke acceptance by spreading brand awareness amongst the audience about the product and how to increase their interest.

4.2.10 Entertainment

Although alcoholic advertisement texts have their primary functions, other secondary communicative functions can be identified. One important secondary function is to entertain the recipients. Vasiloaia (2009) says that advertising language best serves the purpose of attracting attention, persuading and convincing as well as entertaining the recipients. Some alcoholic

advertisement texts are funny and amusing, especially those with funny Ghanaian local names like;

'Ogidigidi' '**Don Papa', 'Pashew', 'Joy dadi'**, **'Brukutu' 'Agya Appia'** and similar of them in alcoholic advertisement songs. One customer claimed;

> *I love reading the billboards of some of the alcoholic drinks especially those with clearer and colored handwritings, I also prefer those with funny names like* **'Adonko Atadwe Ginger** *and* **Bie gya, soloku, alomo'** *oh! I love them so well. Anywhere I go especially when am in a car, I will quickly say it silently within me, hahaa!*

This implies that the woman is fond of entertaining herself with these alcoholic advertisement texts which are boldly written and she is interested in reading them wherever she finds herself and this corroborates Vasiloaia's (2009) assertion. The following alcoholic advertisement texts highlight the entertaining function from the advertisement songs. This contributes to the attention value, selling power and the persuasive function of the products.

"Adonko Atadwe Ginger'

'I love Adonko', 'fame kɔ na m'ani agye rough',

'menya ahomeka nti mayɛ fine',

'wo party ase',

'The burning sensationa'ah tekyerɛma pɛ',

'Joo, nom bi',

'Charlie, beer deɛ ɛnoaa ne Club'.

Fine girls, fine boys Ghanafo yee nsa ben na monom yi a!'

'nsa yi yɛ good oo!''

These are all funny alcoholic advertisement texts that can create a lot of humor in the minds of viewers as well as readers.
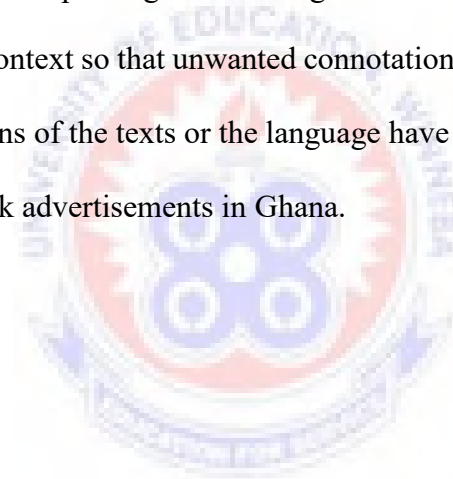
4.2.11 Summary

This section reflects some primary and secondary communicative functions of the texts used in alcoholic drink advertisements. The language of alcoholic advertising or the texts used in alcoholic advertisement are mostly aimed at establishing some communicative functions as far as readers, viewers and consumers are concerned. The primary communicative functions are seen as those that are basic according to Leech (1976). Some of the primary or basic communicative functions of alcoholic advertisement text have to do with attracting attention, persuasion, remembering or memorability and convincing as well as readability to the recipients. Again, the secondary communicative functions of the alcoholic advertisement texts have to do with those other functions that are beyond the primary communicative functions such as appellative, entertaining or humorous, and showing compositional value.

4.3 Conclusion

An analysis was conducted on the language of alcoholic drinks advertisement from the linguistic, especially phonological, lexical and morphological, syntactic and discourse and pragmatic points of view. Alcoholic drink advertisers tell the prospective consumers, readers and viewers about the existence of their products. They try to persuade the consumer to buy through the use of language. The language of alcoholic drink advertising suits the advertisers' aims which are to inform, entice, excite or induce the target audience to buy. The audience cannot believe the advertisers unless they are convinced of the truth concerning the said product. According to Emodi (2011), believing the advertiser depends on whether he uses his language wisely. Thus, to achieve his aims, he must apply imaginative, original, and fresh language. Therefore, the novelty and freshness of the language of alcoholic drink advertisement is justified for the purpose of attracting people's attention, winning their trust and swaying their thinking. Emotional connotative meaning

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which are mostly used by advertisers is connected with pleasantries. Adjectives, noun phrases, code-mixing and non-existing words are all linked with the images and features of the products. The use of concrete words makes for easy understanding. Repetitions are for emphasis and effectiveness; punning is linked to remembrance, memorability, interest and impression. Multiple meanings of ambiguous statements inspire the reader's associations and imagination to attract their attention and to bring their interests, and thus the persuasiveness of the alcoholic drink advertisement. Captions and boldness of texts of alcoholic drinks were written in such a way that a glance at them suggest the meaning. This is because readers and viewers as well as consumers may not have the time to start deciphering the meanings of these texts. It is therefore the writer's job to manipulate the verbal context so that unwanted connotation does not arise. It is important to note also that the interpretations of the texts or the language have a place in the actual meaning of the language of alcoholic drink advertisements in Ghana.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter presents the summary of the study by highlighting its major findings. The objective of the work was to provide an analysis of the language of alcoholic drink advertising from a linguistic perspective and also to discuss the communicative functions of the texts used in alcoholic drink advertisements. First, this chapter focuses on the summary of findings on both the linguistic features and the communicative functions. The subsequent section deals with the role of alcoholic advertisement texts or the communicative value of alcoholic drink advertisement texts. The chapter then ends with a discussion of the implications for creating content for alcoholic drink advertisements.

5.1 Summary of findings

This research investigated the language of alcoholic drinks advertisement texts. The findings are in two parts based on the research questions of the study. The first research question focused on the linguistic features embedded in alcoholic drink advertisement texts while second research question bordered on the communicative functions of the texts used in alcoholic drink advertisements.

5.1.1 Summary of findings on linguistic features

The findings from the analysis of texts revealed that there are several linguistic features embedded in the text of alcoholic drink advertisements. Firstly, the study reveals that lexical and morphological features are prominent in alcoholic texts. These include lexical and semantic

borrowing, which the study found to be prominent in most texts. For example, such can be seen on the adverts of **'Adonko', 'Alomo', 'Takai', 'Oga'** and **'soloku'.** These words have their original meanings but have been borrowed both semantically and lexically. It was found that most of the borrowed alcoholic texts are from Ghanaian languages, English language and even Japanese. Subsequently, it was found that compounding, clipping and shortening, which are all lexical and morphological features, are embedded in alcoholic drink advertisement texts in Ghana. For instance, texts such as '**Mandingo, 'Herbafrik' and 'ABC'** contain these features. Moreover, the study also revealed that sociolinguistic features like code-mixing was common in both alcoholic drink advertisement texts and alcoholic drink advertisement songs in Ghana. For example, '**the burning sensation'ah tɛkyerɛma pɛ'** and **'Charlie, beer deɛ ɛnoaa ne club'** illustrate this.

The findings from the linguistic features again showed that vowel lengthening, which is as a result of vowel sequence, was the phonological feature present in most alcoholic drinks advertisement texts in Ghana. This was especially reflected in the advertisement songs. In the same vein, discourse and pragmatic features namely assonance, suspense, metonymy, repetition and exaggeration as well as denotative and connotative meanings were all prominent in the alcoholic advertisement texts. For example, these are found in expressions such as **Soloku bitters yeeeeeee!', 'Guinness smooooooooth'**. Finally, the study showed that syntactic features including the various word classes as well as phrases are embedded in alcoholic advertisement texts. For example, **'Anthentically African'** is an adjectival phrase.

5.1.2 Summary of findings on communicative functions

The second research question focused on the communicative functions embedded in the alcoholic drink advertisement texts. The findings showed that alcoholic drink advertisements

communicate to readers and consumers with the use of the linguistic features discussed earlier. It was found that advertising text demonstrates the uniqueness of the product. Moreover, the analysis showed that it also enhances the memorability and attention of the product name. For example, **'K20', 'Oga', 'Alomo', 'Adonko and 'Takai'.** Most importantly, a prominent communicative function of alcoholic advertisement text is to influence the drinking behaviour of some consumers. In addition, other alcoholic drink advertisement texts indicate that it has the tendency to persuade viewers and listeners and facilitates their ability to think and make some predictions based on their linguistic competence. Several alcoholic drink advertisement texts also communicate the actual composition of the drink and appeal to the perception of readers, viewers and consumers. For instance, **'Yɛde nhahan ne nnubena na ayɛ'** and **'Adonko Atadwe Ginger'** in the *Adonko Bitters* and the *Adonko Atadwe Ginger* adverts.

The analysis equally indicated that viewers and listeners have personal interpretations based on their own linguistic background. Finally, the analysis showed that apart from the initial basic communicative functions mentioned, there are other secondary communicative functions of the texts of alcoholic drink advertisement: they has an appellative function, for example, **'ɔdehyeɛ'**. They also create humour and serve as a source of entertainment to viewers and readers. For example, we find these in expressions such as **'Faadee adeee faaa', Adonko aba oo**!**' 'ɛde Atadwe aba oo**! **'Ginger wɔ mu ɛyɛ noaa na kɔ oo!**. They also promote brand preference and enhance economy of words and speaking. Finally, the overwhelming sounds which communicate melody to readers were all found in the alcoholic advertisement texts and these influence the values, attitudes and lifestyle of people.

5.2 The communicative value of the alcoholic advertisement texts

One most important role of advertisement is to communicate. According to Widyahening & Hum (2015), language is a vital communication means used by humans to interact with others. Through language, someone creates reality and arranges it. So, the role of alcoholic drink advertisement texts is to make hidden meaning become a reality. Language is also used to depict people's experiences. This experience talks about events, processes, people, objects, abstractions, quality, situation, and social relations around. In addition, alcoholic drink advertisement texts communicate to prospective viewers, readers and consumers to influence their perceptions about the drink. This form of communication builds collective social understanding in society. In this sense the text of alcoholic drinks advertisements gives a description of socio cultural reality. For instance, Kasiyan (2008) states that there are few people who observe that language has a big impact to our perception and our point of view about something.

Moreover, another role of alcoholic drink advertisement texts is to give information to others about the drinks. This means that it assures others about a truth and affects others' behaviour and opinions. The texts of alcoholic drink advertisement are used to tell how to create content for alcoholic products, and to describe the taste of alcoholic drinks. Finally, the text of alcoholic drink adverts is able to tell about events which happened to others. So, language must be in its context and situation, as Firth (cited in Syamsuddin, 1992, p. 2) claims that "language is only meaningful in its context of situation".

5.3 The implications for creating alcoholic advertisement texts

Alcoholic drink advertisement texts will be created so that they can be devoid of distortion that hinders proper or actual interpretation of the texts. This means that those who create alcoholic drink advertisements should project them by considering the linguistic features as well as the

functions for better comprehension instead of presenting them in an abstract nature. This confirms Kasiyan (2008) that language is not only limited to the meaning of written language or oral language, but also all social phenomena of broader culture in society, such as clothes, food menu, ritual and others. In this case, advertisement discourse in mass media is also seen as one language phenomenon. It is therefore expected that content creators of alcoholic drink advertisements would consider the other implied meanings of their texts rather than creating texts just to persuade people to buy the product for them to make money. Again, alcoholic drink advertisers would have to pay more attention to the advertisement texts on their alcoholic drinks because of its linguistic features and communicative functions. This conforms to Lapsanka's (2006) argument that the language of advertisement is of great value for analysis from linguistic, sociolinguistic, psychological, ethnologic, and marketing points of view such that attention should be paid to these and the communicative functions they perform.

5.4 Suggestions for Future Research

Researchers can focus on the linguistic features embedded in non-alcoholic beverages and their communicative functions to find out how those advertisement texts differ or relate to ones produced for alcoholic drinks. Additionally, other researches can investigate the syntactic and other morphological features embedded in the texts of alcoholic drink advertisements while other studies can investigate the effects of alcoholic advertisement texts based on readers' and viewer's interpretations.

5.5 Conclusion

Alcoholic drink advertisement texts are not merely represented, but have embedded linguistic features which may be hidden in their presentation. They also have some communicative functions which may not be generally visible from just the texts. One most important role of

advertisement is to communicate. However, sometimes the usage of text in alcoholic the advertisements tends to be created with a reason to increase profit or product sale. Thus, the role of alcoholic drink advertisement texts is to make hidden meaning become clear. The language of alcoholic drink advertising is mostly aimed at establishing some communicative functions. Several communicative functions were embedded in the alcoholic drink advertisement texts and they include persuasion, memorability, attention value, and readability. The secondary functions were appellative, humour or entertaining function, and showing compositional value. In conclusion, this study has unravelled the use of linguistic features in alcoholic drink advert texts and the functions that these features aid the adverts to perform. Based on the findings, it is concluded that language is a powerful tool that can be used to perform different functions, and its use in creating content for the adverts of alcoholic drink adverts is certainly not an exception.
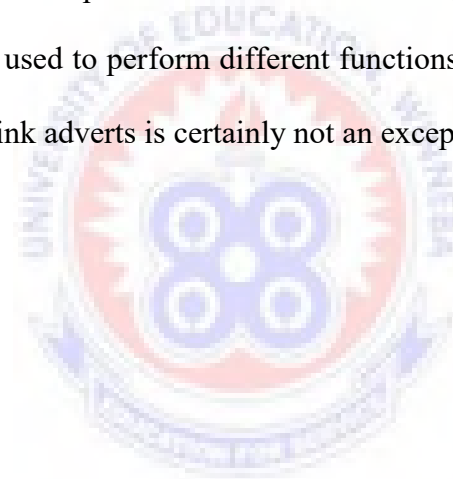
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