Pragmatic and persuasive use of language in commercial advertising

By

Ogechukwu Miracle Uzoagba
Department of Linguistics,
Igbo and Other Nigerian Languages,
University of Nigeria Nsukka.
&
Chinazo Adeline Ajibo
Department of Linguistics,
Igbo and Other Nigerian Languages,
University of Nigeria Nsukka.
ogechukwu.uzoagba@unn.edu.ng // 08063622121, 09028856359

Abstract

This research explores language as a medium of communication which determines the success of adverts; it sees language as a tool used to influence consumers to accept a particular product or service. The research is carried out on advertisement as a language of persuasion which influences people. Data for the study were collected by use of questionnaires and oral interviews granted to nursing mothers within Nsukka urban.

Introduction

Communication is an essential part of human existence and so is language. Language is a tool employed for effective communication. This communication is clearly visible in various areas of human activities like science and technology, arts and humanities, social sciences, business and economics, among others. Therefore, it is safe to say that the possibility of human existence and communalism cannot be attained without language. In the business world, for instance, communication is very important and one can say that a business cannot thrive without it. Through communication, the awareness of the existence of a business can be made in the form of advertising. In other words, language is a very important tool in business, as it is essential in creating awareness to the public about the existence of a specific business activity. Advertising, on the other hand, can be defined as a form of

communication that can be used to persuade audience/customers to take some action, usually with respect to commercial offering of an item for sale or service. Advertising informs, educates and persuades people to buy the advertised goods and services, Vangelov (2023).

Through strategies like memorable slogans, imaginative wordplay, and compelling language, advertising language aims to influence consumers, arouse feelings, and foster brand loyalty. In order to stand out, advertisers use a variety of language techniques, including imperatives to motivate action, adjectives to emphasize benefits, and the creation of unique terms. By engaging the audience on both a cognitive and emotional level, the objective is to grab their attention, communicate a brand's values, and sway their decisions to buy. Even though basic advertising methods and consumer behavior have been the subject of much research, little is known about the subtle effects of particular persuasive language techniques in a variety of cultural and digital situations. Without analyzing how specific rhetorical devices—like metaphor, emotional framing, or ethical appeals—differently affect consumer perception and decision-making in emerging platforms like social media and influencer marketing, the majority of previous studies concentrate on traditional media or broad advertising messages.

Ferdinand de saussure, who is considered to be the father of modern linguistics distinguished between the theoretical linguistic concepts 'langue' and 'parole'. De saussure in his attempt to differentiate linguistic competence from actual performance made a distinction between langue and parole. He explained that langue refers to the system of a language coded in the mind of the speaker. It is a set of linguistic knowledge from which an individual or speech community makes their utterance. Agbedo (2015) further explains that langue is like a pool collectively owned by the community from which all persons of that community drink. Langue is made up of the grammatical rule that makes up a language, when someone is said to be linguistically competent, it means that the individual has an adequate knowledge of his\her language.

Parole on the other hand is the implementation of the rules that make up a language. It is the actual use of one's knowledge of a particular language in solving his\her communicative needs. Further studies were made on these linguistic

theories by Chomsky, who drew a distinction between competence and performance. Competence according to Chomsky (2006) is the ability of the idealized speaker to associate sounds and meanings strictly following the rules of his language. The knowledge is regarded as being spontaneous (inborn) simply because it is contained in the mind of the speaker of which he\she has a doubt or benefit of growing up in a particular environment.

Chomsky (2006) also explained performance as the ability to apply competence into speaking procedures and show personal knowledge. Performance is the ability to implement linguistic competence. According to him, this performance differs from individuals depending on social or psychological factors.

This research explores language as a medium of communication which determines the success of adverts; it sees language as a tool used to influence consumers to accept a particular product or service. The research is carried out on advertisement as a language of persuasion which influences people. It deals with performative aspect of individual's linguistic competence. By 'performative', we mean how the individual uses language, his knowledge of the rules of his language to communicate, and also pass information through the use of linguistic signs and symbols. Therefore, this work examines linguistic competence embedded in commercial advertisements and how language can be used to convince a consumer to have preference for a product over the other.

Language of commercial advertising consists of pieces of information about a product, it tells the public about the quality of a product and also convinces or lures them into purchasing a particular product, this work also looks further into how commercial advertisers are able to apply their linguistic competence to achieve the above stated goal, how advertisers can apply their knowledge of language in order to convince a particular consumer to buy or patronize them, and this work will also examine the role of language especially in commercial advertising.

In general, language plays a very important role in human lives and therefore performs certain roles in the society. Some of the roles of language are informative, expressive directive, phatic and aesthetic. But for the purpose of this research,

language will be examined on how it performs the informative and expressive role. The informative and perfomative role of language is used in advertising to give out information about a product, inform the public about a product, the benefit(s) that one can get from using the product and how the product can meet particular needs of a consumer. Language performing the expressive role will be examined on how the advertiser expresses his thoughts in achieving his aim of persuading the consumer to purchasing the product through language in communication. Communication competence is very important in advertising because advertising is seen to have the power to convince the listener about a product, and in order to achieve this, effective communication is needed. Effective communication through persuasive language is used by advertisers to influence a consumer's behavior or attitude over a product or service. This research will examine how communicative competence is employed in advertisement with the sole aim of impacting a convincing effect on the listener. it intends to discuss the need and importance of both communicative and linguistic competence through the use of persuasive language to convince a consumer to buy a product. It also analyzes the pragmatic theories which will be used to examine some adverts to see how languages can be used to promote effective advertisement and patronage.

Review of previous studies

Austin's speech act theory of 1979 sees words as not mere utterances but strong tools that can be used to perform actions. Words do not only present information but carry out actions. Austin was interested in the functions language perform especially from the angle of meaning, use and action. He explains that speech act is how language is used in context, taking into account the speakers and the addressee's verbal and non-verbal contributions to the negotiations of meaning in interaction. Austin proposed a three-way taxonomy of speech acts:

1. **Locutionary act:** This is the act of saying something meaningful, it is a means of creating an understandable utterance that is meaningful and is used to perform actions.
2. **Illocutionary act:** This is the act performed by saying something. The illocutionary utterance has a certain force to it such as complaining, ordering, informing, and requesting. The illocutionary act is well versed with certain tones, attitudes, feelings, or emotions. It is often used as a tone of warning in real life interactions.

3. Perlocutionary act: This act refers to what we achieve by saying something, such as convincing by saying something. It normally creates a sense of consequential effects on the audience. The effects may be in form of thoughts, imaginations, feelings or emotions.

Co-operative principle, on the other hand, is the idea of Paul Grice in I965. Co-operative principle is the assumption that participants in a conversation attempt to be informative, truthful, relevant and clear. Co-operative principle assumes that when people communicate without realising it, the interlocutors will be conversationally co-operative. Grice suggested that meaningful dialogue is characterized by co-operative maxims. He identifies four of these maxims as follows.

Maxim of Quantity (Information): In this maxim, one is expected to make one's contribution as informative as is required, say no less than the conversation requires, and say no more than the conversation requires, that is do not make your contribution more informative than is required

Maxim of Quality (Truthfulness): Here, the truthfulness of the conversant is required. The rule states that the conversant should not say what they believe to be false. The information should be one that does not lack adequate evidence.

Maxim of Manner: Maxim of manner states that the conversant should give clear, brief and orderly information. They should not be obscure, should be perspicuous, and avoid ambiguity and vague words.

Maxim of relevance: This rule states that one should be relevant. The rule states that if one joins a conversation, one cannot just begin to talk about whatever one likes. The information which you are giving or are about to give must be connected to or related to what is being discussed.

In this section, we shall review earlier works which are related to the present study. Dali (2019) examined the nature of advertising discourse with a focus on consumer advertising which is directed towards the promotion of products or services to the general public. He adopted three approaches which he referred to

as the text linguistic approach, the empirical approach and the critical approach. Its objectives were on the common knowledge of the basis of conversational rules and procedures. The most notable work examined by him in this regard was conversational analysis proposed by Sacks. This work is similar to Dali's work in the sense that it examines the language of advertising. Both works evaluates the interaction of language and the studies are done in relation to social context.

Another research work is Nyamwanye and Wasajja's (2014) *language style in advertisement.* It examines adverts associated with business premises, vehicles and institutions in languages like English, Kiswahili and Ekegusii. The latter mentioned languages are found in two towns of Kisii and Kewka. The research work employs the Sperber and Wilson's theory of relevance (RT) with focus on the narrowing and broadening of words meaning, disambiguation, adding social meaning and presupposition in the language. Nyamwanye and Wasajja's work differs from this research work in that it focuses on the language style in advertisement in respect to three languages. It examines word meaning, social meaning and presupposition while this work looks at the persuasive ability of language to influence and manipulate a consumer's choice of product. Both works are similar in that they both study language in relation to advertisement.

Kuzairi's (2016) work entitled *"language of advertising: A pragmatic view*. The study is concerned with pragmatic features which are used in English utterance with the objective of studying how pragmatic features such as lexical uses, inter-language analysis, conversational maxims and politeness is used in English utterance said by Agus in three cellular advertisements. The writer uses qualitative approach and also applied some steps in the data collection like watching the advertisement and utterance (documentation), identifying the utterance and analysing them based on pragmatic view

Kuzairi's work is quite similar to the present study work as both adopt pragmatic view and approaches to the study of language in relation to advertising. Both apply the method of documentation as its method of data collection. This work differ in that Kuzairi's work studies and uses pragmatic features like lexical uses, inter-language analysis, conversational maxims and politeness, while for the

purpose of this work, pragmatic theories such as co-operative principle, speech act theory and persuasive techniques in advertising are used.

Svetlana's work of (2014) titled: *The role of advertising in promoting a product* was also examined. In the study, he saw advertising as an impersonal communication of information about products, services or ideas through the various media, and it is usually persuaded by nature and paid by identified sponsors. He classified advertising into 8 main categories and they include: **Target market segmentation, target impact and distribution area.** Svetlana's work is similar to this work in that both examines the effects of advertising on a product and how it affects the marketing community but both works differ in the area of focus, in that this work focuses on persuasive aspect of commercial adverts, examining them using some theories of pragmatics and persuasive advertising techniques.

Two theories will be applied for the expansion of this research in its theoretical framework, firstly J.L. Austin's speech act theory and Paul Grice's theory of Co-operative principle. In examining the persuasive use of language in advertising, speech act theory is fundamental in the sense that it (language of persuasion or persuasive use of language) consists of the ability of language to perform the functions of conviction and how language is manipulated to influence, affect and change a consumer's choice of product or service.

Austin's speech act is interested or concerned with the performative roles of language in terms of not just meaning but action. The word "persuasion" is an act of influencing. It is a statement made with the aim of redirecting or changing someone's opinion. The act of persuasion is done through language. In this effect, language is seen as a doer which performs the action of persuasion. Speech act techniques will be examined using the data presented in this research work to empirically and systematically examine how language performs the act of persuasion using the acts. The language or speech employed by advertisers will be examined in relation to the acts. Locutionary act will be used to examine how saying something meaningful is used to perform action. Illocutionary act will look into the act performed by the spoken word or utterance. This examines the force deployed by this act such as informing, complaining, ordering, and requesting, of

which for the purpose of this work, informing and requesting are the force of both informing and requesting.

The perloutionary act will be used to examine what was achieved by the action performed. Speech act in this regard, is an indispensable tool in evaluating persuasive language use in commercial advertising.

Paul Grice's theory of co-operative principle is another employed in this research work. This theory assumes that conversant attempts to be informative, truthful, relevant and clear. This theory will be used to examine some selected advertisements and evaluate their content using the maxims. These maxims will be used in evaluating how advertisers attempt to be efficient while creating mutual conversational ends and achieving a common goal of persuasion and conviction. The maxim of quantity will be used to examine how advertisers display information about their product in an advertisement; how much amount of information should be given out and what amount would be considered too much information. The maxim of quality will examine how true the advertisers are in their advertisement; the utterance will be examined to indicate if really the qualities given to the product can be attainable.

The maxim of manner will be used to examine the content of some selected adverts to indicate the order of information given out; was it brief, clear, how obscure were the advertisers, was the adequate information of which might be needed by the target consumers given. The maxim of relevance will be used to examine the relevance of the information given in an advertisement. Were the major information which might be needed to achieve any of the techniques of persuasion given? Were they structured in a way that it can achieve persuasion and most importantly are the information given accurate to meet the needs which the consumers or target customers want from the particular product in question.

Research methodology: In this qualitative study, analytical method was employed to study human commercial behaviour through their communication and language. Content analysis is applied in this work through the study of some selected adverts in order to account for how persuasion or persuasive use of language can bring about a change in the commercial behaviour of a target

customer. The data used for the purpose of this study are of two types namely: Primary data and Secondary data. The primary data includes: Diaper advertisements and Questionnaire. The diaper adverts are of two types: Formal adverts (online adverts) and informal adverts (interaction with fellow mums and vendors). The Secondary data includes: library materials (textbooks, ebooks), blog articles and journal articles. The primary data that was used for the analysis of this work were the utterances of some selected diaper adverts, the content of the visual commerical and jingles (adverts) that is; the information given out about a product will be examined and evaluated for the means of determining the methods or ways of persuasion and the persuasive languages applied by the advertisers. The second primary data was collected using questionnaire, these questionnaires were distributed to a selected population which were nursing mother's from Nsukka Health Center. The means of data collection will be in two forms. The second means of data collection is questionnaires whch will be used as a feedback in the attempts to accertain how these adverts have been able to account and meet people's needs and desires.

Data presentation and analysis: In this section, the primary data elicited from commerical video adverts and the feedback from the questionnaires were examined. Some selected diaper adverts from the brands, Huggies, Molfix and Virony were analysed .

Data presentation: molfix advertisement. Title: Molfix breathable surface.
Line 1: speaker A: You seem very happy with molfix **(illocutionary act)**
Line 2: speaker B: yes!, we are so happy, i discovered molfix with my second baby, there is a big difference **(prelocutionary act)**
Line 3: speaker A: It has a soft and skin friendly inner surface and molfix has the umblical cord notch **(locutionary act)**
Line 4: speaker B: True it offers a great protection for my baby. **(prelocutionary act)**
Line 5:speaker A: Molfix breathable surface developed with air soft technology is very soft and provides the best molfix skincare. **(illocutionary act)**
Line 6: speaker b: I have found the best diaper for my baby's sensitive skin. **(Prelocutionary acts)**
Line 7: speaker A: All babies deserves a high quality diaper. **(Locutionary act)**

Line 8: speaker A: you should also try Molfix. **(illocutionary act).**
Analysis of Speech acts: The following conversation are utterances exchanged between speaker A and B in the visual advert of Molfix brand. The following are the individuals involved in the conversation:
The Advertiser (speakerA),
The consumer (SpeakerB)

The ambassor (Speaker C)
J.L.Austin speech act theories will be used to analyse the conversations that go on between interlocutors in an advert video. The interlocutors include: the ambassor, the advertiser and the consumer. The utterance also will be examined using persuasive advertising techniques in order to determine how these adverts apply these techniques in the aim of persuasion. The Acts used includes:
Illocutionary Act : This act is prominent in line 1 "You seem very happy with molfix" & 5 " I have found the best diaper for my baby's sensitive skin", made by speaker A, the first utterance made in line 1, from all indications is a meaningful statement, it is not only grammatically and semantically correct; but also conveys complete thought. The statement therefore is termed to perform the illocutionary act, the act is performed by saying something meaningful and also known to carry a certain force. The statement has a force of requesting through question, the advertiser requests that the consumer tells the audience how she feels from using the product.The illocutionary act is also evident in line 5, the utterance performs the illocutionary act, having built an already made conviction in the mind of the audience; the act goes further to give more information on how safe it is to use the diaper. The act is also seen in line 8, the act performs the force of persuasion, the statement made is embedded with a force of conviction which tries to persuade the audience to patronize the brand.

The prelocutionary act: Seen in line 2, "yes!, we are so happy, i discovered molfix with my second baby, there is a big difference", 4"True it offers a great protection for my baby" & 6 "I have found the best diaper for my baby's sensitive skin", all made by speaker B respectively, in line 2 it informs and convinces. The speaker gives out some information of which from it can be implied that she was dissatisfied with the previous product she used for her baby and then went in search for a better option. She also made her satisfaction with this current product

clear. This performance was intitated by the the first utterance and the second speaker met the demands of the first utterance by expressing her feelings about the product. In line 4, the utterance performs prelocutionary act which affirms, confirms or attests to the previous statements of the advertiser and it creates a feeling of conviction in the mind of the audience.In line 6 performs the prelocutionary act of convincing the audience that the brand is the best choice for babies with sensitive skins.

The locutionary act: Evident in line 3 "It has a soft and skin friendly inner surface and molfix has the umblical cord notch", made by speaker A; the utterance performs the locutionary act, it informs and educates the audience on the qualities of the diaper and why it should be preferred to others. This act is also seen in line 5 "Molfix breathable surface developed with air soft technology is very soft and provides the best molfix skincare", which informs the audience that every baby deserves a quality brand of diaper and by extension persuades the audience to patronize the brand.**Analysis on cooperative principals**: Paul Grice's cooperative principle to analyze the interaction between the interlocutors above can be said to have achieved mutual conversational ends not just on the side of the conversants but also on the side of the audience, the dialogue that went on have observed the co- operative maxism in its attempt to achieve a meaningful conversation.

The maxim of quantity: Line 1 "You seem very happy with molfix" & 2 "yes!, we are so happy, i discovered molfix with my second baby, there is a big difference", these statements made by speaker A (advertiser) and speaker B (consumer) observes the maxism of quality. Portrayed in speaker A question which elicited the maxism in speaker B' s statement, by her response she gave accurate amount of information needed to tell the audience of her feeling of satisfaction and how pleased she is by the product.

The maxism of quality: Evident in line 2 "yes!, we are so happy, i discovered molfix with my second baby, there is a big difference", also displays some amount of truthfulness when she implied that she got acquainted with the product during the nurturing process of her second child indicating that she had used other products. A background or implied knowledge can be deducted from her

statement, she implied or indirectly expressed her dissatisfaction with the previous products she patronized which led to her search for a better product.

The maxisms of manner: Lline 3 "It has a soft and skin friendly inner surface and molfix has the umblical cord notch", speaker A observes the maxism of manner. Speaker A goes further to give informations about the product, the statement made by speaker A is very clear, simple, unambiguous and brief. The information is given in an orderly manner, from the texture to its adaptiveness and comfortablity it provides to skins and other qualities. In line 5" Molfix breathable surface developed with air soft technology is very soft and provides the best molfix skincare", an emphatic repeatiton to of the concept "soft" indicates or stresses on the manner in which the advertiser tells to communicate the quality of the product to not just her conversant but to the audience as well.

The maxism of relevance: Evident in line 4 "True it offers a great protection for my bab", Speaker B response observes the maxism of relevance as it was in connection with what speaker A said, not only that affirms speaker A assertions. Although this maxism was not observed by baseless agreement, rather the speaker was speaking from her experience with the product. Whereby making the audience believe that she attests to speaker A assumptions or speculations of the products quality. This maxism is also evident in line 6 "I have found the best diaper for my baby's sensitive skin", affirms the advertisers claims of the brands quality.

In line 7 "All babies deserves a high quality diaper", this utterance by speaker A, pertains to speaker B' s previous affirmation and tries to persuade people to trust what speaker B has said and patronize the brand, this utterance further response to speaker B 's as "you have heard it all for yourself". Speaker A further confirms that indeed every child deserves a quality diaper. In line 8 " you should also try Molfix", speaker A's utterance therefore can be interpreted as "why don't you try the brand for yourself".

Analysis on persuasive advertising techniques :The content of the advert was analyzed using the following persuasive techniques:

Pathos : The first and second statement made by speaker A & B respectively embodies in it a persuasive technique called pathos, this technique appeals to emotions, it uses sense, nostalgia and experience, the advertiser engages the consumer and persuades her to share her feelings about the product, the speaker on the other hand expresses her joy and satisfaction. The second and third statement displays a technique called pathos and this appeals to credibility by expressing the qualities of the product and its benefits.

Logos: This technique is seen in line 6 and 7, the sixth statement has the persuasive technique called logos which appeals to logic and reason. It uses facts and reasons to making the speaker seem more trustworthy and convincing. In line 7 of the advert, the advertiser uses this technique to appeal to the audience reasoning that the product is safe to use, suitable for all kinds of baby's sensitive skins.

Ethos: This technique is seen in line 3 and 5, where speaker A elaborates the technology used in the production of the diaper when she used the concept "air soft", by this she affirms the creditability of the product, the emphasis on the repetition of the word "soft' twice in a line of an utterance stress on how soft and gentle the brand is on the baby's skin. Also, the use of the word "umbilical cord notch" which indicates a V- shaped cut of long, thin, flexible length of twisted yarns with protects the naval from being squashed, compressed or restricted by the tightness of the diaper and also from movement and playing. The "cord notch" being about breathability for the baby on the part of diaper, this technique is also seen when the advertiser made use of the words "skin-friendly and breathable surface" respectively. Skin-friendly indicates that the diaper does not contain any hash substance that can be hash on the baby's skin and result to roughness of the skin or rashes. All these technological terms used by the advertiser were for the sole aim of creating creditability in the mind of the audience.

Virony advertisement. Title: Virony for life!.

Line 1: speaker 1: Hi sweet, you look so tired! (Locutionary act)

Line 2: speaker 2: Its my bundle of joy, she keeps crying all night and wont let me sleep. (Locutionary act)

Line 3: speaker 1: Hi Anna,

Line 4: speaker 2: Oh no!, the clothes are wet again.(Illocutionary act)

Line 5: speaker 3: Let me check her, wow!, there are little red bumbs here, what diaper are using for her, there is diaper rash your baby and see, there is even serious leakage, buy virony Baby diaper. (Illocutionary act)

Line 6:speaker 1: Virony baby diaper has super absorption participles to absorb urine and also secure waist strap makes the baby's bottom clean and dry, no more rashes anymore, made from organic cutton, super soft and comfortable, virony is the best choice for baby's sensitive skin, both mom and baby can sleep peaceful all night. (Prelocutionary act)

Line 7:speaker 3: l use virony baby diapers for my three kids, it's brilliant.(Illocutionary act)
Line 8: speaker 1: virony (for life).

Analysis on speech Act
Locutionary act: Line 1 utterance," Hi sweet, you look so tired!" made by speaker A and speaker B performs locutionary act, speaker A makes a statement that in turn gives us information that speaker B is not in a peaceful state and is bothered by something. In line 2, "it's my bundle of joy, she keeps crying and won't let me rest". This statement gives an information on what caused the woman's tiredness and look, she informs her conversant that her baby is restlessness and she cannot seem to understand why (images of the baby crying). The utterances discussed under this act perform the act of informing, it attempts to communicate the situation of the baby and the mother.

Illocutionary act: This act is also seen in line 4 "Oh no! The clothes are wet again", the act in this statement is seen in that it carries a force along with its message. The message which indicated in the feeling of disappointment, dissatisfaction and the fact that she was not happy with the current brand of diaper she was using. From the use of exclamation mark (!) used in the word "oh no" implies that it has not been long she changed Anna's diaper and was not expecting her to be soaked at such short notice. This act is also seen in line 5, "Let me check her, wow!, there are little red bumbs here, what diaper are using for her, there is diaper rash your baby and see, there is even serious leakage, buy virony Baby diaper."speaker A performs illocutionary act by expressing the baby's discomfort and restlessness

(indicating irritation), informing the audience of the shortcomings the current diaper the baby was putting on has, which caused rashes on the baby's bottom and is responsible for the baby's restlessness. speaker A also makes a statement that gives an impression of what causes the baby's restlessness (indicating irritation), This act also in prominent in line 7,"I use Virony baby diapers for my three kids, it's brilliant." This statement has a force of persuasion and conviction, this attempt to lure and convince the audience through the means of giving account of her experience of the brand while nursing her three kids, through this she tries to convince the audience that indeed the brand is a good one. The personification attribute given to the brand through the means of attaching an animate attribute to it tries to give it the animate quality of excellence.

Perlocutionary act: Line 6 utterance perform prelocutionary act, Speaker A performs this act by expressing the qualities of the diaper and indicating its advantage over the other diaper by stating the abilities of the diaper which are able to provide safety and comfort for the baby. She uses the act to create a sense of effects of comfort, happiness, freedom, safety and most importantly rest for both the mother and the baby. The act also uses this effects to convince the audience that the diaper is the best choice for the baby and urges them to patronize the brand .

Analysis on co-operative principle: The ullterance from the advert will be examined to indicate how they observes cooperative Marxisms to achieve meaningful conversational ends and mutual intelligibility.

Maxim of Quatity: Line 1 and 2 statements observe the maxim of quality, the appropriate amount of information needed to give the audience the required knowledge they needed, inorder to understand the current suitation of the baby. the interlocutors gave the required information, no less no more. The third statement observes nothing and contributes nothing to the conversation, the dialogue can actually do without it. This maxim is also seen in line 4, the fourth statement also like the first and second statement give adequate information, according to the amount needed by the conversation.

Maxim of Quality: Line 5 utterance observes the maxisms quality. The fifth gives information on the cause of the baby's discomfort with evidence of rash to attest to its truthfulness of the mother having used a diaper of low quality for her child. The notion of truthfulness the statement has also creates a convincing feeling for the audience that baby deserves a better brand of diaper. This maxim is also seen in line 7 utterance observes the maxism of quality as it gives more convincing information about the brand to the audience.

Maxim of Manner: This maxim is seen in line 6, in this line speaker A engages the audience in the sixth statement with details about the brand, she gives the information in a orderly manner using simple, clear and concised words, the order of the information is in such a way that it provides solution to the above stated shortcomings of the other brand and assures the mother of the baby's safety, care and protection. The information given also is free from ambiguity, is perspicuous and not vague

Maxim of relevance: Seen in line 7, the speaker observes this maxim by making relevance to her own experiences of using the diaper, however true or not, she tries to convince and persuade the audience through accounting her own experience of the diaper.

Analysis on persuasive advertising techniques: The ullterances of virony diaper advertisement will be examined in this section using persuasive advertising techniques.

Pathos: This technique appeals to emotions and feelings of the audience, as seen in line 1 and 2, first and second statement appeals to pathos, both statement uses creative and imaginative words to display the feeling of both mother and child, this is displayed when the advertiser enquires of the mother's look which indicates tiredness and exhaustion. This being a visual advert displays a look of weariness on the part of the woman. The technique also displays her experiences her baby when she accounts for her baby's restlessness and discomfort which equally have brought the same experience to her. This technique attempts to bring out a feeling of pity, communicate and relate the mother's experience to other mothers. This technique is also seen in line 4, the fourth statement tries to communicate the

mother's worry, disappointment and dissatisfaction with the diaper brand she is using and also expresses her plight of having been subjected to constant change of the baby's diaper and clothes. Inline 5, the technique elicits a feeling of pity on the part of the audience. It also tries to communicate and show the audience the consequences of not using a quality diaper for your baby. She tries to elicit some feeling of pity on the baby and tries to encourage and educate mothers on the dangers and harms low quality diaper brands can bring to the baby.

Logos: This technique appeals to the reasoning of the audience; it is seen in line 2 where it appeals to logic in that "everyone wants a product that will give her satisfaction and not stress". This technique is also seen in line 5, the fifth statement made by speaker A. The fifth statement appeals to the reasoning of the audience, it did this by expressing the baby's discomfort and the harm inflicted on the baby by the diaper.

Ethos: The sixth and seventh ullterance has the ethos advertising persuasive techniques which appeals to credibility, the advertiser gives out information about the product stating its qualities using images and creating a feeling of reliability and trust in the audience, here the advertiser tries to convince the audience that the product is of high quality and thereby creates trust in the audience.

Huggies advertisement.

Line 1: Speaker A: Boys and Girls are different. (Locutionary act)
Line 2: Speaker A: that's why only Huggies nappies have tailored absorbency with a unique surge layer where they need it most in the front for boys and lower down for Girls. (Illocutionary act)
Line 3: Speaker A: Huggies nappies because there is a difference! (Locutionary act)

Analysis on speech act

Locutionary act: This act is seen in line 1 "Boys and Girls are different", which is the first statement made by the advertiser performs the locutionary act, the statement is an act which was performed just by uttering a meaningful statement and this statement was used to perform the action of hinting the audience that *huggies* company appreciates the peculiarity of the Male and Female babies (this

will be shown in the pictures below) the advert is centred on different gender of babies. The last statement "Huggies nappies because there is a difference!", performs the illocutionary act which informs the audience that there is a difference in Huggies diapers. From the visual advert, the last statement was uttered in form of a slogan for that particular brand product.

Illocutionary act: This act is seen in line 2 That's why only Huggies nappies have tailored absorbency with a unique surge layer where they need it most in the front for boys and lower down for Girls", which is second statement performs the illocutionary act, this is embedded in it, unlike the first act which only hinted this act went further to explain why and how the advert is centred on the gender of the child, it explains that the nappy was produced with different structures each gender to provide maximum protection for each gender. This act tries to communicate to the audience that this particular product of this brand is different from the other products of the brand. This one is particularly interested in the unique difference between both genders as a unique surge layer where the absorption of the pee takes is seen lower down for female particularly for the position of the discharge organ and placed in front for the males.

Analysis on co-operative principle: The ullterance from the advert will be examined to indicate how they observes cooperative Marxisms to achieve meaningful conversational ends and mutual intelligibility. the advertisement above has three maxims obtainable in it:

The maxim of Quantity: The speaker made her utterance concise and information, from the content of the utterance; this is obvious that the speaker solely wants to inform her audience of the quality of the brand especially as it applies to the gender of the child.

The maxim of Relevance: The speaker makes her information relevant, how?.In her first utterance, she predisposes that boys and girls are different. regarding this statement, the audienc's curiosity of how this is possible and how it relates to not just the diaper but it's brand is raised. In this effect, the speaker makes her second utterance relevant in not just answering the questions in the mind of the audience but also satisfying their curiosity.

The maxim of manner: The speaker made her utterance in a clear, simple and conscise manner, it is devoid of ambiguity and very informative.

Analysis based on advertising techniques.
Logos: The utterances of the advertisement above elicits logos appeals, it used convincing words to appeal to her audience that when it comes to diapers, this particular brand is most interested in the comfort of your kids by it's production of diapers particular for a gender. She also reassures her audience of the child's comfort when he / she patronizes the brand.

Summary of Finding: The findings of the primary data presented above will analysed in two ways, the formal (online) data finding will be analysed separately from that of informal, the data from the questionnaire will be used as feedback of the impacts of the online advertisement on the audience (public). From the data gathered from the online adverts, an assumption can be made that the attempts made by brand companies make to effectively pass across information or communicate to the public will be given an average percentage. The impact of persuasion in advertising on the general public has an average percentage impact, this is seen the statistical analysis of the questionnaire data obtained. From the formal advert one can say that the pragmatic use of language by the brand companies in their aim to achieve persuasion was an effective one, this is seen in lines of the various adverts where they explored some technological terms and even included the application of various languages in their attempts to access a lot of individual and countries who do not speak English. The application of pragmatic theories such as speech act, operative principles and advertising photography was effectively done. In accounting for the impact of persuasion of these adverts, the analysis of the finding was obtained in the data presented in the questionnaire.

The questionnaire was divided into three sections, the first section accounts for the age of the respondents; the data obtained shows that highest percentage of participants in the research are those from 25-30 years of age with the highest percentage of 54%. This is explicitly shown in table 1 and figure 1 above. From the data obtained from second question of the section B indicates that the diaper brand with the highest number of costumers is Huggies having the percentage 36% with

Molfix and Virony having 32%, shown in table 2. From the data one can assume that Huggies has the highest number of patronages. The third question accounts for the informal advert, from the data obtained from it shoes that the 84% of the respondents had the current product that they are using introduced to them by their friends, with commercial having an average of 12%, (See table 3). The fourth question gives feedback on the effectiveness of persuasion by the brands advert and this has Molfix with the highest percentage 36%,
(See table 4).

From question 1 of section C to 5 accounts for the effectiveness of persuasion and language of the advert of which all accounted for an average percentage, having 40% effective, 40% often, 40% rarely often, 54% rarely often and 42% rarely often, respectively (See table 5-9) The above-mentioned percentages accounts for an average impact of effectiveness in both persuasion and informative language on the audience. And also, to what extent language and communication can promote commercial advertising. Question 6-10 accounts for the ways in which an advertiser can influence a consumer's behaviour /attitude and choice of product. The data obtained had the following percentage 34% fairly effective, 36% rarely often, 40% rarely often, 32% relatively cheap price and 54% rarely often respectively. (See table 10-14) indicates an average percentage of the advertiser's influence on the consumer's attitude.

Question 9 also accounts for advertising photography, it accounts whether or not it can influence the consumer regardless of the price of the product. Of which the data accounts for relatively cheap price having the highest percentage (32%) and influence on the consumer. Question 10-15 accounts for the extent language play a functional role in commercial advertising, the data obtained had the following percentage 54% rarely often, 70% sometimes, 28% rarely often / 28% often, 32 highly effective, 44% rarely often and 60% sometimes respectively. (See table 15-20). It indicates that language effectively plays a functional role in commercial advertising.

Question 16-20 accounts for the extent that advertisers achieve the persuasive advertising techniques / strategies through communication, the data obtained had the following percentage 36% appeals to your reasoning, 42% rarely often, 38%r

rarely often, 60% sometimes, 42% rarely often respectively. (See table 20-24). It indicates that advertisers achieve a high percentage of persuasion using the persuasive advertising appeals. Question 16 indicates that 36% of respondents agree to having been persuaded by appealing to their reasoning which marks it as the appeal with the highest percentage of persuasive capacity.

In summary, from the data obtained, one can assume that language of advertisement has an average percentage effect of persuasion on individuals, given that the highest percentage of response gotten were "rarely often, often, effective, fairly effective and sometimes". From the above-mentioned response indicates the possibility of the event occurring but at an uncertain percentage unto how frequent it occurs. These uncertainties can be as a result of circumstances that cannot be helped.

Conclusion and Recommendation

In conclusion, the pragmatic use of language in achieving persuasive advertising is effective but is limited by some varying factors like poverty, as previously mentioned; the uncertainties undermining the effectiveness of the pragmatic and persuasive use of language in commercial advertising to achieve persuasion is poverty. Given the economy of the country some luxuries are limited to some social class in the society. It is pertinent to note that persuasion through advertising can only be accessible through publicity and media; this involves access to electricity, the internet and to multimedia platforms, like television, smart phones, tablets and internet for global accessibility of the commercials or adverts.

In situations where these platforms are not always accessible or are limited can result to partial or no circulation of these commercials. In order to superb pass this hurdle a periodic time to time awareness should be done in places like the hospitals, market paces and plazas. This course of action can help to not only regulate the degree of publicity of the commercial adverts, increasing or promoting more one-on-one involvement of the brand company with the public, this will increase the effect of persuasion and also aid in obtaining feedback accurate feedback

References

Agbedo, C. U. (2015). *General linguistics: Historical and contemporary perspectives*. Nsukka: KUMCEE-Ntaeshe Press Inc.

Chomsky, N. (2006). *Language and mind*. Cambridge: Cambridge University Press.

El-Dali, H.M. (2019). The language of consumer advertising: Linguistic and psychological perspectives**.** *Studies in Linguistics and Literature* 3(2):95**.** DOI:10.22158/sll.v3n2p95

Frolova, S. (2014). *The role of advertising in promoting a product.* Bachelor's thesis, Centria University of Applied Sciences.

Grice, P. (1975). Logic and conversation. In P. Cole and J. J. Morgan (Eds). *Syntax and semantics: Speech acts*. Pp. 41–58. New York, NY: Academic Press.

Kuzairi (2016). The role of advertising in promoting a product. STILISTIKA Jurnal Bahasa Sastra dan Pengajarannya 1(2). DOI:10.33654/sti.v1i2.370

Vangelov, N. (2023). Advertising in search of a definition: Acritical review. https://doi.org/10.60060/GRCW3600