

# Persuasive Effect of Figures of Speech in the English of Advertisements in the Ghanaian Press

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**Abstract**—Little is known about persuasive effects of figures of speech in the English of advertisements in Ghanaian press. In the current study, we focused on this persuasive effect of figures of speech in the English employed in advertisements in newspapers in Ghana. Since advertising is a genre of mass media communication which unearths the exceptional qualities of products and services in a persuasive fashion, it is also a form of marketing communication through which business organizations inform the general public about new or improved commercial endeavors. Therefore, language plays an indispensable role in the transmission of the message. The language of advertising influences the reasoning, thinking, feeling and the general attitude of the audience. The study reported about in this article was underpinned by the Conventional Figurative Language Theory, utilizing the qualitative content analysis approach as the analytical framework. The findings revealed that copywriters of the Ghanaian newspapers employed English figures of speech (tropes and rhetorical figures) in advertisements for persuasive effect.

**Index Terms**—advertising, advertisement, copywriter, English language, figures of speech, print media, persuasion, communication

## I. INTRODUCTION

Advertising had been in existence for many years and it has evolved over time. As advertising developed over the years, it became sophisticated and assumed broader dimensions. In the past, advertising simply provided information on industries, manufacturers, products and services. However, today, persuasion has become an integral part of it. To achieve persuasion, advertising influences the thinking, feeling and behavior of the target audience. Advertising in modern time has gained prominence and has become essential due to competition in the world of business over goods and services (Skorupa & Duboviciene, 2015). Through advertising, industries, companies, firms and corporate organizations are able to inform the consuming public about the availability of goods and services.

Presently, in the realm of business, advertising is employed as a form of marketing strategy which targets potential customers. Advertising makes it possible for manufacturers to sell their products to consumers. Since contemporary advertising is a form of mass communication, information about goods and services reaches as many people as possible and this goes a long way to promote businesses (Moriarty, Mitchell & Wells, 2009). In business circles, advertising enables companies and manufacturers to introduce new or improved goods and services to the target audience. Modern time advertising also serves as a reminder to existing customers about the memorable experience they had with a particular product. Advertising influences the purchasing decisions of the populace; for instance, one advertisement informs the audience that a particular product is the best among other similar ones (Clow & Baack, 2012).

In contemporary time, advertisements abound in mass media. Creativity permeates the entire process of production of an advertisement. 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. Language constitutes our most significant means of communication (Vestergard & Schroder, 1985) and according to Kannan and Tyagi (2013) it has a strong influence on the way human beings behave and respond to what is advertised. In this sense, copywriters employ attractive and memorable language for persuasive effect in advertisements. Myers (1997) is of the view that the manner in which copywriters use language for a particular effect is similar to the way language is employed in the world of poetry. Put differently, copywriters use language differently from the usual literal way (Dyer, 1982). In fact, the language of advertising is in its own class; Leech (1969) and Goddard (2002) describe it as a piece of literary genre.

From a general perspective, the language of advertising in modern time is simple and straightforward in the sense that copywriters, sometimes, use the literal and simple forms of language to communicate with their audience (Dyer, *ibid*). For instance, the English used in advertisements now, contains simple sentences some of which are imperative, declarative or interrogative in their communicative functions. If the English is direct and plain, it is comprehensible and therefore attracts the attention of the audience. This makes advertising message literal, clear, attractive and memorable. The informality of the English of advertising can be attributed to the fact that copywriters sometimes break the rules

that govern the language by constructing short sentences some of which are incomplete. Yet they are made to function as fully-fledged grammatical structures (Dyer, *ibid*). Other informal features of the English of advertising are the creation of new words and the misspelling of words. Seen from this perspective, the language of advertising in modern times is figurative in nature. At this level, copywriters tend to present the English of advertising in a way that departs from the usual standard use (Dyer, *ibid*). The rationale is to make the English language attractive to the audience. In this regard, copywriters may compare two unlike entities with the view of projecting the image of an advertised product. Copywriters may also exaggerate the qualities of a product or associate human attributes to an inanimate object. Many other figurative expressions are employed by copywriters with the view of making the English language attractive to the consuming public. Copywriters use English words to supplement the visual messages (Goddard, *ibid*). Words uplift the image of brands and advertisers. Copywriters choose words carefully; in fact, they economize words as it is done in poetry and the words contribute certain effect to the advertisement in its entirety. The English words used in an advertisement may paint a mental picture in the minds of the audience and this may make the message memorable (Torto, 2017). The English words in an advertisement may also appeal to the senses of the audience and this may make a potential consumer imagine an experience with an advertised product or service. In the current study, we investigated the use of figures of speech in the English employed in advertisements by copywriters in the Ghanaian newspapers and focused on both tropes and rhetorical figures.

### Research problem

For the purpose of this article, we sought to address the problem of how persuasive effects of the figures of speech in the English of advertisements in the Ghanaian newspapers in terms of the Conventional Figurative Language Theory (CFLT hereafter). Given the international reach of the English language, conceptualizing the problem of persuasive effects of the figures of speech in the English of advertisements in the Ghanaian newspapers beyond Ghana and Africa at large is inevitable.

## II. THEORETICAL FRAMEWORK

The theory that underpinned the current study was the Conventional Figurative Language Theory (CFLT). This theory was designed and developed by Dobrovol'skij and Piirainen (2005) to complement the Cognitive Theory of Metaphor (CTM) which was propounded by Reddy (1979) and developed by Lakoff, Johnson and their colleagues (Lakoff & Johnson 1980, 1999; Lakoff 1993; Lakoff & Turner, 1989). In the framework of CTM, the linguistic resources which were proposed proved to be appropriate for the analysis of different metaphorical expressions. However, Dobrovol'skij and Piirainen (2005) discovered that it was not absolutely adequate to describe idioms, metaphors and other figurative units using just the tools of CTM. Their reason for this was that CTM was not developed with the intention to analyze more complex features of the semantics of figurative units. According to Dobrovol'skij and Piirainen (*ibid*), CTM was aimed at investigating general stream of thoughts that govern different categories of conceptualizations. Dobrovol'skij and Piirainen (*ibid*) therefore developed a new theory, namely, the Conventional Figurative Language Theory, to fill the gap in CTM. The Conventional Figurative Language Theory (CFLT) can be perceived as a major theoretical breakthrough in understanding the cognitive foundations of metaphors, idioms and other figurative units. CFLT applies to figurative language in two ways: imagery and semantics. According to Dobrovol'skij and Piirainen (2006), the thematic trend of CFLT is that there is a specific conceptual framework forming the basis of the meaning of a figure of speech. This conceptual structure, which the authors referred to as the image element, is based on mental imagery and is a constituent element of the content of a particular figurative unit. Dobrovol'skij and Piirainen (*ibid*) defined the image component as a specific conceptual structure operating between lexical units and the denotative meaning of figures of speech. The image component, according to Granger and Meunier (2008), is a theoretical construct providing an improved account of the interaction between form and meaning in figurative units. The CFLT stresses the image component as a specific conceptual structure and a relevant element of the meaning of figurative units.

For the achievement of the complete description of the function of idioms and other figurative units, it is important to take cognizance of other concepts as well which in many circumstances govern the transition from literal to figurative. The CFLT unearths the relevant features of conventional figurative units such as idioms, proverbs, metaphors and other figures of speech. Our choice of CFLT in the present study also rendered support to the analysis of figurative units in advertisements we drew on. The figurative expressions in the English of advertising contain one or more figures of speech which alter the standard meaning (Murfyn & Ray 1998). In the English of advertising, a figure of speech is a literary device that entails unusual use of the language to associate one thing with another or compare unlike entities. The use of figures of speech in the English of advertisements is a departure from the usual syntactic pattern of words or from the literal meaning of lexical items to create mental pictures (Abrams & Harpham, 2005). Many figures of speech occur in the English of advertising and they are generally divided into rhetorical figures and tropes. The use of rhetorical figures in the English of advertisements is a departure from the usual order of words. With rhetorical figures copywriters use words in a special way to create an effect without bringing about a significant change in the meaning of words. Antithesis, apostrophe, anaphora, parallelism, pun, rhetorical questions are some examples of rhetorical figures. On the other hand, the use of tropes in the English of advertisements is a departure from the usual literal meaning of words. Tropes bring about a change in the meaning of words; copywriters use words or phrases in such a way that they

mean other things. Personification, metonymy, metaphor, synecdoche, simile are some examples of tropes. Figurative expressions in the English of advertising are creative syntactic structures which catch readers' attention and persuade them to take purchasing decisions on advertised products. Therefore, for the purpose of our study, we found the CFLT to be sufficient for our investigations into the realm of figurative expressions as it provided us with well-developed linguistic resources.

### III. A BRIEF REVIEW OF THE LITERATURE

In order to understand the problem of persuasive effect of figures of speech in the English of advertisements in the Ghanaian press, we situate the problem in studies conducted in the English speaking world before we place the issue in the Ghanaian context. Our broadening the theoretical foundation to the international English perspective is borne out by the British postcolonial models which have guided the Ghanaian printed press since its independence from Great Britain in 1957. We therefore first trace the research model back to the United Kingdom (UK)

In the UK, the work of Leech (1966) played a pioneering role into the use of English in advertisements. In that study, the grammatical analysis revealed the use of words, phrases, clauses and sentences in the advertisements. From Leech (1966), minor grammatical units such as phrases and non-finite clauses were used as if they were independent or fully-fledged grammatical structures. The purpose of this approach was to attract consumers' attention. From the semantic perspective, Leech (1966) postulated that the meaning of some advertising texts could be arrived at as a result of a collective interpretation of the lexical items employed in the advertisement. According to Leech, the English used in the advertisements that he studied were both idiomatic and figurative. Indeed, figures of speech were used in the advertising texts to either compare different phenomena or suggest a similarity and this created striking and memorable images. Human characteristics were bestowed on non-human entities in order to create mental pictures of advertised products. From the phonological perspective, Leech (1966) reported the use of sound effect devices in the English of advertising in Great Britain. This made the advertisements intriguing and attractive. Leech (1966) revealed that the rules governing the English language were violated in the advertising texts he analyzed in the media in the United Kingdom. According to Leech (1966) rules were broken at the orthographic level where words were spelt differently for the purpose of drawing attention to themselves. Harris (1989) points out that in the language of advertisements, linguistic rules are violated and this has a great impact on consumers. Leah (2001) researched into rule-breaking in a range of advertisements in French and English. Leah (2001) posits that linguistic violation is a tool advertisers use to make the product more attractive and to make the advertisement more effective. Leech (1966) revealed the different components of the English of advertising in the media of Great Britain from the syntactic, morphological, grammatical, semantic, phonological and figurative perspectives. What is yet to be known is the persuasive effect of these components of English on consumers.

Koteyko (2015) also did a study on the English employed in advertisements in the print media in the United Kingdom. The study covered a cross-section of the newspapers and magazines in Britain and an enormous database of advertisements was generated for analysis; the corpus comprised three hundred and sixty-four (364) advertising texts. Koteyko (2015) employed a mixed method research design. She made use of numerical data and also interpreted and described the corpus of the advertising texts in her analysis. Koteyko (2015) adopted the multi-dimensional (MD) analytical framework of Biber (1988) in her linguistic analysis of the corpus. The MD model enabled her to represent the advertisement texts statistically based on the grouping of the grammatical units. It is worth noting that the MD framework had been applied to some linguistic investigations (Grieve, Biber, Friginal & Nekrasova, 2011; Biber 2006; Cao & Xiao 2013) but not to advertising. Koteyko (2015) bridged the gap in the application of the MD method to her analysis of the English of advertising in the British press. Koteyko (2015) employed the purposive sampling technique in the data collection process. In this regard, varied product advertisements were selected for the study; other data classifications were done based on the social status of the target audience of the advertising texts. The MD enabled the researcher to collect the data statistically and this was followed by a qualitative analysis as well. Then, the research corpus was categorized and labeled. This took the form of tagging and parsing as it was done in the British version of the International Corpus of English (Nelson, Wallis & Aarts, 2002). Koteyko (2015) discovered variations in the English employed in the advertisement corpus. Another research finding was that different grammatical units occurred in the varied advertising texts and they exhibited different communicative functions. Koteyko (2015) also revealed that the English of advertisements in the British press reflected the sociolinguistics of the consuming public. Thus, the English employed in the research corpus considered the variations in gender of the audience. While the English of the female advertisement was detailed and descriptive, the male advertisement was brief and more straight-forward. From Koteyko (2015). While Koteyko (2015) investigated the use of English to reflect gender distinctions in persuasion in the media in the UK, the current study focused solely on use of figures of speech in the Ghanaian press. The current study fills the gap in the literature by investigating the use of figures of speech which forms part of the English of advertising in the print media in Ghana.

Noriega and Blair (2008) did a psycholinguistic study of advertising to bilinguals in the United States (US). They set out to investigate whether the language that a copywriter advertized in, influenced the thinking process of the bilingual consumers in the US. It was hypothesized that an advertisement in the first language of bilinguals in the US might trigger thoughts about friendship, family relations, native country or domicile and this might lead to positive behavioral

patterns. According to Linton (2004), the bilingual situation in the US is such that the immigrants speak their native languages at home and its environs while English is spoken at other settings outside the home domain. By this linguistic pattern, the bilinguals in the US preserve their native languages. For Noriega and Blair (2008), in advertising, if different languages are employed they will elicit distinct attitudes and thoughts about the advertised products and services. Previous research on language choice in advertising and its effect on bilinguals revealed that if an advertisement was in the native language of bilinguals it was more effective. The fact is that bilinguals give the advertisements they can identify with much attention; they feel recognized, acknowledged and respected (Deshpande, Hoyer & Donthu 1986; Deshpande & Stayman 1994; Whittler, 1991). The choice of the native language of bilinguals by advertisers makes it easier for the bilinguals to comprehend the message of the advertisement. Prior studies revealed that if the message of the advertisement was in the bilinguals' second language, the bilingual might not be able to understand all the words of the advertisement (Luna & Peracchio, 1999, 2001). From another perspective, other studies revealed that some words in the native language of bilinguals appealed more to their feelings than words in the second language. This might be due to socio-cultural differences, in that, the culture of bilinguals might uphold certain concepts highly and this is realized linguistically (Luna & Peracchio, 2002, 2005). Thus, Noriega and Blair (2008) filled the research gap by investigating the extent to which language choice in advertising influenced the thinking of bilinguals in the US.

The findings of Noriega and Blair's (2008) research revealed that language influences the way we think about an advertisement and our decision to purchase an advertised product. This confirms the declaration of previous studies that language influences human thinking and cognition (Larsen, Schrauf, Fromholt & Rubin 2002; Marian & Neisser, 2000; Fivush, 1998). From Noriega and Blair (2008), advertisements that were in respondents' native language had more influence on thoughts related to friendship, family relations, country of origin and domicile than advertisements in the second language. Another finding of Noriega and Blair (2008) was that language had a relationship with context. From the study, the contextualization of the advertisement corpus, triggered positive thoughts about the advertisement, brand and purchasing intentions. The research results also revealed that the choice of language in an advertisement was essential as it influenced certain positive thinking processes which yielded positive attitudes. From Noriega and Blair's (2008) study it can be deduced that in the US advertisements in the bilinguals' first language trigger positive thoughts and attitudes and this enhances the effectiveness of the advertisement.

Noriega and Blair (2008) and the current study were both based on print media advertising. However, while the current study was based on only English, Noriega and Blair (2008) involved English and the first languages of respondents. Noriega and Blair's (2008) research was also sociolinguistic to some extent as it covered the use of language in its social context.

In the Ghanaian context, Duah (2007) did a linguistic study of advertisements in newspapers and radio broadcasts. The study discovered the use of colloquial expressions, hedging, cultural elements in the languages that were employed in the advertisements. In the study, the diction of the advertisements contributed to their persuasive effectiveness since the selected words were comprehensible to the readers. Although Duah (2007) and the current study were both based on linguistic analysis of advertisements, a number of differences existed: while Duah (2007) was bilingual (English and Akan: a Ghanaian language), the present study was monolingual (only English). Whereas the current study was on the print media (newspapers), Duah (2007) was on both print and electronic media (newspapers and FM radios). The current study investigated the use of figures of speech in the English of advertisements by copywriters for persuasion in the Ghanaian press.

Anim-Ayeko (2012) also analyzed metaphors in the English of political advertisements that were published in some Ghanaian newspapers. Her study was limited to the metaphorical expressions which were linguistic, pictorial and gestural. The current study also investigated the use of metaphors and other figures of speech in the English of advertisements in the print media in Ghana. The use of figures of speech in the English of the advertisements departed from their literal meaning to create an image in the reader's mind. The figures of speech were characterized by unusual use of language and they were divided into rhetorical figures and tropes (Torto, 2010). Anim-Ayeko (2012) focused on metaphors in political advertisements in the print media in Ghana. Nonetheless, other figures of speech that needed to be known were rhetorical figures and other tropes. These were the research gaps in Anim-Ayeko (2012) that the current study filled.

#### IV. METHODOLOGY

Our study was based on the qualitative research design as it allowed us to describe, explain and interpret collected data (Williams, 2007; Cohen, Manion & Morrison, 2000). The qualitative research design is generally based on social constructivism (Berger & Luekmann, 1967; Lincoln & Guba, 1985). The social constructivist school of thought assumes that people try to comprehend the world in which they exist and they do this conceptualization from personal perspectives. The goal of a qualitative study that is based on a social constructivist perspective is to depend on the views of the research participants on the situation under investigation. According to Creswell (2009), qualitative researchers make interpretations of what they observe, hear and understand; therefore, given the interpretive nature of the current study, the qualitative research design was deemed relevant. Based on this, the aspect of qualitative research that concerned the present study was the assumption made by Crotty (1998) that qualitative research is largely subjective.

Since qualitative researchers collect data themselves through observation, interview and examination of documents, our research employed the content analysis approach to qualitative research. Initially, researchers used the content analysis approach in either a quantitative or qualitative research (Berelson, 1952). Later, content analysis was employed basically as a quantitative research methodology, with text data coded and described statistically. In recent times, the potential of content analysis as an analytical approach to qualitative research for studies in the medical field has gained currency and this has led to a rise in its use in many qualitative studies (Nandy & Sarvela, 1997). We employed the qualitative content analysis approach as a method for the analysis of text data. The reasons were that content analysis enabled us to conduct a comprehensive analysis of the subject matter of specific textual material for the identification of research trends, patterns and themes (Leedy & Ormrod, 2001). Content analysis also provided us with access to information and understanding of the phenomena under investigation (Downe-Wambolt, 1992). We thus derive meaning from the interpretation of the data collected.

Based on the research methods above, the following research question guided us in addressing the research problem: *how do persuasive effects of the figures of speech in the English of advertisements manifest in the Ghanaian newspapers?*

## V. ANALYTICAL FRAMEWORK

The analytical framework of our study was the qualitative content analysis (QCA) approach to the analysis of text data. Content analysis offers researchers the opportunity to analyze textual data in a way that suits their research interest (Cavanagh, 1997). The QCA analytical approach focuses on the linguistic features as well as the semantics of the text (Lindkvist, 1981; McTavish & Pirro, 1990; Tesch, 1990). With QCA, textual data might be lexical items in print or electronic form and they might have been derived from interviews, survey questions, narratives, focus-group discussions or print media (Kondracki & Wellman, 2002). In the application of the QCA technique, the researcher does not just determine the lexical density of the texts but he or she conducts a thorough linguistic analysis of the texts data (Webber, 1990). Although there are a number of analytical approaches in content analysis ranging from interpretation to textual analysis and qualitative researchers choose the suitable type (Webber, 1990; Rosengren, 1981), we found the QCA to be most suitable to our work for its superiority in both enabling us to interpret textual data through a coding process as well as the opportunity it afforded us in deriving themes and trends in the study (Hsieh & Shanon, 2005).

## VI. RESULTS

The findings from the analysis of the advertising texts indicated that the figures of speech employed by copywriters in the Ghanaian press for persuasive effect were underpinned by the Conventional Figurative Language Theory. In the current study, we discovered that the use of figures of speech in the English of the advertising texts made it possible for copywriters to present the English language in an unusual and attractive way. Figurative expressions in the English of the advertising texts gave the language a meaning different from the literal interpretation. This had persuasive effect on the audience as the figurative English was striking and it created a mental picture about the advertised products. The following section is an analysis of the textual data and a discussion of the findings.

### Text 1

*The New Nissan Almera*

*Sees the unforeseen*

*With clever engineering and technology, the new Nissan Almera makes reversing a breeze with rear parking sensors that ensure even the tightest parking spots become a precision exercise.*

*Modern styling*

*Spacious interior*

*Economical*

*(Daily Graphic, Tuesday, October 17, 2017, P. 8)*

The text above opens with the personification figure of speech in which the copywriter confers a human attribute on the car which is the subject of the advertising text. By the use of the personification trope, the copywriter presents the car as a human being with supernatural powers: *The New Nissan Almera sees the unforeseen*. The car has been portrayed as a kind of prophet or fortune-teller to herald the news of *the rear parking sensors* of the *New Nissan Almera*. The text commences on a note of attraction to the new feature of the car. In the above text, the clause *the new Nissan Almera makes reversing a breeze with rear parking sensors* departs from the usual standard meaning; it is metaphorical. The copywriter makes a direct comparison of two dissimilar things *reversing* and *a breeze* to suggest an identity between them. The copywriter presents one thing as another and this creates a striking image in the reader's mind. The metaphor yields another meaning which is the safety that is assured when the *Nissan Almera* is driven in a reverse direction. The metaphor in the English of the text is enticing. The reader may want to experience the reversing technology of the advertised car.

The copywriter makes use of another metaphorical expression in the English of the text. In the following relative clause *that ensure even the tightest parking spots become a precision exercise* the copywriter compares two unlike entities *the tightest parking spots* and *precision exercise* to suggest a similarity between them. This is also a comparison

that presents one thing as another. By the use of this metaphor a mental image is created about the safety and security of the reversing mechanism of the *New Nissan Almera*. This implies that with the *rear parking sensors* of the car, the potential buyer will not hit the back of the car against a stationary object. The copywriter identifies a likeness between two dissimilar things to achieve a rhetorical effect.

Apart from the personification and metaphor in the English of the advertising text above, the copywriter also makes use of the synecdoche figure of speech. With the use of synecdoche, the copywriter presents part of the car the *rear parking sensor* to represent the whole of the *New Nissan Almera*. Part of the car has been used as a representation of the entire car. In other words, the copywriter has turned the *rear parking sensor* into something else. There has been quite a radical use of the English of the text as the use of synecdoche makes the English of the text figurative. The use of synecdoche paints a picture in the mind of the reader. In another sense, every part of the car like the *rear parking sensor* guarantees the safety of the owner.

### Text 2

*Quality in a sachet*

*Cool, fresh and clean*

*Introducing Voltic Cool Pac, lovely voltic quality at an affordable price. With cool pac's treated water...*

*Enjoy the high quality standards that Voltic (Gh) Limited is famous for.*

*Why compromise on Quality?*

*(The Mirror, Friday, January 6-12, 2017, P.26)*

The first line of the text *Quality in a sachet* illustrates the copywriter's use of the metonymy trope. In this phrase, the name of one thing *quality* is used to represent another thing, *water*. Similarly, the name *sachet* is applied to the final product *Voltic Cool Pac* with which it has become closely related. In this situation the copywriter turns one concept into a representation of another. There is an association between the name used and the thing that it stands for. The quality of water is essential in mineral water production and a distinction is made between water that is good and pure and untreated water. The word *sachet* is also associated with *Voltic Cool Pac* which is the final product in a sachet form. The metonymy literary device has been placed at the initial part of the text and this grabs the attention of the reader and prepares them for the other attributes of the sachet mineral water.

The second line of the text contains series of adjectives: *cool, fresh and clean* which draw the reader's attention to outstanding qualities of the *Voltic Cool Pac*. After attracting the attention of the audience by the use of the metonymy device and modifiers, the copywriter then introduces the advertized product and emphasizes the quality of the sachet mineral water: *Enjoy the high quality standards that Voltic (Gh) Limited is famous for*. The copywriter ends the textual message with a rhetorical question whose answer is obvious and it compels the reader to provide the answer: *Why compromise on Quality?* The use of the metonymy figure of speech makes the English of the textual message figurative. The English is attractive since it is different from the usual literal meaning.

### Text 3

*Hisense King Kong*

*The strongest phone ever*

*The Hisense King Kong has full HD-IPS display, an attractive sleek phone that comfortably fits in one hand.*

*The Hisense King Kong can be safely immersed in water up to 1.5 meters deep for 30 minutes.*

*Dust protection against ingress of particles sealed rubber edges and a shock-resistant glass screen provide for perfect smash protection*

*Hisense, everyday prices for everyday people*

*(Daily Graphic, Monday, May 22, 2017, P. 95)*

The text is introduced by the name of the advertised product *Hisense King Kong* mobile phone. The name of the cell phone is striking because *King Kong* is an allusion to a famous movie. This is an implicit reference to a literary production. The use of the allusion rhetorical device appeals to the reader to share their knowledge. This strategy associates the reader with the advertising message. The use of *King Kong* by the copywriter also illustrates the alliteration device. The repetition of the same consonant sound /k/ in succession attracts the potential customer's attention to the advertised phone.

Having grabbed the attention of the reader to the *Hisense King Kong* phone, the copywriter then strongly states its quality in the second line: *The strongest phone ever*. This exaggeration is to project the image of the phone over and above other brands of mobile phone on the market. The copywriter makes an extreme claim for the phone in order to attract the attention of readers. The third sentential structure of the text also illustrates a deliberate overstatement of a unique feature of the phone: *The Hisense King Kong has full HD-IPS display*. In expressing the water-proof quality of the phone, the copywriter presented more than the truth about the safety of the phone: *The Hisense King Kong can be safely immersed in water up to 1.5 meters deep for 30 minutes*. At the final segment of the text, the copywriter also deliberately exaggerates the other features of the phone for attraction and emphasis. The line *dust protection against ingress of particles* is hyperbolic because it is overstated and this creates a striking image. In the line *a shock-resistant glass screen provide for perfect smash protection*, the quality of the glass covering the surface of the phone has been over expressed. The use of the hyperbole literary device departs from the literal meaning to create a mental picture of the attributes of the advertised phone. For instance, the reader can imagine a phone whose main screen is fortified so

that it will never get cracked or smashed. The use of the hyperbole figure of speech has made the English of the advertising text figurative.

#### **Text 4**

*Diamond Cement*

*Trusted quality cement*

*Higher grade*

*Super fine cement*

*Most affordable priced cement*

*Diamond Cement; The Builder's choice!!*

*(Daily Guide, Friday, February 10, 2017, P. 1)*

In the text above, the copywriter repeats the word *cement*, the advertised product, throughout the text. Repetition is a rhetorical figure and its use makes the English of the text striking. The use of the repetition device is a departure from the usual order of words in English. It thus engages the reader and creates an image in their mind. The repetition of *cement* is for emphasis. By the use of this rhetorical device the image of the advertised product is uplifted in the text and this draws the attention of the audience. Repetition also highlights the advertising message and plants the name *cement* in their mind for consideration.

#### **Text 5**

*uPVC windows with net*

*Our uPVC*

*Doesn't fade*

*It doesn't rust*

*It doesn't recoil*

*It has soundproof*

*It's durable & stronger*

*It doesn't produce heat (Daily Graphic, Thursday, March 23, 2017, P. 9)*

The text contains similarly constructed grammatical structures; they are parallel constructions with identical syntactic patterns. The parallel structures in the text can be seen below:

*Our uPVC doesn't fade*

*It doesn't rust*

*It doesn't recoil*

These similar syntactic structures comprise a subject element and a verb phrase. The use of the parallelism rhetorical device makes the English of the text figurative. The parallelism in the text shows a departure from the usual arrangement of grammatical structures in English; however, the copywriter has employed it to make the English of the text attractive to the readers. The repetition of the parallel structures is also for emphasis of the qualities and attributes of the advertised product, the *uPVC windows*. The other syntactic structures in the text also contribute to portraying the qualities of the advertised windows: *It has soundproof, It is durable & stronger, It doesn't produce heat*.

#### **Text 6**

*Bridgestone: Your journey, our passion*

*The Turanza*

*Minimises road noise*

*Maximises driving comfort*

*Broad range from 13 to 18*

*Excellent roadholding and handling*

*(Daily Graphic, Friday, March 10, 2017, P. 11)*

The text begins with a slogan of the advertising company: *Bridgestone: Your journey, our passion*. The words of the slogan create a personal effect; they establish a friendly relationship between the copywriter and the customers. In order to draw the reader's attention to the advertised product (*The Turanza Bridgestone Tyre*) the copywriter employs the antithesis rhetorical device: *Minimizes road noise, Maximizes driving comfort*. This rhetorical figure makes the English of the text attractive. The antithesis demonstrates a departure from the usual order of words in English and this creates a rhetorical effect. In the antithesis, there are ideas that are directly opposed: *minimize* is in contrast with *maximize* and *road noise* is also in contrast with *driving comfort*. The antithetical device has similar syntactic structures which creates a rhetorical balance. The use of antithesis in the English of the above text draws the attention of the audience to the advertised product as the English is presented in an unusual way. The last line of the text demonstrates the copywriter's use of the hyperbolic trope: *Excellent road holding and handling*. In this coordinated structure, the copywriter overstates the attributes of the Bridgestone tyre to add emphasis to the textual message.

#### **Text 7**

*The Suzuki Grand Vitara*

*Ride the rough with comfort*

*Expand your boundaries*

*Go anywhere in style*

*On the move-mind at rest*

*Revolution in cross-country*

(*Daily Graphic*, Monday, July 24, 2017, P. 94)

The first line of the text is the name of the advertised car: *The Suzuki Grand Vitara*. The second line is an imperative sentence which exhibits the use of paradox by the copywriter. However, the phrase *the rough* illustrates the use of the metonymy figure of speech. In this metonymic phrase, the literal term for one thing *rough* is applied to another *road* with which it has become closely associated due to the continuous relationship that exist between the two terms. In another sense, the noun phrase *the rough* is in contrast with the prepositional phrase *with comfort*. The juxtaposition of the two phrases makes the line paradoxical in that the two phrases contradict each other and this makes the meaning of the line absurd. However, if one examines or interprets the contradiction, one realizes that the statement makes sense. Using the second line of the text as illustration, it can be realized that a rough road connotes discomfort, displeasure and uneasiness, but, because of the nature of the advertised car, the *Suzuki Grand Vitara*, even though the road may be rough, the car has good shock absorbers, it is stable and weighty, so the ride will be comfortable, pleasurable, easy and enjoyable. The use of figures of speech in the second line of the text makes the English figurative and attractive. The figures of speech draw the reader's attention to the car. They make the reader think and they create mental images.

Having attracted the attention of the reader through the use of the figurative English in line two of the text, the copywriter goes on to address the reader directly in an assertive way. The third line of the text is an imperative sentence whose implied subject is the reader: *Expand your boundaries*. The copywriter is urging the reader to own the advertised car since it has more features to be experienced. The fourth line of the text is also an imperative statement: *Go anywhere in style*. It is speaking to the reader in an aggressive manner. The statement is assuring the reader that the *Suzuki Grand Vitara* can be driven on any road. The fifth line of the text is also assuring the reader that it is safe to drive the car; there will be no mechanical faults: *On the move-mind at rest*. The last line of the text presents a new attribute of the advertised car. The impression created is that the car is reliable and it is capable of taking the prospective owner to any part of the country, irrespective of the distance and nature of the road: *Revolution in cross-country*. In the text above, the copywriter employs paradox for a rhetorical effect. In its use, the copywriter juxtaposes two contradictory phrases which make the English absurd. However, the analysis reconciles the contrast and the English then makes sense. The use of paradox engages the reader and creates images of the advertised car in the reader's mind.

## VII. ANALYSIS OF THE FINDINGS

The analysis of the advertising text data revealed that copywriters in the print media in Ghana employed figures of speech in the English of advertisements for persuasive effect. The use of figures of speech in the texts was characterized by unusual use of English in which one thing was associated with another or dissimilar entities were compared. The figures of speech employed in the advertisements illustrated a departure from the literal meaning or the usual arrangement of words to create a picture in the mind of the audience.

The texts exhibited the copywriters' use of the two major categories of figure of speech, namely, tropes and rhetorical figures. The tropes that were employed in the advertising texts were: metaphor, personification, metonymy, synecdoche and hyperbole. The rhetorical figures that were used in the advertisements were: Rhetorical question, antithesis, parallelism, repetition, paradox, allusion and alliteration. The use of tropes in the texts departed from the literal meaning of words to the figurative. With tropes, the copywriters used words in such a way that their standard meanings changed; for instance, one thing was turned to mean something else or one entity was used as a representation of another. The use of tropes in the texts also involved a comparison of unlike entities to suggest a similarity and an unexpected connection established between two dissimilar things. With tropes, the copywriters presented the English of the advertising texts in an unusual way and this attracted the attention of the audience to the advertised products. On the other hand, the use of the rhetorical figures in the advertising texts was a departure from the usual order of words in English to create a certain rhetorical effect. With rhetorical figures the copywriters employed words in an unusual way to create an attractive effect without significantly changing their meanings. Unlike the use of tropes in the textual data that brought about a radical change in the meaning of words, the rhetorical figures employed departed from the usual standard syntactic pattern of words to create a striking and attractive image in the mind of the audience. The use of figures of speech made the English of the advertising texts figurative. Figures of speech attracted the attention of the audience to the advertised products. They engaged the audience and made them think about the advertising textual message.

## VIII. CONCLUSION

Advertising is a channel through which information about the availability of goods and services is transmitted to the consuming public. Advertising is employed to stimulate interest or desire, create need and to attract attention to manufactured products. Although a number of elements constitute an advertisement, language plays a pivotal role in the transmission of the message. The current study revealed that copywriters employed figures of speech (tropes and rhetorical figures) in the English of advertisements in the newspapers in Ghana. The use of figures of speech in the English of the advertising texts made it possible for the copywriters to present the English language in an unusual and



attractive way. Figurative expressions in the English of the advertising texts gave the language a meaning different from the literal interpretation and this had persuasive effect on the audience.

## APPENDIX

08

Visit [www.graphic.com.gh](http://www.graphic.com.gh)

#STOP GALAMSEY

Daily Graphic, Tuesday, October 17, 2017.

**NISSAN**  
Innovation that excites

**THE NEW NISSAN ALMERA.  
SEES THE UNFORESEEN.**

With clever engineering and technology, the new Nissan Almera makes reversing a breeze with rear parking sensors that ensure even the tightest parking spots become a precision exercise.

**MODERN STYLING | SPACIOUS INTERIOR | ECONOMICAL**



WITH USB TECHNOLOGY

WITH REAR PARKING SENSORS & SAFETY SHIELD TECHNOLOGY

**JAPAN MOTORS**

**HOT LINE: 0244338393 SERVING YOU THROUGHOUT GHANA**

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● Tamale: 03720 22125 [www.nissanghana.com](http://www.nissanghana.com) [www.japanmotors.com](http://www.japanmotors.com) [sales@japanmotors.com](mailto:sales@japanmotors.com)

JapanMotorGh Japan Motors Nissan Ghana

26

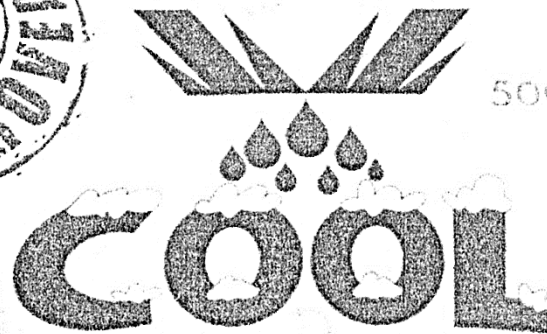
THE MIRROR

Friday, January 6 — 12, 2017

Visit [www.graphic.com.gh](http://www.graphic.com.gh)

# Quality in a sachet

## COOL, FRESH AND CLEAN



Treated drinking water

Introducing Voltic Cool Pac, lovely Voltic quality at an affordable price.  
With Cool Pac's treated water...Enjoy the high quality standards that  
Voltic (Gh) Limited is famous for.

Why compromise on quality?





Daily Graphic, Monday, May 22, 2017.

Visit [www.graphic.com.gh](http://www.graphic.com.gh)

Sports

95

# Vodafone Asantehene Golf tees off Wednesday

**A** COLOURFUL ceremony is expected to herald the tee-off of the Vodafone 60th Asantehene Open Golf Championship at the Royal Golf Club, Kumasi this Wednesday May 24 2017. His eminence, the Asantehene, Otumfuo Osei Tutu II will grace the event with his presence in the opening and closing

ceremonies.

The four-day 72-hole event, sponsored by telecommunication giants, Vodafone, is expected to attract top amateur and professional golfers across the country and the sub-region. The Asantehene, in whose honour the competition is being played, will be joined by officials of Vodafone and the management of the club to perform the flag hoisting

ceremony to usher in the competition. Later, Otumfuo, Chairman of the Management Committee, Kwasi Attah-Antwi, and CEO of Vodafone, Yolanda Cuba, will perform the ceremonial tee-off.

At a press briefing, Prof. Bernard Baiden (Operations) outlined that the tournament would start after the opening ceremony with an invitational Pro-Am event that brings 72

selected amateurs and professionals together over 18 holes. The Professional and scratch players (Men) will start the championship on Thursday May 25 2017 and play for the next four days. On Friday, the Support (men and women) players will take their turn and this will be crowned with a cocktail at the Royal Golf Club that evening.

Ahead of the tournament, Senior Executive Team of Vodafone Ghana, led by the CEO, paid a courtesy call on the Asantehene at the Manhyia Palace in Kumasi to officially inform the King about the company's headline sponsorship of the upcoming 60th Asantehene Open Golf Championship.

Vodafone also presented a cheque for GH¢ 200,000 to the Royal Golf Club, represented by Mr Kwasi Attah-Antwi and Prof. Bernard Baiden in the presence of the Asantehene. Mr Attah-Antwi expressed the appreciation of the club to Vodafone for coming on board as the lead sponsor of the prestigious golfing event which features on the calendar of every avid golfer. He promised that the club would do all it could to ensure the successful hosting of the tournament.



• CEO of Vodafone, Yolanda Cuba (third from left), and her entourage pay a courtesy call on Otumfuo Osei Tutu II ahead of the Asantehene Golf Championships

**Home**  
Sanford Women's FA Cup Round of 32

The Round of 32 fixtures of the season two of the Sanford Women's FA Cup will be honoured this weekend with 16 National Women's League (NWL) and 16 regional clubs will vie for places to the next round.

**THE STRONGEST PHONE EVER AT A DISCOUNTED PRICE**

The Hisense King Kong has Full HD IPS display, an attractive sleek phone that comfortably fits in one hand.

The Hisense King Kong can be safely immersed in water up to 1.5 meters deep for 30 minutes.

Dust protection against ingress of particles.

Sealed rubber edges and a shock-resistant glass screen provide for perfect smash protection.

**OFFER VALID WHILE STOCK LAST**

**HISENSE KING KONG**

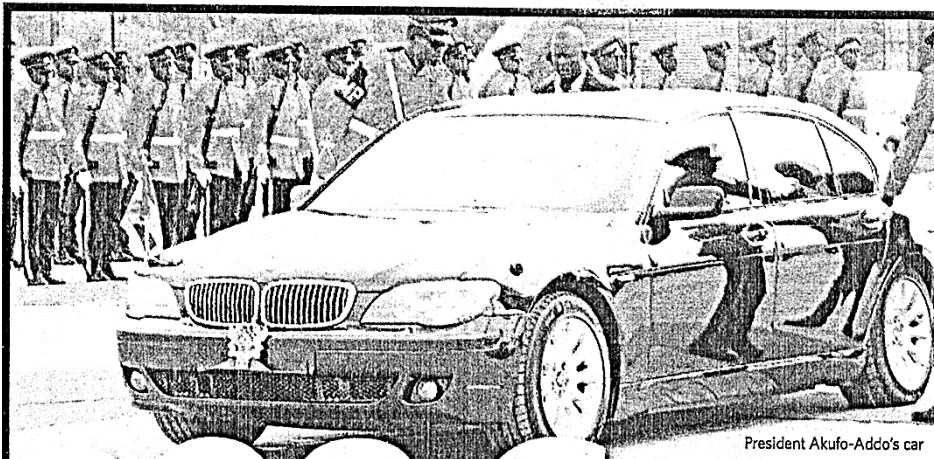
**Hisense**  
Everyday Prices For Everyday People

**For enquiries visit one of our showrooms or call 0302 55 0000**

# Daily Guide

Friday, February 10, 2017 | Issue 034/17

www.dailyguideghana.com | Ghana's Favourite Newspaper | Price GH¢2.50



President Akufo-Addo's car

## 208 Cars Missing At Flagstaff House

See stories on pages 3, 6

## 2 Killed In Bimbilla

### Kofi Adams Fights Back



Kofi Adams

### Nana Names Akwa CDS



CDS Obed Asamoah Akwa

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Trusted Quality Cement  
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Diamond Cement Ghana

**DIAMOND CEMENT**  
*The Builders' Choice!!*



Daily Graphic, Thursday, March 23, 2017.



Visit www.graphic.com.gh

09

# Brussels marks first anniversary of suicide bombings



BRUSSELS (BELGIUM), MARCH 22

**B**ELGIUM is marking the first anniversary of the suicide bomb attacks on the Brussels Airport and underground system which killed 32 people.

More than 300 people were wounded in the attacks, which were claimed by the Islamic State (IS) group.

King Philippe, who was joined by Queen Mathilde and Prime Minister Charles Michel, led a minute's silence at Zaventem Airport.

BBC reports said commemorations also took place at the Maelbeek underground station.

Sixteen people died at each attack location.

A memorial to the March 22, 2016 attacks was due to be officially unveiled in the Belgian capital's European quarter.

The commemoration at the airport began with an emotional song from Eddy Van Calster, whose wife Fabienne Vansteenkiste, an airport worker, died in the attacks.

German Lars Waetzmann was about to leave for New York with his wife Jennifer when the attacks happened. He was badly hurt but she died.

"The unthinkable happened," he said at the commemoration. "What if we had left 10 minutes later? What if we had driven a bit slower? In a split second, my world

changed. But on that very moment I also started seeing the best in mankind."

The suicide bombings were Belgium's worst terror attacks. A year on, Belgium is still on a high state of alert, with soldiers patrolling the streets.

As well as the 32 victims of the bombings, three suicide

bombers died on March 22, 2016. Several other men, some identified on CCTV as having been accomplices of the attackers, were subsequently arrested.

The gang had been linked to the November 2015 Paris attackers.



Queen Mathilde joined King Philippe (second right) at Zaventem Airport

## BETTER SIGHT

Some conditions are better/more successfully managed when detected during childhood. Give your children a better sight tomorrow by having their eyes checked

## BLINDNESS

Glaucoma is the leading cause of IRREVERSIBLE BLINDNESS. It has NO CURE. So screen your eyes NOW for a successful management.

## CATARACT

Poor vision from cataract can be treated. See an eye specialist today for your vision restoration

## Breast

cancer is preventable. Seek early screening and treatment.

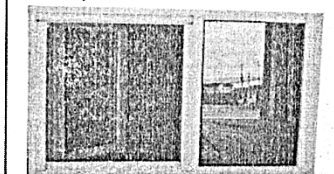
## SICKLE CELL

Sickle cell patients have risks of losing their vision from bleeding and other complications inside the eyeball. Periodic screenings are very important. Do not wait until it's too late.

## Y & W INDUSTRY LTD

All Products For Sale @ Wholesale Price

**Stainless Steel Balustrade**  
our uPVC doesn't fade It doesn't rust It doesn't recoil It has soundproof is durable & stronger It doesn't produce heat



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We also have uPVC and Stainless Steel materials and accessories for sale at wholesale price

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## STUDY, WORK, LIVE ABROAD!

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Study in the USA (12 months from \$1000 to \$2000)  
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## FOR SALE



Titled four-bedroom house for sale at East Legon Hills near British International School.

The house is five minutes drive from Ashaley Botwe School Junction. Contact: 0240394585 / 0555022400

## Germany to quash 50,000 gay convictions

BERLIN (GERMANY), MARCH 22

GERMANY'S cabinet has backed a bill to clear men handed sentences for homosexuality after World War Two under a Nazi-era law.

The notorious Paragraph 175 of the penal code was eventually relaxed in 1969, but not before 50,000 men were convicted.

Many were sent to jail and some took their own lives because of the stigma, a BBC report has

said.

Justice Minister Heiko Maas said it was a flagrant injustice and those still alive would be given compensation.

The German government's decision comes months after the UK said it was pardoning 65,000 gay and bisexual men who were convicted under the Sexual Offences Act that criminalised private homosexual acts in England and Wales until 1967 and later in Scotland and Northern Ireland.



Daily Graphic, Friday, March 10, 2017.

Visit [www.graphic.com.gh](http://www.graphic.com.gh)

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## Grand Finale of Festival of India in Ghana - Maitri

To Commemorate 60 Years of Establishment of Diplomatic Relations Between India and Ghana  
HIGH COMMISSION OF INDIA

&amp;

MINISTRY OF CULTURE, GOVERNMENT OF INDIA  
PRESENT



SAPTARANG  
INDIAN CLASSICAL DANCE



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<https://www.facebook.com/indiainghana> <http://www.indiahc-ghana.com>

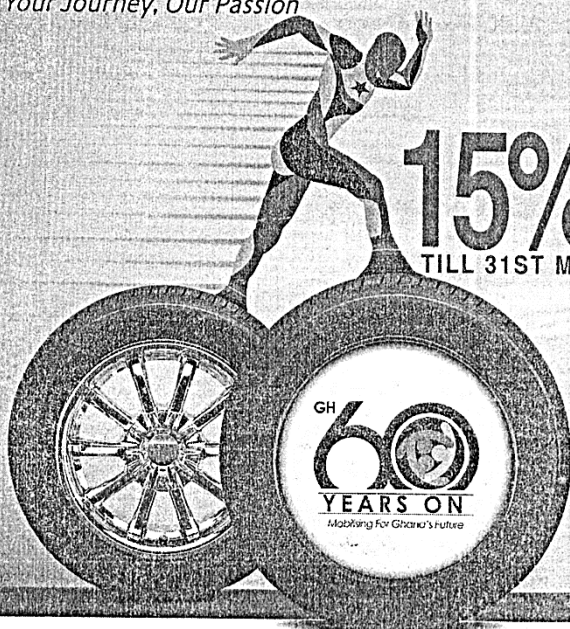
12 March 2017 Eastern Premier Hotel, Koforidua, 5:00 PM  
13 March 2017 Centre for National Culture, Kumasi 7:00 PM



Supported By :-



**BRIDGESTONE**  
Your Journey, Our Passion



by **CFAO**

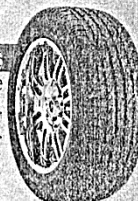
### Turanza

Minimise road noise.  
Maximises driving comfort.  
Broad range from 13" to 18"  
Excellent roadholding and handling.



### Dueler H/P Sports

Driving precision for high-performance  
4x4s and SUVs.  
Excellent performance on wet surfaces.



### Dueler D697

Enhanced off-road stability.  
Smooth ride and low road noise.  
Excellent traction and steering control.



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**BRIDGESTONE**



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Sports

Visit [www.graphic.com.gh](http://www.graphic.com.gh)#STOP  
GALAMSEY

Daily Graphic, Monday, July 24, 2017.

# Asare thrills fans

## • At GNPC Ghana's Fastest Human

By Victor Addo

**S**AMUEL Asare of Prempeh College won the 100m race with a time of 10.78s in the 2017 GNPC Ghana's Fastest Human held at the University of Ghana Athletics Stadium last Saturday.

Charles Bilson of Cape Coast clocked 10.79 s. to take the second position in the keenly contested race with Charles Korsah of Winneba clocking 10.83s. to take the third position.

In the Girls U-18 race, Mary Boakye of Kumasi Anglican SHS emerged winner with a time of 12.29s, while Comfort Tettey Ablorh of Krobo Girls SHS took the second position with a time of 12.42s.

She was followed closely by Forgevie Fiase of ST Bosco Technical who clocked 13.14s.

In the U-18 seniors event, contestants from University of Cape Coast proved too tough when two students from the university took the first and second positions. While Emmanuel Yeboah won with a time of 10.18s, Shadrack Opoku Agyeman, also of UCC clocked 10.50s to take the second position with Desmond Arwee of University of Ghana clocking 10:53 s, to win the third position.

In the girls category, Sandra Konadu, a

product of the University of Ghana, easily won the race by clocking 12.12s, while Marian Pomaa of UCC finished second with a time of 12.30s. Elizabeth Tuffour of Kumasi Wey Gey Hey clocked 14.38s to take the third position.

The Boys U - 15 category which attracted much attention saw Oscar Ntim of Tafo Pankraro JHS producing a stunning 10.84 seconds to emerge winner with Sylvester Doe of Tappas B JHS taking the second position with a time of 10.97s, while Michael Denkyi of New Edubiase JHS clocked 11.20s to win the third position.

In the Girls division, Giftu Oku of Unipra South JHS ran an impressive 12.75 seconds to grab the first position with Esther Ocloo of Ghana SHS clocking 12: 76 to win the second position while Shamsiyat Issaka of Damfa M/A JHS won the third position with a time of 13.05s

Other winners in the Boys U 10 division were Dennis Aggrey of University Basic School (12.78s) Emmanuel Gyimah from the Ashanti Region (13.10s) and Nathaniel Boadu also from the Ashanti Region (13:12s)

In the Girls U 10, Charity Dadzie-Kotei Deduako in Ashanti Region won with a time of 13.58 s, followed by Asamoah Winifred of Kubekrom (13.38s) and Rhoda Boye of Katamanso Primary (14.39s).



• Mr Isaac Tetteh, (right) presenting cash of GHe5,500 to a Kotoko management member as part of the donation

## TT Brothers donate to Kotoko

By Emmanuel Quay

THE management of Division One side Uncle T. United FC last Thursday supported Kumasi Asante Kotoko with an amount of GHe5,500 and 50 cartons of Uncle T Malt drink, following the team's recent accident at Nkawkwaw which claimed the life of Kotoko's assistant equipment officer while a number of players and officials sustained various degrees of injury.

Of the donation, 30 cartons of the drinks went to the team, five cartons for players and officials of the club on admission and the remaining 15 cartons donated to support the funeral of the team's equipment officer, Thomas Asare.

Out of the amount donated, GHe3,000 was to be used for the upkeep of the players, GHe1000 each for injured coach

Steve Polack and team bus driver Nana Berchie, who are still on admission, with the remaining GHe500 for one of the players also on admission.

Presenting the items, Mr Isaac Tetteh, founder of Uncle T United, said the donation was to commiserate with the team in times of their grief.

Mr Tetteh was accompanied by some management staff of his team as they visited Coach Polack at the Komfo Anokye Teaching Hospital (KATH) and prayed for his speedy recovery.

Other organisations that had made similar donations to the club were the Regional Coordinating Council under the Regional Minister, Mr Simon Osei-Mensah, and the Kumasi Metropolitan Assembly (KMA) CEO, Mr Osei Assibey Antwi, who doled out GHe5,000 while GHALCA and MTN all made pledges to support the team.

**SUZUKI** by CFAO

## SUPER PROMOTION



**GRAND VITARA**

- Ride the Rough with Comfort
- Expand your boundaries
- Go anywhere in Style
- On the move-Mind at Rest
- Revolution in cross-country

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Way of Life!

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