

Stylistic analysis of language of billboard advertisement in selected medium-scale enterprises in Keffi, Nasarawa State, Nigeria

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ABSTRACT: This study performs a stylistic analysis of the language of billboard advertisements in selected medium-scale enterprises in Keffi Town, Nasarawa State, Nigeria. The main purpose of the study is to discuss and analyse the stylistic devices used in advertisements by most Medium Scale Enterprises in Keffi using three levels of stylistic analysis which include graphological, lexical and grammatical. The data for the study are sourced from four (4) billboard advertisements, a qualitative research design is chosen, while a judgemental sampling technique is used to select a sample of four (4) medium-scale advertisements in Keffi Town for the study. This study adopts the linguistic stylistic theory and the AIDA (attention, interest, desire and action) principle of advertising to analyze the advertisements. The findings of the research are as follows: firstly, Medium Scale Enterprises use linguistic features such as nouns, adjectives adverbs, ellipsis, alliteration, metaphors and hyperbole in their adverts. Secondly, they adopt the use of graphological features such as capitalization, font faces, font sizes images and others to capture the attention of their customers. Thirdly, they also use different devices such as slogans and images to increase their sales. The study is a great contribution to the field of research in language use in advertisements by medium-scale enterprises in Keffi Town, Nigeria.

Keywords: Advertising, billboard, language, medium-scale enterprises, stylistics analysis.

INTRODUCTION

In this dispensation, advertisement is a forceful tool that is applied for marketing and publicity that has a perfect visibility. Advertisements' focus is on products or services and customers; informing about products and persuading customers for patronage. Durmaz and Celik (2022:72) define advertising as "the practice of announcing a sale or attempting to encourage customers to purchase a product or service". Advertisements exhibit qualities of uniqueness, therefore, advertisers have to create something spectacular in each so as to entrap customers. Buttressing further, Rehman *et al.* (2019:2) assert that: "Advertisement as a means of marketing and information, communicate to a number of people and pursue their attention to the subject of advertising, the establishment or

maintenance of interest in it and its promotion on the market". Advertisers develop different tools/techniques to suit every type of advertisement or product, capable of attracting customers. People in this dispensation are consistently exposed to diverse advertisements from different platforms of the media such as television, the internet, billboards etc. Billboard advertisement is considered an effective marketing tool that conveys messages to people and draws their attention to products and services offered by companies or organisations. Billboards are used to promote products and services, create awareness to consumers, and establish a solid presence due to their wide and repetitive viewership (Utsu, 2022). The problem is that no research work has been

carried out on the stylistic analysis of advertisements on selected medium-scale enterprises in Keffi Town. Going by Skorupa (2014), who advises that, before placing an advertisement, an analysis should be done to determine the language use and contextual settings, this study is necessitated.

Therefore, based on this shortfall, this study aims to perform a stylistic analysis of the language of billboard advertisement in selected medium-scale enterprises in Keffi town, Nasarawa State, Nigeria, by exploring and analyzing the most common stylistic features employed by the medium-scale enterprises. For the research work, the following questions are raised: what are the common stylistic devices employed by medium-scale enterprises in Keffi Town and to what extent are these features successful in conveying the right message?

This study focuses on stylistic analysis of language employed in four (4) different advertisements of selected medium-scale enterprises in Keffi Town. The study is limited to Keffi Town. Due to the accessibility of data, the researchers only focused on advertisements written in the English language.

This study is exceptional because it will be useful to advertisers of medium-scale enterprises in Keffi Town. It will also supplement the existing literature regarding stylistic analysis in advertising in the English language.

LITERATURE REVIEW

Conceptual framework

Language stands out as the only phenomenon through which human beings in certain speech communities successfully interact and pass across information. Different scholars made several attempts to defined language. According to Sapir (1921), language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols. Qubein (2006), perceives language as the primary conveyer of thoughts and ideas which turn abstract concepts into words that symbolize those thoughts. From the definitions cited above, a common theme appears to emerge that language is a system of arbitrary, vocal symbols that social groups employ to communicate issues, ideas, emotions and desires. This means that, if a language is to be described in this manner, it could serve a number of purposes in social settings. For example, language could be employed as propaganda in politics or to create perceptions in advertising or, worse still, to deceive the reader.

Language in use

A lot of studies acknowledged that language use affects

how people think (Jakobson, 1944; Christopher, 2012; Smith, 2008). In a study, Thibodeau and Boroditsky (2011) conducted a practical test in a bid to understand how language use affects the way people perceive reality. The speakers of English, Spanish and Japanese in the study watched videos of two people popping balloons, breaking eggs and intentionally or unintentionally spilling drinks. When asked later, who broke what, it was observed that speakers of Spanish and Japanese did not remember who was responsible for the accidents but the English speakers could remember. The cause of this phenomenon, according to the study, is the fact that English speakers usually describe events in terms of agents doing this. For example, 'John broke the vase', whereas speakers of Spanish or Japanese are less likely to mention the agent when describing an accident, they would rather say: 'The vase broke'.

Stylistics

Stylistics is a branch of language/linguistic studies among many others such as semantics, syntax, pragmatics, discourse analysis, and so on. Stylistics can simply be defined as the study of styles. According to Prasannata (2017:1) "stylistics is a systematic way of exploring a literary text especially the language of a text and tries to explain how language creates meaning, style and certain effects". Stylistics therefore, tries to understand how suitable a language is to a particular audience'. There are different stylistic genres that maybe determined by the audience. Bally (2017), summarizes the stylistic genre as *journalese*, *legalese*, *officialese*, according to Bally, *Journalese* is a form of language that is used by the mass media. Journalists use style to interpret and present events that occur daily in the society. Legal practitioners on the other hand use *legalese* to analyze issues that take place in the court of law and present them meaningfully to their audience. A brief explanation of the level of stylistic analysis is given below.

Levels of stylistic analysis

The levels of stylistic analysis according to Khan and Jabeen (2015), are lexical, grammatical, phonological and graphological. The current study dwells on Alabi (2008) and Khan and Jabeen (2015) levels of stylistic analysis. the explanation of these levels are as follows:

Lexical level: Lexis refers to words in a language. Khan and Jabeen (2015:127) see the lexical level of stylistic analysis as the study of the way in which individual words and idioms tend to pattern in different linguistic contexts and on the meaning level in terms of stylistics. Alabi (2008) expatiates this level by identifying two word units, namely:

lexicosemantic patterns and lexico-semantic choices. Alabi chooses to refer to her understanding of the lexical level by the variant “lexico-syntactic” which covers exactly the same features of lexico-semantics. Lexico-syntactic patterns can also be achieved in different forms. Some easily noticed forms in stylistics are the use of repetition (anaphora, epiphora, symploce etc.), ellipsis, parenthesis, and so on. She further emphasises that lexicosyntactic features are obtained through collocates, parts of speech and figures of speech.

Grammatical level: This level of analysis involves both syntax and morphology. For Khan and Jabeen (2015:128), the aim is to analyze the internal structure of sentences in a language and the way they function in sequences, clauses, phrases, words, nouns, verbs etc. need to be distinguished and put through an analysis to find out the foregrounding and the derivation.

(1). Syntax: According to Jolayemi (2019:47), syntax is the study of the pattern of arrangements of how words combine to form phrases, clauses, and sentences. Here, the syntactic functions of different parts of speech such as nouns (as subjects, objects, appositives, tenses etc.); adverbs as modifiers, determinants are analysed.

(2). Morphology: According to Jolayemi (2019), morphology is the study of word formation. In other words, it is the study of how morphemes (smallest units of a word) whether free or bound form words. There are various morphological processes such as affixation, compounding, reduplication etc. However, the ultimate notion of morphology is the transposition of words.

Graphological level: Khan and Jabeen (2015) see this as the analogous study of a language’s writing system and formalized rules of spelling. It is a level of linguistic analysis which focuses on the layout of texts, the size or shape of words and any other feature that is graphical or orthographical. Graphological devices include punctuations (comma, full stop, colon, semi-colon, quotation marks, etc.), paragraphing, spacing, foregrounding of structures and so on.

Phonological level: Khan and Jabeen (2015:128) say that this level is concerned with the study of the sound system of a given language, that is; the formal rules of pronunciation. Phonological devices include alliteration, assonance, consonance and phonaesthesia.

Small and medium scale enterprises

SMEs stand for small and medium-sized enterprises or small and medium-sized businesses. According to Quartey (2001), in developing countries, a small firm

employs between 5 to 9 employees, whilst a medium firm employs between 20 and 90 employees. On this note, the study will go into a brief definition of advertisement

Advertisement

Firdous *et al.* (2024) posit that advertisement is seen as a paid form of presentation of goods and services or ideas, intended to inform or persuade people who receive it. They add that payment is made for by those who send it. From this definition, one can conclude that in some instances, advertisements could be used to create an image of a company’s services or products. In confirmation, Sama (2019) states that advertisements are seen as a significant and crucial component for the growth of marketers and businesses.

Factors to consider in advertisement: Peter (2002:24) conceptualises stylistics as “the techniques of explication which allow us to define objectively what an author has done (linguistic or non-linguistic) in his use of language”. Kannan and Saraki (2013) argue that, when advertising, aspects such as colour, background, and people who appear in the advertisement, choice of words as well as the culture depicted in the advertisement, play a crucial role in conveying the intended message. As such, they advise that these aspects need to be considered during stylistic analysis. Khan and Jabeen also illustrate that, for an advertisement to have a great impact on the customer, attributes such as the visual content and design have to be well balanced. Robert (2013) establishes that advertisers persistently utilise figurative expressions, simple diction, proper nouns and emotive expressions to appeal to potential customers. Robert also ponders on the role of non-linguistic features. According to the writer, when colour is added to words, it shows interesting and exciting details and the quality of the strings of words. Evidently, advertisers make use of non-linguistic or graphic devices to embellish and interpret their language. Robert further confirms that the interrelatedness of words and images in advertisements can easily communicate the desired message of the entire expression. In that regard, meaning is not obtained from isolated entities; rather, it is derived from the environment of other entities.

Aim and purpose of advertising: Kannan and Saraki (2013:127) posit that “advertising helps to inform the customers about the brands in the market and the variety of products useful to them”. From the above opinions it can be concluded that advertising is beneficial to both consumers and advertisers. To consumers, it is helpful in the sense that it informs them about products that are sold or on sale. It benefits the advertisers in that it promotes ideas, products and it also provides information about the

products that are being advertised. Advertising can be looked at from different perspectives such as social, economic and political perspectives. From the economic perspective, advertising has two functions: one is to persuade potential customers to buy the product being advertised, and the other is to provide information.

The role of stylistic analysis in advertisement

There are several studies that examined the role of stylistic analysis in advertisements. Skorupa (2014) investigates the use of stylistic analysis in print advertisements. His study focuses on figurative language and sound techniques used at the phonological, lexical, syntactic and semantic levels. He concludes that stylistic analysis exposes the language use and makes it possible to link persuasive language to relevant contextual elements. In another study, Jafari and Mahadi (2014) look at the fundamental role of stylistic analysis in advertisements. They examine ontological concepts embedded in the persuasion and communication theory. Interestingly, they conclude that stylistic analysis helps advertisers in identifying appropriate language that is most suitable in persuading specific customers.

Approaches to analysis of advertisements

In order to investigate whether an advertising text captures attention, interest, desire and action, according to the AIDA model, several approaches have been employed. To illustrate this, Titscher *et al.* (2000) outline the different methods of text analysis. The methods cover a broad and diverse range of practices such as grounded theory, ethnographic approaches, psychoanalytic methods, qualitative heuristic text analysis to mention but four. Alainde *et al.* (1981) establish that the different approaches could be classified into the two categories of analysis, namely; linguistic and non-linguistic analysis. According to them, approaches falling under linguistic and sociolinguistic analysis pay attention to linguistic details, such as the form and texture of text, whereas approaches falling under non-linguistic details, focus mainly on the semantic dimension of coherence.

According to Alainde *et al.* distinction, one can conclude that the main difference between linguistic and non-linguistic analysis is that, non-linguistic methods focus mainly on semantic coherence, which is constitutive for the construction of meaning, whereas linguistic methods are based on a systemic analysis of both dimensions, names coherence and details. They are suggesting that, the aim in linguistic analysis is to make the interconnection between the cohesion and coherence dimensions apparent.

Theoretical framework

The study is guided by Linguistic Stylistic Theory. Fabb (2015:1) defines stylistics "as the study of linguistic style as well as linguistics as the study of linguistic form". The form and style are inseparable. That is why they always work together. Linguistic stylistics is concerned with the analysis of any text into linguistic features such as phonological, semantic, pragmatic, morphological and syntactic features. The theory is important to the current study, because the current study focuses on language use in advertisements and as such it enables the researchers to discuss and critically analysed the four (4) advertisements from the selected medium enterprises in Keffi town. Furthermore, the AIDA (attention, interest, desire and action) principle of advertising is employed to analyze the advertisements. According to Wijaya (2012:34), a very crucial model which is used in advertising is AIDA which stands for Attention, Interest, Desire and Action). It was designed by E. St. Elmo Lewis over 120 years ago. The model is a description of the processes that are customer centred, from awareness to a push to action (patronage). Advertisements capable of attracting the attention of consumers should have a striking design, bold lettering, language usage that highlights the offer, creating an image that the consumer can identify, thereby creating a persuasive puzzle that gets consumers to read, listen and also watch further (Gath, 2006).

METHODOLOGY

Pictures of advertisements that are displayed outside the selected medium-scale enterprises' premises were captured. Digital camera and checklist are the instruments used for data collection for the study. Advertisements displayed outside are selected as they are readily available and do not require one to look for them in various advertising platforms such as newspapers, magazines or the internet. Other sources of data are collected from textbooks, articles, journals, theses, dictionaries which help to support and provide referential sources for the study. The judgemental sampling technique is used in selecting the four (4) adverts. This sampling technique is chosen because it gives room for the researchers to exhibit their expertise in collecting data from the limited number of primary sources that can contribute maximally to the study. The data are presented in a pictorial form (Figures 1 to 4). The data presented are analysed using the descriptive approach on three levels of stylistics analysis which includes lexical, morphological and graphological levels to determine the use of stylistic features such as ellipsis, metaphors, hyperbole, alliteration, grammatical deviation and others. The analysis is anchored on the basic principles of the AIDA model. The relevance of this theory to this study is that it is a guide to achieving the objectives and an aid to answering the research questions.

FINDINGS AND DISCUSSION

Advertisement (1)

Linguistics features used

The business name is made up of verbs and a noun. Spin and Splash are verbs while the word photographer is a noun (Figure 1). Another linguistic feature employed by this advertiser is the use of ellipsis. In the above advertisement, the phrase “Imagine more...”, is followed by an ellipsis. It is mostly used in spoken and written language to make a sentence shorter or more effective in order to attract the reader’s attention.

Nnamdi-Eruchalu (2015) also believes that the language of advertising can deviate from the normal grammatical rules and this can occur through ellipsis. However, the ellipsis, in this instance, is a short pause after the business slogan; the pause is meant to create suspension and interest in the audience. According to a branch of the study, ellipsis is elaborated into syntactic ellipsis and semantic ellipsis. Syntactic ellipsis is the omission of a word or phrase that is supposed to appear in the structure while semantic ellipsis is the non-existence of a word or phrase which is important for semantic interpretation signalled by syntactic absence (Marjorie and Mcshane, 2005).

The Advertiser also used alliteration in this advertisement. An example of alliteration in advertisement ‘1’, is the phrase “Spin Splash”. Alliteration is the repetition of the same sounds within words whether consonants or vowels at the beginning or the end, usually to show emphasis or to create a rhythmical and musical effect (Arp and Johnson, 2009). The repetition of letters, words or phrases is one of the powerful weapons that is used to attract and arouse the reader’s attention. It also makes them remember certain words and services rendered by a business as the words keep popping up in their minds. The phrase “Visit Us Today” is a persuasive expression written in capital letters. It is quite inviting and meant to attract the attention of the customers for daily patronage of the advertised products or services.

Stylistic devices and images

The business names “**SPIN SPLASH PHOTOGRAPHER**”, is written in bold and it is also capitalized. This is done in order to make the advertisement attractive and unique. The use of such cases, in stylistics, points to the important messages that the photographer is trying to communicate. As such, the photographer’s main message to the customers is embedded in such words. This is evidence that, in an attempt to attract audience, such design of words may draw more attention than less bold or capitalized designs.



Figure 1. Photographic studio.

According to Yeibo and Comfort (2014), graphological techniques play a major role in communicating the message of a text, as it enables writers and authors to highlight aspects which are markedly and strategically important to the cumulative meaning of a text. Foregrounding refers to any attention catching device in a text which makes parts of a text to stand out in specific contexts.

Advertisement (2)

Linguistics features used

A great number of advertisers use hyperbole to influence the decisions of the customer about the advertised services. Hyperbole is an exaggeration of certain ideas or points. It is used in persuasive language to make people believe what the advertiser has said. Hyperbole gives the service greater importance, which is why the advertiser uses it to attract customers. Hyperbole is used in the slogan “A touch that transformes” (Figure 2). This whole line is hyperbolic because a mere touch cannot transform a person completely. The verb “transformes” shows the exaggeration of the whole idea behind this sentence and it is used by the advertiser to also attract customers.

According to Robert (2013), adverts are not only meant to fascinate but also to catch attention, persuade, appeal and contribute towards satisfaction to the audience. Therefore, customers may believe this advert has quality, because, it is claimed that a touch can last forever; for this reason, the advertisement may attract the attention of many customers, as it creates trust and gives a profound impression.

The words bridal, editorial, and casual, are adjectives. They are used by the advertisers to describe nouns such as birthday, makeup and products. This is done with the



Figure 2. Make-up studio.

intention of informing the customers that, the type of services rendered by the business is sales of beauty products and also make-up services which can make them feel better about their appearance and also lure them into buying the advertised cosmetics.

Stylistics device and images

The picture of the two smiling women shows that the advert is targeting women. This is also evident in the use of feminine colours, yellow and red, in the advert. The advert is likely to attract more women than men.

The word “touch” which is a verb is spelt incorrectly as “Touc” with the purpose of attracting customers who will read this and make them think deeply about the services. Graphological deviation occurs where the advertiser uses “gele” instead of head tie. This can be perceived as a deviation from normal grammatical rules as observed by Nnamdi-Eruchalu (2015), which is also what Okanlawon and Oluga (2008) refer to as faulty language. According to Akhtar and Hayat (2012:4), “language deviation, itself, means the use of language that does not follow the ordinary rules of the language use”.

Advertisement (3)

Linguistics features used

The advertisement employs different parts of speech

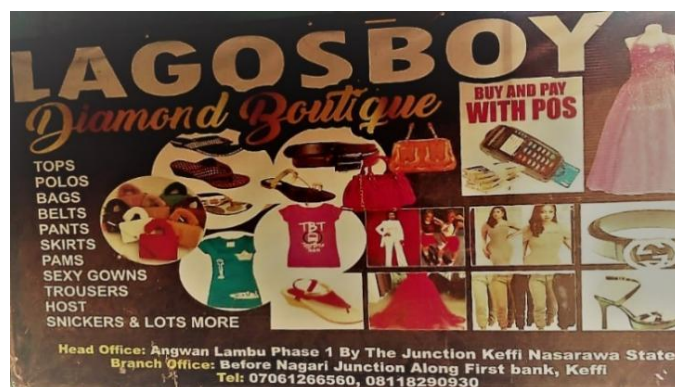


Figure 3. Fashion wears.

(Figure 3). Tops, polos, bags, belts, pants, skirts, pams, trousers, host, and snickers are common nouns, while sexy is an adjective describing the type of gowns that are sold in the boutique. The business name “LAGOS BOY Diamond Boutique” belongs to different parts of speech. Lagos is a proper noun, boy and boutique are common nouns, and diamond is an adjective describing and giving more information about the boutique, that the boutique is excellent, special, precious and affordable. Adjectives paint pictures that are memorable and vivid which will remain for a long time in the minds of customers and convince them to buy such products. LAGOS BOY Diamond Boutique, which is highlighted in white and yellow colours, is an eye-catching noun phrase. The major slogan “buy and pay with POS”, will make customers patronize the business even when they do not have cash at hand. Point of Service (POS) system is a new technology and one of the most common payment methods used by businesses around the world. POS allows customers to pay for goods and services through their smartphones, tablets or other devices that can connect to the internet. This simplifies the payment procedures for both customers and retailers. It is mobile and can also record sales transactions. Customers can easily make payments for products and services thereby increasing sales.

Stylistic devices and image

The advertiser employs different font sizes, font shape and font colour for the business name, in order to attract the attention of the customers. Capitalization of the name of the business is done with the purpose of making the advertisement attractive and unique. The words “Diamond and Boutique” are written in lower case, italicised and coloured in yellow. This is an indication of the uniqueness of this boutique. The images of the POS Machine which is displayed implies that, the new service allows customers



Figure 4. Drugs store.

to transact using their ATM card . The images in the advertisement show what the advert is all about and as such, arouse the attention of the prospective customers to come close to the boutique and have a look at the services offered. The fact that the service comes with no charges at all would have an effect on customers who want to be part of such new services from the advertiser.

Advertisement (4)

Linguistics features used

The name of the business is made up of nouns but used as adjectives in this context, in memorable and striking colours. Lion and heart are nouns, "lion heart", an adjective, while global is also an adjective that describes the type of services rendered being worldwide in nature (Figure 4). The advertiser uses metaphor by comparing "Global services" to "lion heart". This means that the advertiser is brave and determined to succeed. The slogan of the business "health is wealth" is another metaphor. Health is compared to wealth because health is the biggest wealth anybody can have. It is not enough to have money; we can make good use of money only when we have good health.

Stylistics feature used

A picture is worth a thousand words; so, the advertiser incorporates pictures because the words written in the advertisement do not say much. Magyar (2015) believes that what makes advertising exciting and fascinating is the question of how readers settle on words and images that are used in advertisements. Advertisement four (4) has images of different types of drugs. The drugs are chosen because the major business of the advertiser is sales of drugs. Also, the advertiser uses a deviation process. The business name "**LION HEART GLOBAL SERVICES**" is written in bold and has a different font size. Deviation which is a process of deviating away from the formal

writing norms and rules encourages readers to develop an interest in reading the advert. Furthermore, the advert is designed with the company logo attached. The business name 'LION HEART GLOBAL SERVICES' is written in different colours, "LION HEART" is written in blue colour, "GLOBAL" in Green and "SERVICES" in black colour, 'Medicine store' is coloured yellow. All these are done in order to attract the attention of customers to buy the product.

Summary

From the data analysis, the researchers find out that most of the advertisers employ figurative language in their adverts. In advertisement (2) hyperbole is used in the slogan 'Atouc that Transforms' because a mere touch cannot transform a person completely. The advertisers made use of hyperbole to influence the decision of customers to buy the product being advertised. The advertisers used metaphor in advertisement (4). 'Global Services', is compared to a lion's heart, to make the advertisement more attractive. It affirms to Nnamdi-Eruchalu (2015) observation that figurative expressions beautify language and make it appealing and evocative. Similarly, Okanlawon and Oluga (2008), agree that figurative expressions can arouse the interest of the audience to make them desire and demand for the advertised services. Graphological deviation is also evident in advertisement '2'. Daviation according to Akhtar and Hayat (2012), is a shift from the norm. The word 'touch', is spelt incorrectly as 'touc', which is a deliberate captivating force capable of attracting customers' interest, regarding the services rendered.

In advertisement '1', the advert used ellipsis; 'Imagine More'.... Nnamdi-Eruchalu (2015) also believes that the language of advertisement can deviate from the normal grammatical rules, and this can occur through ellipsis. However, the ellipsis in this advert is a short pause after the business' slogan. The pause is to create suspension and interest in the audience. In advertisement '1', alliteration is used. In the advert; 'Spin Splash', the /s/ sound is repeated at the beginning of the words which creates rhythmic and musical effects. Most advertisements make use of adjectives, nouns and verbs to attract customers and inform them about different products and services being sold or offered. In advertisement '3', the slogan; 'Buy and pay with POS' (point of service system), is a new technology and one of the most common payment methods used by advertisers to simplify the payment procedures for both customers and retailers or whole salers.

Finally, bold print remains common to all the adverts that have been analyzed because they serve the purpose of capturing the attention of customers. To further draw customers' attention, some words are capitalized for

emphasis. Also, eye catching images are used in the adverts. They are significantly used accordingly. For instance, each advert has distinctive images: shoes, bags, POS machine, beauty products, drugs etc, respectively. The images of two women from different cultural backgrounds, captured in advertisement '2', showcase that, the makeup studio is not culture restricted. The images have actually, spoken louder than words as affirmed by Magyar (2015:12), who posits that: "In advertising, a picture is worth more than a thousand words". Advertisement '1' has a unique caption: 'visit us today,' written in bold and capitalized. Unlike the other 3 adverts, it has gone beyond speaking through images, figurative expressions etc to straight forward invitation.

Conclusion

The study concludes that medium-scale enterprises in Keffi, Nasarawa State, Nigeria employ linguistic and stylistic features such as metaphor, alliteration, and rhetorical devices, such as hyperbole in their advertisements to convince customers of patronage. Most of the advertisements make use of nouns, verbs and adjectives to attract and also inform customers about different products and services, being offered. The aim of the adverts, like other advertisements has been achieved which is basically, persuasion for patronage. The use of deviation and other aforementioned devices including the display of point of service (POS) are capable of capturing customers' interest that triggers actions (patronage).

Recommendation

The researchers recommend the following:

- Medium scale enterprises in Keffi should combine billboard and internet advertisement to attract a larger population of customers.
- Other popular languages such as Hausa, Fulani, Alago etc. should be incorporated in the advertisements

Suggestion for further study

Research works on billboard vs other medial advertisements should be carried out in Keffi and other parts of Nasarawa State, investigating the stylistic differences.

CONFLICT OF INTEREST

The authors declare that they have no conflict of interest.

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