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Structural - Functional Classification cum Analysis of The Complete Sentences of Contemporary Nigerian Advertisement Messages

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Keywords : *Complete Sentences, Advertisement Messages, Classification cum Analysis*

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Abstract - Many of the contemporary Nigerian advertisements copy messages are simply phrases and sentence fragments while many others are syntactically and semantically complete sentences. The complete sentences of contemporary Nigerian advertisement messages are usually of different structural and functional classifications. This paper therefore attempts a structural-functional classification cum analysis of one hundred and fifty (150) complete-sentence advertisement messages identified among some selected three-hundred (300) advertisement messages of products, services, ideas or organisations i.e. 50% of the total. Seventy-six (76) of the complete-sentence advertisement messages i.e. 50.7% of the total are simple sentences of different functional classifications. Forty four (44) of the complete-sentence advertisement messages i.e. 29.3% are compound sentences of different functional classifications. The remaining thirty (30) complete-sentence advertisement messages i.e. 20% are complex sentences. None of the one hundred and fifty (150) complete-sentence advertisement messages is a compound-complex sentence.

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I. INTRODUCTION

A sentence according to Downing & Locke (2006:272) is grammatically the highest linguistic string made up of one independent or super-ordinate clause with a subject and a predicate or two or more closely related clauses Omer & Sayidina (2005:162) describe the English sentence as the highest independent structure on the syntactic rank of the language which orthographically begins with a capital letter and ends with a full stop (otherwise called a period), a question mark or an exclamation mark and which semantically communicates a meaningful idea or complete thought. Finch (2005: 109) also identifies the traditional definition(s) of sentences as grammatically complete and semantically independent units of language capable of standing on their own. In the light of the basic semantic, orthographic and syntactic requirements of a sentence mentioned in the three definitions, a comprehensive definition of sentence can be deduced as an expression which represents the

largest unit of a language that is grammatically worded/constructed, having a subject and a predicate, expressing a complete thought / idea, starting with a capital letter and ending with a full stop/period, a question mark or an exclamation mark.

A complete sentence according Millward (1983: 96) is that made up of basic grammatical constituents or components like the subject and finite verb and which is not preceded by any word making it dependent on some other group of words. To Finch (2005: 110) a complete sentence is a major sentence that has at least a clause and consists of elements like subject, predicator, direct object, indirect object subject complement, object complement and adverbial usually combined in various ways. A complete sentence is therefore different from a sentence fragment or fragmentary sentence which is a group of words punctuated as a sentence but which is not actually a fully formed sentence. Such an incomplete /fragmentary sentence leaves out parts of its structure as understood or assumed (Nigel, 1990:392) and this constitutes a serious error/problem in writing because it also leaves readers with a number of unresolved questions in their minds.

Advertisement simply refers to a carefully and uniquely constructed spoken or written form of marketing communication intended to disseminate vital messages or information about some newly introduced or existing products, services and ideas of given organisations so as to captivate the attention of their target audience, arouse their interest and ultimately make them demand/ buy the organisations' products, services or ideas (Robin, 2010, MacRury, 2009 & O'Guinn, Allan & Semenik, 2009). In a similar vein, Bearden, Ingram and La Forge (2001:393) define advertisement as marketing communication that is persuasive, non-personal paid for by an identified sponsor and disseminated through mass channels of communication to promote the adoption of goods, services, persons and ideas. Okanlawon and Oluga (2008:45) however, point out the fact that advertisements usually have specially worded verbal messages, spoken or written, in addition to the visual messages and these can be complete-sentence

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advertisement messages or phrasal/ fragmentary advertisement messages.

A complete sentence of a advertisement message can be classified structurally and functionally. The structural classification is all about determination of sentence types based on the grammatical construction of sentences that is, in terms of their forms, formation, constituents' combination or clausal relationship. The functional classification is the determination of sentence types based on their grammatical functions that is, in terms of the uses of sentences or what they are used for, what the sentences do or what they are used to do. Based on the structural classification of sentences we have the simple sentence, compound sentence, complex sentence and compound – complex sentence. Based on the functional classification of sentences, four main types of sentences can also be identified which are the declarative sentences, interrogatives sentence, imperative sentence and exclamatory sentence. It is however important to point out the fact that the two major classifications of complete sentences of advertisement messages are sometimes interwoven. This is because a sentence that is structurally simple, compound, or complex can also be functionally declarative, interrogative, imperative or exclamatory.

II. METHODOLOGY OF THE STUDY

The study carefully selects three hundred (300) contemporary advertisement messages of products services, ideas and organisations. These are mainly printed/written advertisement messages of posters, hand bills, bill boards, news papers and magazines covering the advertisements of products like cars, food drinks , drugs, mobile phones etc services like telecommunications, banking, pension fund administration/ management etc and organisations like the National Population Commission (NPC) and Federal Road Safety Commission (FRSC). Some products, services or organisations have more than just one complete-sentence advertisement message selected especially those with variety of advertisements but none has more than three advertisement messages among those classified/analysed which are usually differentiated with the numbers being ascribed them. Only one hundred and fifty (150) out of the total three hundred (300) advertisement messages selected that is 50% are the complete-sentence advertisement messages classified and analysed for the purpose of this study. The rest are either phrases or sentence fragments used as advertisement messages of given products, services, ideas or organisations.

III. ANALYSIS OF FINDINGS

The study adopts a two-in-one approach to the classification cum analysis of the one hundred and fifty (150) complete-sentence advertisement messages of products, services, ideas or organisations identified among the whole three hundred (300) carefully selected

advertisement messages. This is because the structural classification/analysis of the various complete-sentence advertisement messages is first done to show the ones that are simple sentences, compound sentences and complex sentences. The functional classification of the various complete-sentence advertisement messages under each of those three main structural types of sentences is then done to show if these sentences are declarative, interrogative, imperative or exclamatory. A simple percentage analysis of the various complete sentences of these classifications will be done with a view to establishing the rate of occurrence of each of the various forms of the complete-sentence advertisement messages of products, services, ideas or organisations.

IV. SIMPLE SENTENCE ADVERTISEMENT COPY MESSAGES

A simple sentence according to Bolaji & Alabi (1994:97) is a sentence that contains just a single major clause otherwise called a main, independent or super ordinate clause having one subject and predicate/predicator but which may or may not have a complement, an object or adverb/adjunct. There are seventy-six (76) simple-sentence advertisement messages out of the one hundred and fifty complete-sentence advertisement messages which represent 50.7%. It is important to point out the fact that these sentences, though similar in terms of their structural construction are slightly different in terms of their functions. We therefore, have the declarative, imperative, interrogative and exclamatory simple-sentence advertisement messages.

a) *Declarative Simple-Sentence Advertisement Messages*

These simply refer to the simple-sentence advertisement messages that are in form of statements or assertions and therefore usually give information stating with a capital letter and ending with a full stop otherwise called a period. Out of the seventy-six (76) simple-sentence advertisement messages identified there are forty-one (41) i.e. 54% that constitute the declarative simple-sentence advertisement messages as illustrated below:

1. Honda-We have evolved a new mathematical Calculation.
2. Samsung-I will be the next hero.
3. Cherry Wood Furniture- Good things come in pairs.
4. Money Gram¹ - The power is in your hands.
5. PermaNent- it is back to school time.
6. First Inland- The doors to endless possibilities is here.
7. Money Gram² - your money arrives in minutes.
8. Omatek - It is a compact world.
9. Spring Bank - We crack nuts.
10. Sony Ericsson - I love choice.
11. Arco Petrochemical - We add value to the oil and gas sector.
12. Spring Capital- We create sustainable wealth.
13. Fidelity Bank - We are shooting up all over.
14. Hyundai Sonata-The sonata moves you miles ahead.

15. Starcomms -Our family just keeps getting bigger.
16. Arco Petrochemical-We provide world class vessels.
17. Intercontinental Microfinance-Now anyone can apply for a loan.
18. Etisalat¹ - The choice is yours.
19. Air Comfort Chairs-sometimes success is pain in the back.
20. Intercontinental Bank-Settling overseas expenses is now easy.
21. MTN -Hope comes alive on stage.
22. Virgin Nigeria - Change is here.
23. Triple Delight - The better comes to fruition.
24. NLPC Pension - Your future can benefit from our present. Administration
25. Magen Bio Cement - Every builder has his secret.
26. Aptech Computer Education - We change lives globally.
27. Pfizer Oncology - Tomours are not rumours.
28. Omatek Persona - It is a learning world. Computers
29. Chams City - The tradition of innovation continued.
30. Macmillian - Reading makes a man.
31. Pfizer Oncology² - Pfizer supports the mobilisation hearts minds and resources against cancer .
32. MNT Project Fame¹ - The battle begins.
33. Hyundai Tucson - There will always be times and palaces for Tucson.
34. Crusader Group¹- Figures speak dodder than words.
35. Arm Pension¹ - Tomorrow is working good.
36. FRSC /Nigerian - Life is good. Breweries²
37. Crusader Group² - You can buy right on the floor of the Nigerian stock exchange.
38. Pirelli - Power is nothing without control.
39. African Petroleum - It is a brand new day at African petroleum.
40. Skye Visa Card - I can pay everywhere in the world with my Skye Bank visa card.
41. Intercontinental Edu- Now school payment would not be problem. Support

b) Imperative Simple-Sentence Messages Advertisement

These are simple-sentence advertisement messages which are used to command, direct or instruct hence, such imperative simple sentences are otherwise called instructive simple sentences which usually start with capital letters and end with full stops or exclamation marks. Out of the seventy-six (76) simple-sentence advertisement messages identified there are twenty-two (22) i.e. 29% that constitute the imperative simple-sentence advertisement messages as shown below:

42. Supper Card - Run with the finest.
43. MTN² - Reach more people for less.
44. Intel - Multiply your possibilities.
45. Computer Ware House - Take the information tech tripod advantage.
46. First Call Group-Be your own boss in three (3) years.
47. Intercontinental Microfinance - Join the banking revolution
48. Bic - Feel the smooth difference.

49. Zain - Experience true life.
50. Solar Glow - Let the sun work for you.
51. Sovereign Trust Insurance - Let's unlock your potentials
52. Aska Power Generator - Power your future.
53. Honda Dream 100& - choose the Kings of the road. CGL 125
54. Multilink Recharge Win - Join the winning family.
55. Aquitaine - Find your energy.
56. STP Performance - protect your engine from bad fuel and diesel.
57. Nissan Xtrail¹- Rule your time.
58. Peugeot 307 Saloon -Test your adrenalin.
59. Audi - Discover the Audi in you.
60. Cornerstone Insurance - Get the right cover for your building
61. Beco Petroleum Products - Experience counts.
62. Glo Rechargeable Bulb - Enjoy light at night without NEPA or Generator.
63. Leadway Personal Annuity - Share the benefit of a lifetime. Plan (LPAP)

c) Exclamatory Simple-Sentence Advertisement Messages

These refer simple-sentence advertisement messages that express strong feelings of surprise, shock, pain, joy or excitement starting with a capital letter but ending with an exclamation mark. We have the basic and the non-basic exclamatory simple-sentence advertisement messages. The basic exclamatory simple sentences are introduced by "what" and "how" as in "what a wonderful goal that was" and "How beautiful she is now". The non-basic exclamatory simple-sentence advertisement messages are other forms of simple sentences introduced to express strong feelings which also end with exclamation marks but which do not start with "what" or "how". Nine (9) of such exclamatory simple sentences have been identified among the seventy-six (76) simple sentences advertisement messages which represent 12%. Such sentences which can ordinarily be declarative or imperative without the exclamation marks are follows:

64. A.P Public Offer - Another opportunity is have!
65. Starcomms 2 - Sleek is style!
66. Binatone Iron - Even clothes deserves a tender touch!
67. Ease On Flavour Milk Drink - It's the zero hour!
68. Nokia 5000 - Share in the Nokia triple excitement!
69. First Bank Big Splash - Make a big difference in your life!
70. Etisalat² - Get free air time for life!
71. Alpha Mobile Phones- Check this out!
72. Glo Rock 'N' Rule - Let's rock da city!

d) Interrogative Simple-Sentence Advertisement Messages

The interrogative simple-sentence advertisement messages are non-basic simple sentences used to ask for information starting with capital letters and ending with question marks. The

interrogative simple-sentence advertisement messages can be 'wh' interrogative sentences i.e. those starting with "what", "when", "which", "where", "why" and "how" as in (73) to (75) below or the "yes or no" interrogative simple sentences which usually start with auxiliary verbs serving as operators like 'are' 'is', 'do' 'has' etc as in example (76) below:

73. Dangote Spaghetti - How can I resist you?
74. Tura Soap - What's up girl?
75. Vono Foam - Who is your sleeping partner tonight?
76. Super Loaf - Has it any equality?

e) Compound Sentence Advertisement Copy Messages

Compound sentences according to Aremo (2004: 374) are sentences formed by joining or linking two or more basic or non-basic simple sentences with the aid of coordinating conjunctions or coordinators like "and" "but" and "or" depending on the relationship between the combined or coordinated simple sentences. It is in the light of this that Finch (2005: 111) describes the compound sentences as coordinated sentences whose second elements can be reduced as those of the first sentences clarify those reduced. There are forty-four (44) compound-sentence advertisement messages out of the one hundred and fifty (150) complete sentences advertisement messages which represent 29%. The compound sentences just as the simple sentences can also be of different structural classifications hence, we equally have declarative, imperative and exclamatory compound sentences. These sentences are also properly linked by semi-colons and by other punctuation marks like commas and colons especially in advertisement messages.

f) Declarative Compound-Sentence Advertisement Messages

A declarative compound-sentence advertisement message is one whose coordinated main clauses make statements, assertions or give information about products, services or ideas advertised. This, just as a declarative simple-sentence advertisement message, also starts with a capital letter and ends with a full stop otherwise called a period. There are fourteen (14) declarative compound-sentence advertisement messages among the total forty-four (44) compound-sentence advertisement messages identified which represent 32% and these are shown below:

77. Sosoliso Airline - We go further, we stay closer.
78. Afrinvest - You've heard about our work but We've never been formally introduced.
79. Honda Pilot -We only have one future and it is made of our dreams.
80. L.G. - Life is good; life is everything.
81. Spring Capital - We do not seek to re-invent the wheel but to innovatively reply it.
82. Pension Alliance Ltd -It is now possible to retire and live a confusion free life thereafter.
83. Pfizer Oncology ³ - We care: we are part of the cure.

84. Spark Power Generator - We Just don't talk about it, we general It.
85. Ki^ Motors - Cars are alike but Ki^ has a car just for you.
86. Key Soap - It is harder and lasts longer.
87. Panda - The pain is gone, the simile is back.
88. First Inland Bank - You call it relationship banking; we call it First Inland approach.
89. Bournvita - Every child deserves nourishment, every child deserves Bournvita
90. CBCL Loaning Plc - They lend it but we give it, you plan it but we find it.

g) Imperative Compound - Sentence Advertisement Messages

Imperative compound-sentence advertisement messages are complete- sentence advertisement messages which give directives, commands or instructions in respect of goods/ products, services or ideas being advertised. These imperative compound-sentence advertisement messages usually start with capital letters and end with full stops and sometimes exclamation marks. There are twenty-three (23) imperative compound-sentence advertisement messages i.e. 52% of the forty-four (44) compound-sentence advertisement messages identified as shown below:

91. Bank PHB - Be you, be free, be intelligent.
92. Delta Soap - Be clean, be protected, be happy.
93. Dana Air - Come (and) fly with me.
94. Visafone - Come and talk to us.
95. Mikano¹ - Visit our state of the art show room and experience perfection.
96. Zoom Mobile - Walk into any zoom mobile shop and have our internet air card free.
97. Germaine Auto centre - Take advantage of the Germaine express service and join the growing family of satisfied customers.
98. Nokia 1200/MTN - Make it a Nokia 1200 and get an MTN Sims card with free airtime.
99. Chevrolet Optra - Be seduced, take control.
100. Samsung - See Europe's starts on big screen and win big.
101. Diamond Bank - Save and win. Saving Xtra
102. GIFIC - Resign your appointment and keep an appointment with us.
103. Starboard - Keep a board and raise your stars.
104. Morning Fresh - Wash more, save more.
105. Zubes - Don't worry, be active.
106. Sunsilk Hair Relaxer - Be yourself, be beautiful.
107. Luna Milk - Grow and win.
108. Sandex Paint - Protect it and forget it with sandex.
109. Philips - See everything, experience everything.
110. Ovaltine - Be smart, choose Ovaltine.
111. Nunu Milk - Go (and) get it.
112. NPC - Stay in your usual place of residence and be Counted.
113. Vita Foam - Get comfort, get vitality.

h) Exclamatory/ Interrogative Compound Sentence Advertisement Messages

There are just two (2) examples of the exclamatory compound-sentence advertisement messages and only one (1) interrogative compound-sentence advertisement message identified among the total forty-four (44) compound-sentence advertisement messages. The exclamatory compound-sentence advertisement messages are properly linked or coordinated main clauses which end with an exclamation mark while the interrogative compound sentence asks a question and therefore ends with a question mark. The two (2) exclamatory compound sentences represent 5% while the only one (1) interrogative compound sentence represents 2% of the total compound-sentence advertisement messages identified. It is important to point out/ note that this interrogative compound- sentence is distinct in that it is a tag question which usually makes a statement before asking the question. It is not the same as the 'wh' or 'yes or no' questions/interrogative sentences. The two exclamatory (equally imperative) and one interrogative compound-sentence advertisement messages are shown below:

- 114. MTN Treasure Hunt - Win big and live large!
- 115. FRSC/ Nigeria Breweries² - Don't drink and drive!
- 116. Tura Beauty soap - She is beautiful, isn't she?

These refer to some compound sentence advertisement messages whose two or more coordinated main clauses are not of the same structural or functional classification hence, can not fit into the ones already discussed/ analysed. There are four (4) of such mixed - structure compound - sentence advertisement messages which represent 9% of the total compound-sentence advertisement messages identified. The first has an imperative sentence and a declarative sentence linked by a comma. The second has an imperative sentence and a declarative sentence linked by the coordinator 'and'. The third has a declarative sentence and an imperative sentence linked by a comma. The fourth has an imperative sentence and a declarative sentence linked by a comma. Below are the mixed structure compound sentence advertisement messages:

- 117. Stanbic IBTC Bank - Roll out drums, we have our winners.
- 118. Virgin Airline - Make them come on board and you are the Man.
- 119. Central Bank of Nigeria - Naira is our identity, respect it.
- 120. Tom Tom - Lend a hand, one unit of tom-tom can save a life.

i) Complex Sentence Advertisement Copy Messages

A complex sentence according to Oseni (1998:175) has a main clause and two or more subordinate clauses hence, a complex sentence, to him, is formed through the process of subordination. The main clause of the complex sentence is otherwise called

the major, super ordinate or independent clause because it can stand on its own. The minor clause introduced by subordinators like 'because', 'if', 'although', 'until', 'unless', etc is otherwise called the subordinate or dependent clause because it can not stand on its own to express a complete thought or idea. Thirty (30) out of the total one hundred and fifty (150) complete-sentence advertisement messages which represent 20% are complex-sentence advertisement messages. Below are the first sixteen (16) complex-sentence advertisement messages:

- 121. DHL - No one knows Europe like we do.
- 122. Supertex Wax - You are sure to look your best.
- 123. First Alliance - You can go to sleep because we make money work day and night for good retirement.
- 124. JVC Camcorder - Capture every moment as it happens.
- 125. Wema Bank - Be on the right cause when it comes to giving Credit.
- 126. UBA - We aspire to leadership by serving.
- 127. FRSC /Nigeria Breweries³ - The warm embrace of loved ones awaits you only when you arrive safely.
- 128. Pension Alliance - It is now possible to retire and live a confusion free life thereafter.
- 129. Nest Oil - Breaking all boundaries is easy when you know how.
- 130. Power Horse - You do not need wings if you back the right horse.
- 131. Stanbic IBTC Bank² - You can tell by the response of your customer if you are truly making the difference.
- 132. Bank PHB Education Loan - You don't have to sacrifice everything to enjoy education home or abroad.
- 133. FBN Securities Ltd - A new elephant joins the family as premium securities takes on the family name.
- 134. Totoya Genuine Parts - Your car will breakdown if you use fake parts.
- 135. Multilinks Telecom - Everybody is a winner when you get to play.
- 136. Arm Investment - Money attracts money when in good Company.
- 137. Expat Care Health- Get the medical attention you need when you need it.

The above sixteen (16) complex-sentence advertisement messages are structurally similar in that their super ordinate or independent clauses precede clauses precede their subordinate or independent clauses. The following complex-sentence advertisement messages are unlike the ones shown above in that their dependent clauses precede their independent clauses as illustrated below:

- 138. Intercontinental - When you are happy, we are happy.
- 139. Sun Newspapers - When there is sun, there is always a Star.
- 140. Globacom - Wherever you go, glo(w) with pride.
- 141. First Securities Discount House When we analyse market people listen.
- 142. Tetrizzini Promo - Every time you eat, you win.

143. Arm Pensions - If you don't know, you should find out
144. J.K Michaels - To be the best, it pays to learn from the best.
145. Etisalat³ - Because there is only one you, reserve a number that is special.
146. Mikano² - Using our latest steel technology, we provide solution to your cutting, bending, punching, and designing of various classes of steel.
147. Caverton Offshore Grp. - When you operate upstream you need the right back-up.
148. MTN Project Fame2 - To be a hit, you must feel the heat.
149. Nissan Xtrail - When the road becomes less travelled only the rugged moves on.
150. Allied Soft - If you can make a difference in our clients' lives, we will make a difference in yours.

V. CONCLUSION

The structural-functional classification cum analysis of the complete- sentence advertisement messages identified among the carefully selected advertisement messages shows clearly that about half of the complete-sentence advertisement messages are simple sentences. This is because seventy-six (76) out of the whole one hundred and fifty (150) complete-sentence advertisement messages i.e. 51% are the simple-sentence advertisement messages. This is not surprising considering the fact that simplicity and conciseness are basic principles of advertisement message communication usually achieved via the use of short simple sentences.

The compound-sentence advertisement messages are next to the simple sentence-advertisement messages in terms of number. They are forty-four (44) altogether i.e. 29% of the entire one hundred and fifty (150) complete-sentence advertisement messages identified and analysed. Many of these compound- sentence advertisement messages also do not negate the principles of advertisement message simplicity and conciseness as they are as short as many of the simple- sentence advertisement messages. For example, "Go get it" of (111), "Grow and win" of (117) and "Save and win" of (101) are three word compound-sentence advertisement messages while "come fly with me" of (93), "Wash more, save more" of (107), "Don't worry, be active" of (150) and "Be smart, choose ovaltine" of (110) are four-word compound-sentence advertisement messages.

There are a number of the complex-sentence advertisement messages among the complete-sentence advertisement messages identified/ analysed as there are thirty (30) out of the one hundred and fifty (150) complete-sentence advertisement messages i.e. 20% that are complex sentences this is because these sentence are only structurally described as complex sentences because of the fact they have a combination

of the independent/ super ordinate and dependent/ subordinate clauses. But in actual fact those used as advertisement messages classified/analysed are not semantically complex as they communicate easy-to-comprehend messages/ information about the advertised products, services, ideas or organisations using straight-forward language/ expressions. Some of such expression are "money attracts money when in good company" of (136) "Capture every moment as it happen" of (124) and "No one knows Europe like we do" of (121).

There is however, no single compound-complex sentence advertisement message among the one hundred and fifty (150) complete-sentence advertisement messages identified and analysed. This, in addition to the simple, compound and complex sentences make the four main structural types of sentences. The compound-complex sentence as the name suggests usually has features of both the compound and complex sentences. It can therefore be longer than others and may inhibit advertisement message simplicity and conciseness. This may be the reason why no single compound-complex-sentence advertisement message is found among the one hundred and fifty (150) complete-sentence advertisement messages identified and analysed. However, it is not impossible to form compound-complex -sentence advertisement messages that are not too long just as the three/four-word- compound-complex-sentence advertisement messages cited above. For example, we have concise compound-complex sentences or expressions like "(I) work and study to excel" and "(I) rest and exercise to live long".

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