Aristotelian Rhetorical Theory as a Framework for Analyzing Advertising Texts in the Print Media in Ghana

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Abstract—Advertisements are fashioned in diverse forms, but in most of them, language is absolutely essential. Although visual images, graphic and color designs and other techniques constitute aspects of print advertising, it is the language of the advertisement that enables consumers to identify a product and remember it. Indeed, language has a powerful influence on readers and their behavioral patterns. The English Language is employed in the print media in Ghana as a means of communicating information about goods and services with the goal of persuading the consuming public to take purchasing decisions. In the current article, I applied Aristotle's Rhetorical Theory to the analysis of persuasive elements in the English used in advertisements in Ghanaian newspapers. The qualitative research design was employed in the study as the corpus was solely from written documents. The findings of the study demonstrated that copywriters in the Ghanaian print media employed Aristotle's three artistic proofs, namely, logos, pathos and ethos in the English of advertisements for persuasive effect.

Index Terms—Logos, pathos, ethos, Aristotle's artistic proofs, advertisement, advertising, print media, copywriters, communication, persuasion

I. INTRODUCTION

From a historical perspective, advertising could be traced far back as ancient times when it took the form of images and paintings of manufactured products. By the middle of the nineteenth century, advertising was mainly in the print media in Europe and America and it had become a serious business (Hower, 1949). Advertisers incorporated both pictorial images and language and these were employed as persuasive techniques in advertisements. Advertising assumed a broader dimension; it underwent development and expansion in Europe and the US. As a result, advertising agencies emerged in Great Britain, France, Germany, Italy and the US and they extended their activities to other parts of the globe (Ciochetto, 2013). By the middle of the twentieth century, American advertising companies had extended their activities to the United Kingdom, Germany, France and Italy and this resulted in innovation, development and expansion of advertising in these countries (Delulio, 2009).The modernization of advertising started from the later part of the nineteenth century in the US and this was characterized by creativity and innovation. Copywriters devised advertisements with pictorial images and words to appeal to the consumer's emotions, conscience, reasoning and senses. Advertising was modernized and given a new approach (Schultz, 2002).

Advertising increased at a fast rate in the twentieth century due to the advent of new technologies in the communication arena. With the establishment of radio stations in the US and Great Britain in the early parts of 1920, advertising was given the needed impetus (Smulyan, 1994). Television broadcasts were also established in the US and the United Kingdom by the middle of the twentieth century. Television broadcasts broadened the scope of advertising in the 1950s. As a result, commercial television broadcasts promoted many companies and made their businesses flourish. The introduction of cable and satellite television in the late 1980s and early1990s, brought about advancement in advertising. Internet advertising reached its peak in the last decade of the twentieth century. As a result, new avenues were opened for advertising to function and thrive and this promoted international trade. At the early part of the twenty-first century, many websites were created on the Internet and they were used as channels for online advertising.

In China, advertising as a form of marketing communication increased in the 1980s. When China joined the World Trade Organization in 2002, advertising became a fast growing industry in the country. This gave rise to many advertising agencies in China. In the twenty-first century, the use of English in Chinese advertisements had increased. English attracted the attention of the young generation in China to advertisements. By 2014, advertising in China was done on cell phones more than on television. Social networking sites in China were used to advertize products from both China and the western world (Stevenson & Wang, 2014). In India, the liberalization of the economy in the last decade of the twentieth century had attracted foreign investors and advertisers to the country (O'Barr, 2008; Chandra, Griffith & Ryans, 2002). Advertising in India was in two categories: Advertising in newspapers in English was designed for the elite class who could afford expensive products because they were well paid while advertisements in newspapers in the local languages advertized inexpensive products and were targeted at the low income earning

population. As a popular and successful sport in India, the game of Cricket also promoted advertising in India to a very large extent.

In contemporary time, advertising is characterized by creativity. For an advertisement to be attractive and effective, the language, visual imagery, printing, auditory system, setting and dramatic effect are combined in a creative fashion. In its current form, every component of an advertisement, including the language, catches the attention of the audience. In modern time, language forms an integral part of advertising. In fact, language constitutes the most significant means of communication (Vestergard & Schroder, 1985). Copywriters employ attractive and memorable language for persuasive effect in advertisements. Myers (1997) is of the view that copywriters are like poets since both use language for a particular effect. According to Leech (1969) and Goddard (2002) the language of advertising can be described as a piece of literary genre. In the current study, I investigated the use of Aristotle's artistic proofs (logos, pathos and ethos) in the English of advertisements in the Ghanaian press.

II. REVIEW OF LITERATURE

Bulawka (2006) investigated the English employed in product advertisements that were published in magazines in Poland. The study revealed that about ten percent of the data of advertisements selected from Polish magazines was solely in the Polish language. A few other advertisements were in Polish and foreign languages like French, Italian and German. However, Bulawka (2006) discovered that the majority of advertisements in magazines in Poland were in both English and Polish. Copywriters in Poland employed a code-mixing strategy in the designing of advertisements; in the mixing of English and Polish, English was given prominence. Bulawka (2006) revealed that the nature of the code-mixing of English and Polish in advertisements could be perceived in four different ways: The first was that Polish copywriters combined English and Polish lexical items to form compound words. The second was that some words in the advertisements could be described as having their base forms in English while their prefixes and suffixes were in Polish. The third was that copywriters changed English words into Polish words by spelling the English words based on the Polish orthographic system. The fourth was that some advertisements contained words, phrases, clauses and sentences in both English and Polish. The reason for the extensive use of English in Polish advertising, according to Bulawka (2006), was that English had entrenched itself in Poland and the Polish held it highly. English was regarded, in Poland, as an international language that had recognition and prestige. For Polish copywriters the use of English in Polish advertising conferred an international, western or modern image on the advertized product and this attracted the attention of the audience.

Bulawka (2006) revealed the hegemony of English in Polish magazine advertising. The study unearthed the nature of code-mixing of English and Polish in advertisements in magazines in Poland. Other similar studies on code-mixing of English and other languages in advertising had been conducted by other researchers. For instance, Ustinova (2006) reported on Russian-English code-mixing in many TV advertisements in Russia. Martin (2002) and Bhatia (1992, 2004) observed that French Products were advertized in English and many other French advertisements incorporated English expressions and words. Lee (2006) noticed that in South Korea, English was highly recognized. The language of many advertisements is a combination of English and Korea. Ahn and Ferle (2008) also revealed that in South Korea when a product's name was presented in English and the other texts were in Korea, the advertisement became more memorable and attractive. From the above review, the gap in the literature that the current study had identified was the persuasive effect of the use of English in advertising in the Polish print media. The present study filled the lacuna by investigating the use of Aristotle's artistic proofs in the English of adverts for persuasive effect.

Romanenko (2014) analyzed on-line advertising slogans in English. The study entailed a linguistic analysis of product and social advertising slogans. The focus of Romanenko (2014) on the English used in advertising slogans lends support to other studies on the important role of language in advertising (Skorupe & Duboviciene, 2015; Nga, 2010; Dyer, 1982; Vestergard & Schroder, 1985). As an integral part of advertising, slogans are catchy and enticing; they draw the attention of the audience to what has been advertized. Romanenko (2014) unearthed the linguistic features that characterized the on-line advertising slogans in English. From the phonological perspective, sound effect devices were employed in the slogans and these contributed to the sound quality of the advertisements which ultimately drew customers' attention to the object of the advertisement. In terms of the diction of the slogans, the study revealed that some of the words used in the advertising slogans were personal pronouns which addressed the audience directly. Other lexical items used in the slogans were adjectives which created mental pictures in the minds of readers. Some of the words could be described as slang; they were familiar words created by the copywriter to enhance comprehension of the slogans. At the syntactic level, Romanenko (2014) revealed that the sentential structures employed in the on-line advertising slogans performed communicative functions and this went a long way to appeal to the consumers to take purchasing decisions. Figurative expressions were also employed in the advertising slogans and these took the form of puns, allusions, idioms, tropes and rhetorical figures. What is yet to be known in the literature is the use of Aristotle's three artistic proofs in the English of advertising slogans. The current study filled this gap in the literature by investigating the extent to which Aristotle's artistic proofs are used for persuasive effect in advertisements.

In the Ghanaian context, Anim-Ayeko (2012) was an analysis of metaphors in the political advertisements of the National Patriotic Party (NPP) and the National Democratic Congress (NDC) in three newspapers (Daily Graphic, Daily Guide and The Palaver). From the analysis of the NPP advert, a number of metaphors such as Nana Akufo-Addo, the

NPP presidential candidate, was the biblical Moses, Ghanaians (under NDC rule in Ghana) were Israelites (under Pharoah's rule in Egypt) and Nana Addo was leader (light) were realized. This NPP advert contained metaphors in the verbal, pictorial and gestural modes. By these metaphors, Nana Akufo-Addo was conferred with the astute leadership qualities of Moses in the Bible and the Ghanaian electorate was compared with the Israelites. The description which equated Nana Addo to Jesus (Nana Addo was light) served mainly to extol the leadership qualities of Nana Addo. The gesture by the NPP supporters in the advert, depicting forward movement typically meant progress. There was the picture of Nana Addo and a massive group of supporters with their arms lifted in a gesture. Anim – Ayeko (2012) analyzed metaphors in political advertisements in the print media; she was therefore limited to the metaphorical aspect of the English of advertising. The metaphorical analyses were linguistic, pictorial and gestural. The current study analyzed the persuasive effects of Aristotle's three artistic proofs in the English of advertisements.

III. ARISTOTLE'S RHETORICAL THEORY

The art of rhetoric in ancient Greece can be described as a stream of consciousness that entails the relationship between thought and expression. As a student and later a teacher in Athens, Aristotle took an interest in the art of rhetoric. Early in his career, and under the influence of Plato, Aristotle was critical of rhetoric as practiced in his time. Avoiding the moralizing perceptions of Plato, Aristotle's approach to rhetoric was both pragmatic and scientific. Aristotle laid the basis for the study of rhetoric and he defined it as the perception of the available means of persuasion (Aristotle, 2007). Rhetoric concerns itself with the way language is employed to achieve persuasion. The aims of rhetorical analysis are the persuasive techniques a writer uses to achieve his aim and the impact the use of rhetoric may have on an audience. In the *Rhetoric,* Aristotle identifies three artistic proofs, namely, logos, pathos and ethos which according to him constitute the art of rhetoric. According to Aristotle, the available means of persuasion in discourse are based on the three kinds of proof: Logos (logical reasoning), pathos (human emotions) and ethos (human character). Aristotle's logical proof is based on logical reasoning in an argument, his pathetic proof is linked to the feeling or emotion the writing draws out of the audience, and his ethical proof refers to the manner in which the writer's character or attitude is manifested in the message (Griffin, 2000). Aristotle's Rhetorical Theory is represented diagrammatical below:

Aristotle's Rhetorical Theory
The Three Artistic Proofs

Logos- Logical reasoning   **Ethos- Human character**
Pathos- Human emotions
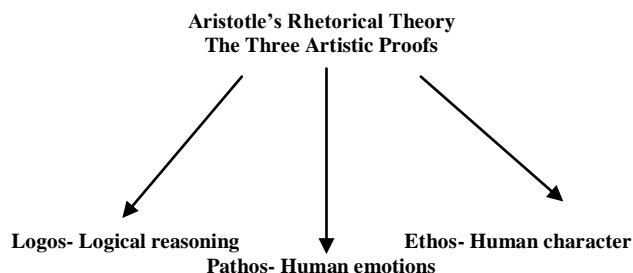
Aristotle's Rhetorical Theory serves as a means to achieving persuasion in discourse. The theory had been applied to many studies that were investigating the theme of persuasion. Similar to the current study was the application of Aristotle's Rhetorical Theory to a research on the marketability of a product. In the study, Yang, Lee, Lee and Koo (2018) identified three main persuasive variables: credibility, emotive bonding and accommodation characteristics and they evaluated their functions in establishing the trust of users. From the study, it could be deduced that the world of business is in need of maximum trustworthiness that is based on communication between clients and service providers in order to make feasible the persuasion of users. Hartelius and Browning (2008) applied rhetorical scholarship to the study of organizations. This cross of disciplines was intriguing in that the authors investigated the use of rhetoric by managers of organizations. The study demonstrated that management research conceptualized rhetoric as a theory and an action. It showed rhetoric as a managerial strategy for persuading people and as a framework for organizational discourses. The authors postulated in the study that organizational researchers who studied rhetoric characterized persuasive strategies as managers' most significant actions.

Murthy and Gosal's (2016) study portrayed the application of Aristotle's Rhetoric to industrial communication. The authors posited that effective communication is essential in the management of industries given the heterogeneous nature of the work force. They argued that when two or more professionals executed an industrial task, there should be coordination and understanding and this could be achieved through effective communication. Murthy and Gosal (2016) postulated that with the help of Aristotle's three persuasive appeals of rhetoric, industrial communication could be very effective. The authors were confident that the use of the three artistic proofs of Aristotle in the language of industrial communication would result in effectiveness of discourse. Newman's (1999) study was a justification of the application of the Aristotelian rhetorical theory to Scientific Communication. In the study, she compared a classical ancient theory with a contemporary practice with which it is associated. The author connected the Aristotelian rhetoric to the practice of Scientific and Technical Communication. For Aristotle's theory, rhetoric entailed public address about the duties and responsibilities of the people of ancient Athens, while Scientific and Technical Communication relates to a broader

dimension of communicative acts. In spite of the differences, both disciplines are concerned about communication effectiveness, a situation that allowed Aristotle's conceptualization of rhetoric to be extended to Scientific and Technical Communication. In Newman (1999), there is a transfer of the Aristotelian rhetoric to the field of Scientific and Technical Communication.

Aristotle's Rhetorical Theory has been used in a considerable number of persuasive studies. The current paper contributes to the body of knowledge in rhetoric since it applied the Aristotelian Rhetorical Theory as a framework for analyzing persuasion in advertisements in the print media in Ghana. In the ensuing section, I discuss Aristotle's three artistic proofs, namely, logos, pathos and ethos.

A. Logos

Logos is a Greek term with many facets of meaning; it can simply mean a word, or, in a plural sense, it can refer to the words that constitute a discourse. Aristotle uses *logos* in the *Rhetoric* to refer to proofs available in the words, arguments, or logic of speech. The term *logos* can suggest intellect or rationality, generally. Having *logos* is said to be a distinctly human attribute that differentiates human beings from beasts. Randall (1960) writes that to act in accordance with *logos* is to act intelligently. According to Herrick (1997), *logos* is the study of arguments or reasoning; a study related closely to logic. A writer's appeal to readers' sense of *logos* is the logical appeal and a writer can use two different kinds of logic: A writer can use inductive logic by presenting to their audience a number of parallel illustrations and then draw from them a general idea. On the other hand, a writer can employ deductive logic by presenting to their readers a few general propositions and then draw from them a specific statement of truth.

In advertising, *logos* is persuading by the use of reasoning. Like an argumentative text, the application of *logos* to an advertising message is an appeal to logical reasoning. In fact, the messages of most advertisements that are communicated in the English language appeal to the rational side of the audience. If, for instance, a particular cream could transform a lady's skin and make her beautiful as a result, it follows logically that the reader could also benefit equally from the cream being advertized. The use of negatives in the English of advertising could also be employed to set precedence or a premise of an argument in advertising in order to advance the qualities of a product or service which distinguish it from the others. In the English used in advertising, experiences and examples are sometimes employed to draw conclusions and this is the application of inductive reasoning. In the English used in advertising *logos* is an appeal to the reasoning and intellect of the audience.

B. Pathos

Aristotle defines *pathos,* in the *Rhetoric,* as the affective or emotional appeals that give persuasive messages their power to move an audience to action (Aristotle, 1991). Aristotle's interest in emotional appeals in writing has to do mainly with its ability to affect the judgment of readers. Fortenbaugh (1975) supports Aristotle's view and he posits that Aristotle means that when a reader responds to a writer's emotional appeals, it demonstrates a certain level of intelligence which can lead to persuasion. Good writers create a positive image in their words to the audience they are addressing, an image their target audience can identify with. An appeal to *pathos* causes an audience not only to respond emotionally but also to feel what the writer feels. *Pathos* therefore refers to the effect the message has on the feeling and cognition of the audience. It also has a rhetorical impact on the decisions and actions of readers (Ramage & Bean, 1998). A writer can appeal to the emotions of the reader in order to stimulate any desired state of emotion.

In the world of advertising, the use of *pathos* engages the readers or listeners emotions. The English employed in advertising draws on *pathos* to appeal to the audience. Copywriters use English to appeal to the emotions of the audience. The English of advertising, in this respect, contains words which convey strong emotion; these words evoke strong emotional response in consumers leading to positive decisions about products and services. Emotive words in the English of advertising, ultimately, tend to persuade the reader to change decisions and opinions. The English of advertising can make the audience feel good and special. The audience is influenced to identify with the best of experiences and is also made to feel that they deserve all the quality things that have been advertised. In advertisements, the English language is carefully used in order to appeal to a targeted audience. For instance, most advertisements present a special offer, the best of perfumes, genuine spare parts, the latest fashion, cheaper prices, smart phones, guaranteed results, free offers, total experiences and so forth. Sometimes, however, the English of advertising makes the audience feel that they cannot live without a particular product or service. For instance, the copywriter can appeal to the reader's feelings of fear by presenting the negative consequences of a disease if a particular advertized product is not utilized. The English of advertising makes a pathetic appeal by adjusting an audience's emotional state in order for them to respond positively to an advertized product or service.

C. Ethos

Ethos is a Greek word for character and it refers to how credible or trustworthy a writer can be. Aristotle defines the term *ethos* in his book *Rhetoric* as the persuasive potential of a speaker or writer's character or credibility (Aristotle, 1991). According to Aristotle, how a reader perceives a writer's character determines how credible or persuasive he or she becomes in the transmission of information. *Ethos* in rhetoric is the demonstration of a communicator's character or credentials. For persuasion to be achieved, the audience has to find the writer or speaker's character credible and

trustworthy. Persuasion from *ethos* establishes the speaker's or the writer's good character. The effect of *ethos* on the audience is often called the argument's ethical appeal (Ramage & Bean, 1998).

In advertising, *ethos* is achieved by the trustworthiness and credibility of the copywriter and the English language projects these characteristics. The English used in advertisements comprises carefully chosen words and it is generally positive; copywriters focus on the good qualities and attributes of products and services and ignore the negative aspects. There are a number of ways in which the English of advertisements can be interpreted: It is a promise to cure all ailments, a solution to all problems and a change in one's life style for the better. The English of advertising persuades the audience to such an extent that they imagine themselves using the advertized products. English enables copywriters to communicate with their audience in such a way that the latter believe the advertized products will make them, for instance, slimmer, healthier, happier, more comfortable, more beautiful, more fashionable, more fanciful, more successful and so forth. Copywriters use English to gain the trustworthiness and credibility of the audience through encouragements, assurances and promises they make. The ethical appeal which is achieved through the English language goes a long way to persuade the consumer to make purchasing decisions on products and services. In advertising, the ethical appeal can also be achieved by the reputation and credibility of the advertiser with respect to expertise in the field, previous record and integrity.

IV. METHODOLOGY

A. Research Design

In the current study, I employed the qualitative research design given the interpretive nature of the investigation (Williams, 2007; Cohen, Manion & Morrison, 2000). The choice of the qualitative research design was also influenced by Crotty (1998) who postulated that qualitative research is largely subjective; the researcher derives meaning from his interpretation of the data collected. Similarly, Creswell (2009) was also of the opinion that qualitative researchers make interpretation of what they observe, hear and understand. I therefore used the qualitative research design given the subjective and interpretive nature of the current study.

B. Data Collection

The procedures involved in data collection in qualitative research are: observation, interview, documents and audio-visual (Creswell, 2009). The data collection type that was chosen for the current study was qualitative documents. The rationale for the choice of documents is that the data source of the current study is the print media which is a subcategory of documents as Creswell (ibid) postulates. According to Creswell (ibid) there are two data sources that are associated with the qualitative documents data collection type. The first is public documents which comprise newspapers, magazines, minutes of meetings and official reports. The second data source is private documents which consist of personal journals, diaries, letters and e-mails. The public documents were selected as the current study entailed analysis of the English used in advertisements in newspapers in Ghana. The current study did not therefore involve human subjects as data sources because the corpus was from written documents.

V. DATA ANALYSIS AND DISCUSSION

In this section, I analyze the advertising texts data and discuss the findings of the investigation. The current study provided evidence that copywriters in the Ghanaian press employed the theories of Aristotle's three artistic proofs for persuasive effect. The following text illustrates the use of logos in the English of advertisement by copywriters for persuasive effect:

Growing the profitability of the cocoa farmer in Ghana
Yara's Asaase Wura and YaraLiva Nitrabor are the ultimate nutrition package for improving the yield and quality of cocoa trees and their pods.
Asaase Wura contains the perfect balance of the nutrients to improve the performance of cocoa trees.
YaraLiva Nitrabor is the optimal source of soluble calcium plus boron for cocoa trees, as a supplement to Asaase Wura to be applied when the cocoa tree flowers.
By improving cell structure and strength, YaraLiva Nitrabor reduces the risk of black pod disease and flower abortion and therefore increases the yield. The quality level of the produce is also increased giving fresher and heavier pods.
This improves significantly the profitability and livelihood of the Ghanaian cocoa farmer.
(Daily Graphic, Tuesday, May 9, 2017, P. 37)

The text above has been structured like an argument. It is trying to persuade the reader through logical reasoning. The text is introduced by a headline which expresses a proposition *growing the profitability of the cocoa farmer in Ghana* and serves as the thesis for the argument. The headline is a non-finite present participial clause. The absence of the subject element creates a gap which is filled by the two agricultural chemical products *Asaase Wura* and *YaraLiva Nitrabor*. This strategy captures the attention of potential customers from the outset. The first paragraph is a declaration of the value and significance of the two products in focus: *Yara's Asaase Wura and YaraLiva Nitrabor are the ultimate nutrition package for improving the yield and quality of cocoa trees and their pods.* It can also be realized from this

paragraph that the images of the two agricultural inputs have been uplifted over and above other similar products and this gives them the recognition as the best. The second paragraph states a reason why *Asaase Wura* stands out as the best: *Asaase Wura contains the perfect balance of the nutrients to improve the performance of cocoa trees.* Here the chemical is portrayed as indispensable to the well-being of the cocoa plants. The copywriter also exaggerates the value of the chemical in order to entice buyers. The third paragraph presents scientific facts as supporting evidence to the effectiveness of the *YaraLiva Nitrabor* chemical: *YaraLiva Nitrabor is the optimal source of soluble calcium plus boron for cocoa trees.*

Paragraph four of the above text adds another scientific evidence to buttress the efficacy of the *YaraLiva Nitrbor* chemical: *By improving cell structure and strength, YaraLiva Nitrabor reduces the risk of black pod disease and flower abortion and therefore increases the yield. The quality level of the produce is also increased giving fresher and heavier pods.* The reference to *black pod disease* and *flower abortion* which are threats to cocoa trees appeal to the feeling of fear of cocoa farmers and this might compel them to purchase the products. Another attractive feature in the paragraph is the personification device employed in the phrase *flower abortion*. Since abortion is associated with the destruction of foetus in humans a mental image is created about the extent of damage of the cocoa fruits. Paragraph four ends with the assurance that the application of the *YaraLiva Nitrabor* chemical will result in high yields of quality cocoa. The fifth paragraph functions as the conclusion of the argument in which the copywriter declares that the application of the two chemicals to the cocoa trees will culminate in improvement in income and standard of living of the cocoa farmer. The reason technique employed in the text above makes the argument logical as it is based on evidence. The use of logos in the English of the text makes the advertisement persuasive as the targeted audience (cocoa farmers) views the copywriter as knowledgeable and dependable.

The advertising texts that follow demonstrate the copywriters' use of pathos:
Fire filing cabinets
Fire & data safes
Fire resistant safe, data safe, fire filing cabinet, hotel safe, private security box, fire & burglary safe, high security safe, deposit safe, security chest, key cabinet.
A safe is the best solution against fire and thefts.
Insurance could replace most of your furnishings, but important documents such as deeds, wills and certificates would be lost.
Fire accidents could also destroy photographs, jewellery and other irreplaceable items in a moment.
There is only one effective way to protect your valuables against fire. Keep them in a fire safe.
Most people would agree that a safe is the best solution. Sizes and models are available for all purposes.
(Daily Guide, Tuesday, January 10, 2017, P. 9)

In an event of fire or theft, sometimes people lose very important documents or valuable items, forever. The copywriter, therefore, proposes safes as the ultimate solution to loss of important items in fire or theft: *A safe is the best solution against fire and thefts.* In order to persuade the targeted audience to buy the safes, the copywriter arouses the feeling of fear and insecurity of the audience by presenting the negative consequences that will ensue if the advertized safes are not utilized: *Insurance could replace most of your furnishings, but important documents such as deeds, wills and certificates would be lost.* The targeted audience has no alternative than to accept the solutions proposed by the copywriter since they will not like to experience the negative effects of the absence of: *A fire & burglary safe, a fire resistant safe or a high security safe.*

In the above text, the copywriter also uses comparison to aid his pathetic appeal to the audience in order to persuade. The copywriter compares an insurance policy taken to protect one's property to the advertized safes. His argument is that an insurance policy cannot replace certain documents and valuables that will be lost in a fire accident. This analogy appeals to both the emotions and the reasoning of the reader. The reader is placed in a compelling position to choose the safes since without them negative consequences can befall the potential customer. The phrase *irreplaceable items* appeals to the reader's emotions and reasoning and this contributes to the persuasive process immensely. Having appealed to the feeling of fear and insecurity of the targeted audience, the copywriter goes on to present the ultimate solution to the loss of important documents and valuable items in the event of fire: *There is only one effective way to protect your valuables against fire. Keep them in a fire safe.*

The following advertising text also proves the copywriter's use of pathos:
Hypertension and Diabetes
The silent sudden killers
The best way to prevent or control them is close monitoring of yourself. To do this, you need Digital Blood Pressure Monitor, Glucose Meter etc.
(Daily Graphic, Monday, July 31, 2017, P. 5)

The text is introduced by two medical conditions: *Hypertension and Diabetes* which are feared by many people because they are dangerous and they can end one's life. Capitalizing on the fear people harbor about these two medical conditions, the copywriter describes them as *the silent sudden killers* with the view to evoking a strong emotional response in the audience. This is a deliberate use of words that express strong feelings to play on the emotions of people suffering from the two medical conditions. These emotive words go a long way to make the audience feel concerned

about the negative consequences of the two illnesses, which could compel them to purchase and use the advertized medical products. The next segment of the text *the best way to prevent or control them is close monitoring of yourself* suggests that the arousal of fear is targeted at patients suffering from the two medical conditions and members of the general public who would like to take preventive measures against the two illnesses. By this strategy, the copywriter aims at widening the scope of potential customers of the medical products. The text ends with a direct address to the audience to purchase the medical products (*Digital Blood Pressure Monitor, Glucose Meter)* as unpleasant effect may occur if they are not utilized.

The following advertising texts show the copywriter's use of ethos:
Inesfly
Insecticide Floor Cleaner
Exterminate all crawling insect pests including cockroaches, ants, spiders etc.
Protect your floors from insect pests for up to 1 week.
Effective for cleaning all dirts including oil and grease
Safe for humans and pets
(Daily Graphic, Thursday, June 22, 2017, P. 28)

In the above text, the copywriter assures the reader of the effectiveness of the *Inesfly Insecticide Floor Cleaner* which performs dual tasks: The *Inesfly* product can kill all crawling insect pests and clean the floor thoroughly, simultaneously. The reason for this duality in function is because the *Inesfly* product contains both detergent and insecticide chemicals. The insecticide component is capable of protecting the floor against insect pests for a whole week: *Protect your floors from insect pests for up to 1 week.* The *Inesfly* product cleans intensively and thoroughly all kinds of dirt including oily and greasy stains: *Effective for cleaning all dirts including oil and grease.* The copywriter overstates the effectiveness of the *Inesfly* product in order to paint a mental picture of its efficacy and capabilities: *Inesfly, exterminate all crawling insect pests, effective for cleaning all dirts.* These hyperbolic expressions go a long way to entice the reader to buy and use *Inesfly.* The copywriter also assures the reader that *Inesfly* is not poisonous and therefore not detrimental to both human and animal life: *Safe for humans and pets.* Considering the information that the copywriter provides about the *Inesfly* product, it can be deduced that the copywriter is certain and sure of himself. This may make the reader think that the reason for the copywriter's attitude is because of the effectiveness of *Inesfly.* The copywriter gains trust and credibility in the English used in the textual message which may result in persuasion and subsequent purchase of the *Inesfly Insecticide Floor Cleaner.*

The next advertising text also illustrates the use of ethos:
"I believe in solar, I chose UMAWA"
(Prof Ablade Glover, Artist Alliance Gallery, Labadi, Accra)
Wonder what solar power has got to do with convenience, security, enormous savings and even your pension?
Let's prove it to you, the German way!
UMAWA! Solar power everyday
(Daily Graphic, Monday, May 15, 2017, P. 5)

The text begins with direct speech *"I believe in solar, I chose UMAWA" (Prof Ablade Glover, Artist Alliance Gallery, Labadi, Accra).* The subject of the discourse is Professor Ablade Glover, an academic and a renowned artist. In this text, the copywriter uses a celebrity to give credibility to the information on the *UMAWA solar energy product.* If an intellectual like Prof. Glover has used the solar energy product, then it must be of high quality; the reader can just emulate the eminent professor. Another aspect of the text that makes the message credible is the reference to Germany as the country of origin of the *UMAWA solar energy device.* Germany is a developed country which is well known for quality electronic devices. The audience may buy the solar energy product since they are sure of an efficient and durable product. The copywriter poses a rhetorical question in the textual message: *Wonder what solar power has got to do with convenience, security, enormous savings and even your pension?* The answer to this question is obvious given the credibility the solar energy product has gained from the celebrity endorsement by Prof. Glover and Germany as the manufacturing country. The copywriter assures the reader that the *UMAWA solar energy device* is convenient to use; it is safe, secured, affordable and economical.

VI. Summary of Findings

The current study demonstrated that copywriters in the Ghanaian press employed Aristotle's three artistic proofs (logos, pathos and ethos) in the English of adverts for persuasive effect. The analysis of the advertising texts data revealed that the use of logos in the English of the advertisements persuaded the audience through an appeal to logical reasoning. The copywriters adopted the style of argumentation in their use of logos. They opened the discourse with a declaration or proposition, then, they used facts and reasons as evidence to buttress their assertions. With the use of logos, the copywriters tried to influence the target audience by appealing to their reasoning in a logical manner. The analysis, on the other hand, also proved the use of pathos in the English of the advertisements. This strategy persuaded the audience by appealing to their emotions, leading to the stimulation of positive responses. Copywriters used English to arouse various emotions such as fear, anxiety, pain, worry, uncertainty and insecurity in the audience in order to entice them to the advertised products; they used words that expressed strong emotions to play on the feelings of the

target audience. The analysis of the advertising texts also demonstrated the use of ethos and this persuaded readers by the character of the copywriters. This was achieved by how credible or trustworthy the copywriters portrayed themselves in the English of the textual message. The copywriters gained credibility by promising and assuring the reader of the qualities and benefits of advertised products. In the current study, the use of logos, pathos and ethos in the English of the advertisements in the Ghanaian print media was underpinned by Aristotle's Rhetorical Theory.

VII. CONCLUSION

In conclusion, it is worth stating that although pictorial images, graphic and color designs and other techniques form component parts of print advertising, it is the language of the advertisement that enables consumers to identify a product and remember it. Whatever the type of strategy advertisers employ to persuade their audience, language plays a crucial role since it functions as the medium for the transmission of the advertising message. The findings of the current study indicate that grammatical elements in the English of advertisements in newspapers in Ghana are underpinned by Aristotle's Rhetorical Theory to persuade readers about advertized products and services. This article proved that copywriters in the Ghanaian press employed Aristotle's three artistic proofs, namely, logos, pathos and ethos in the English of advertisements for persuasive effect. The use of logos in the English of the adverts appealed to readers' logical reasoning, the use of pathos made emotional appeals and the use of ethos appealed through the character of the advertiser.

APPENDIX

Glo Gets More Data Subscribers

NEXT GENERATION telecoms network, Globacom has recorded 100 percent of all new internet subscriptions in Nigeria's telecom industry for the month of October 2016, according to data published by the telecom industry regulator, Nigerian Communications Commission (NCC).

The report, published on the NCC website, indicated that for the period under review, Globacom had additional 297,623 new internet subscribers, which represents the total number of new internet subscribers by all the operators for the period.

Globacom thus was the only network that recorded an increase in its internet subscriber base in the month of October, 2016.

According to the NCC Monthly Internet Subscribers Data for October, the total number of internet users on the networks of the four major operators shrank by 378,015 from 93.5 million in September to 93.1 million in October.

With the addition by Globacom, the

NCC latest report reconfirms Globacom's position as Nigeria's data grand masters as it grew its internet customer base to 27,185,552 in October from 26,887,929 in September.

In contrast, MTN and Etisalat had reductions in the number of customers surfing the net on their network during the period, while Airtel did not record any increase as its figures for the two months were the same.

The data also showed that MTN had 32,464,779 million subscribers browsing the internet on its network in October, which is a decrease of 306,480 internet subscribers from the September figure of 32,771,259.

Airtel, on its part, had 18,832,238 internet users in October, the same figure it recorded in September.

Etisalat had 14,693,492 data customers in October, showing a loss of 369,158 compared to the 15,062,650 million users it recorded in the preceding month of September.

'Public Sector Not Avenue For Making Money'

BY Cephas Larbi
cephrok@yahoo.com

PRESIDENT NANA Addo Dankwa Akufo-Addo has sounded warning to those who intend to use the public purse to enrich themselves during his tenure.

According to the newly-elected president, the public service is not an avenue for making money, adding that money is to be made in the private sector and not the public.

Speaking at his investiture at the Black Star Square in Accra last Saturday, the President said, "I shall protect the public purse by insisting on value-for-money in all public transactions.

"We must restore integrity in public life. State coffers are not spoils for the party that wins an election, but resources for the country's social and economic development.

President Akufo-Addo said measures would be put in place to ensure the protection of the public purse.

President Akufo-Addo

said he would ensure discipline in all sectors, stating "There will be discipline in all sectors of our lives; and this applies to all of us, not just some.

"Our public service will be accorded the dignity and respect it deserves, and be made to attract the bright young people it needs."

Settling for Higher Standards

He said his government will not settle for the "third world or "developing world" standards.

"We have an exuberant and young, growing population that wants the best of what the world has to offer and will not settle for "Third World" or "developing world" standards.

"We have an adventurous people who are in a hurry for success. I have no doubt that the talents, energies, sense of enterprise and innovation of the Ghanaian can be harnessed to make Ghana the place where dreams come true," the president said.

Charges Ghanaians

President Akufo-Addo said the time has come for

President Akufo-Addo

Ghanaians to imagine and dream again and be responsible citizens, adding that after 60 years of Ghana's existence, the country could no longer have an excuse to be poor.

He said the change that the country voted for must commence with every individual, stating that "it is time to define what being a Ghanaian ought to mean. Being a Ghanaian must mean you sign up to a definable code of conduct."

Petroleum Price Indicators (As at 6th January, 2017)

	PBU Effective 1st Jan, 2017 (12th Dec - 26th Dec, 2016 Averages)	Estimate for PBU Effective 16th Jan, 2017 (27th Dec, 2016 - 11th Jan, 2017 Averages)	% Change
BoG FX Rate (GHS/USD)	4.1173	4.2069	2.17%
Crude Oil (USD/BBL)	53.93	55.31	2.57%
Petrol (USD/MT)	531.03	550.63	3.69%
Gasoil (USD/MT)	474.53	483.40	1.87%
LPG (USD/MT)	406.20	446.40	9.90%

*PBU - Price Build-Up

Inside Africa

* Kenya's Deputy President William Ruto

Kenya police kill gunman at Deputy President's home

NAIROBI (KENYA), JULY 30

KENYAN police say they have shot dead an attacker who forced his way into the rural home of Kenya's Deputy President William Ruto, ending a siege that lasted several hours.

Mr Ruto and his family were not at the compound near the western city of Eldoret at the time.

The man had entered the residence after injuring a police guard with a machete and stealing his gun, police said.

The incident comes days before Kenya holds presidential elections.

Police chief Joseph Boinnet told local media the situation was now "under control".

"There is no threat now because he was the only one."

There were no further details about the attack.

Earlier reports suggested a number of gunmen had entered Mr Ruto's home, but police later clarified there was only one attacker.

There have been conflicting reports about how many guns the attacker used

Mr Boinnet told *Capital FM News* that only one firearm, belonging to the security guard, had been recovered from the gunman.

However, Rift Valley Regional Co-ordinator Wanyama Musiambo, told reporters the attacker had used a number of guns after breaking into a police armoury in the compound.

"From the exchange of fire we thought it was more than one attacker, because he used different firearms," he said in quotes carried

by *Reuters* news agency.

"After the operation we discovered that it was one gunman, but because he was inside there, he could change positions and firearms because he had access to the guns. And the guns he was using were ours," he added.

The deputy president had left the home hours before the attack, heading to a campaign rally in the town of Kitale with President Uhuru Kenyatta.

Mr Kenyatta is seeking re-election on August 8. Legislative and regional elections will also be held on the same day.

While Kenya's 2013 elections passed relatively peacefully, there was serious post-election violence following the 2007 polls, which left more than 1,000 people dead and 600,000 displaced from their homes.

Nigeria scales up Boko Haram fight

• Seeking abducted oil workers

ABUJA(NIGERIA), JULY 30

NIGERIA has scaled up its military response to the Boko Haram insurgency and will secure the northeast, the acting president's spokesman has said, adding that the search for oil workers abducted by suspected members of the jihadist group will go on.

Members of an oil prospecting team were kidnapped in the northeast's restive Lake Chad Basin region on Tuesday, prompting a rescue bid that left at least 37 dead, including members of the team, rescuers from the military and vigilantes, officials say.

Three kidnapped members of the oil team later appeared in a video seen by *Reuters* on Saturday.

The insurgency has led to the death of 20,000 people and forced some 2.7 million to flee their homes in the last eight years, and the frequency of attacks has increased in the last few months. At

least 113 people have been killed by insurgents since June 1.

In a statement yesterday, the office of acting President Yemi Osinbajo said he had ordered the military to "scale up their efforts and activities" in Borno, the state worst hit by the insurgency, to "maintain a strong, effective control of the situation and secure lives and property".
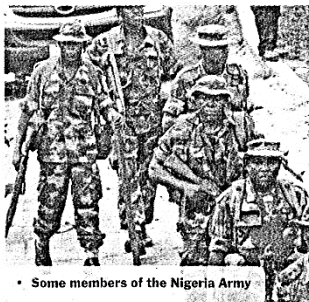
"The federal government of Nigeria is not only on top of the situation, but will define the end of these atrocities by both winning the war and winning the peace in the northeast," said the emailed statement issued by Osinbajo's spokesman.

President Muhammadu Buhari left Nigeria on May 7 to take medical leave in Britain for an unspecified ailment. He handed power to his deputy, Osinbajo, seeking to allay concerns of a void at the helm of Africa's most populous nation.

The government and military have repeatedly said Boko Haram - which also carries out cross-border attacks in neighboring Cameroon and Niger - was on the verge of defeat.

Buhari said in December that Boko Haram's base in the northeast's vast Sambisa forest had been captured.

The statement issued yesterday said Osinbajo had ordered the "continuation of search and rescue missions to locate and ensure the freedom of all remaining abducted persons" following the kidnapping of oil workers.


* Some members of the Nigeria Army

Inside Africa

Cote d'Ivoire: Soldiers cut off second city Bouaké

BOUAKÉ (COTE D'IVOIRE), MAY 14

ANGRY soldiers have blocked off access to Bouaké, the second largest city in the Cote d'Ivoior, as a revolt over a pay dispute continues.

One of the uprising's leaders said the soldiers were "ready to fight" if attacked.

Sergeant Seydou Koné said they did not want to negotiate with anyone, according to *Reuters* news agency.

The unrest began after a spokesman for the soldiers announced last Thursday that they had dropped their pay demands.

In January, they forced the government into paying them about $8,000 (£6,200) each in bonuses to end a rebellion. They were due to receive a further payment this month and about 8,000 mutineers are unhappy that they were not consulted ahead of Thursday's televised announcement.

Three former rebels from the country's civil war era were wounded on Saturday after the mutinous soldiers opened fire in Bouaké to stop them from staging their own protest, Sergeant Koné said.

There have also been reports of injuries after shooting in the northern city of Korhogo.

The military chief of staff, General Sékou Touré, had threatened "severe disciplinary sanctions" on Friday if the uprising did not end. Shops are closed and soldiers are patrolling and firing in the air in Bouaké, residents said.

The mutineers have also taken control of the city of Odienne, in the north, reports say.

Last Friday, shots were fired in the air at military bases in Abidjan, Bondoukou in the east, Bouaké in the centre, and Korhogo. It
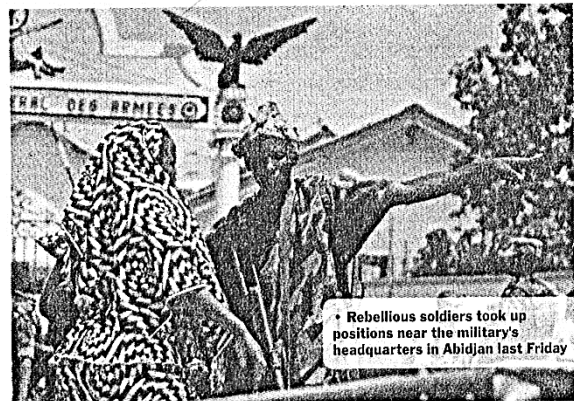
* Rebellious soldiers took up positions near the military's headquarters in Abidjan last Friday

is believed the mutineers were firing blanks.

In response, elite Republican Guard troops in Abidjan fired warning shots that pushed the mutineers back inside the military headquarters compound in Abidjan, Reuters reported. The situation in the city on Saturday was said to be calm.

Reacting to the spreading unrest,

President Alassane Ouattara held an emergency meeting of the country's security council.

The mutiny has raised fears of a resurgence of the violence seen during Ivory Coast's 10-year civil war, which ended in 2011.

Many of the mutineers in January were thought to be former rebels who joined the army after the conflict.

Tunisians protest over corruption amnesty bill

TUNIS (TUNISIA), MAY 14

MORE than 2,000 Tunisians protested last Saturday in the capital against a bill that would allow officials being prosecuted for alleged corruption to be amnestied in exchange for reimbursing embezzled funds.

"Corruption will not pass!" shouted demonstrators including prominent politicians in central Tunis, after a call to protest from more that 50 non-government organisations and a group dubbed "Manich Msamah" ("I don't forgive" in Arabic), *AFP* reports.

The protests come more than six years after a popular uprising toppled longtime dictator Zine El Abidine Ben Ali over grievances including state corruption.

The protesters reject a bill that would allow an amnesty for those being prosecuted for graft -- including businessmen and Ben Ali-era officials

-- in exchange for them paying fines and reimbursing any illicit gains.

"There will be no reconciliation (with the corrupt) without the truth being revealed and without the prosecution and the judgment of the corrupt," said Hamma Hammami, leader of the Popular Front party.

Issam Chebbi, a lawmaker and top official in the Al-Joumhouri party, said: While "the president insists on passing the draft law, we are determined to resist in a peaceful manner".

President Beji Caid Essebsi defended the bill on Wednesday, criticising calls for protests, saying that the legislation aimed to "improve the investment climate" in the country.

Last Friday, non-government organisations warned against a text that they said threatened "transitional justice".

Egyptian colonel killed in bomb attack on armored vehicle

CAIRO (EGYPT) MAY 14

A COLONEL in the Egyptian military was killed and three recruits injured on Sunday when their armored vehicle was hit by an explosion in the Sinai peninsula, security sources said.

The attack in the northern Sinai was the latest in an area where security forces have been battling the local affiliate of Islamic State, which authorities say has killed hundreds of members of the security forces.

The militants have also extended their campaign to other parts of Egypt, most recently attacking churches in Cairo and other cities with the loss of dozens of lives.

In a further escalation of the conflict in Sinai, militants last week opened fire on members of a Sinai tribe, the Tarabeen, which has been armed by the army, and killed 12 of them, according to security and tribal sources.

Islamic State said on Sunday a member of the group drove a motorcycle packed with explosives into a gathering of the tribesmen and detonated it, killing 15 and damaging military equipment.

No immediate comment was available from the army.

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