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Persuasion in the English of Advertising in the Ghanaian Newspapers

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Abstract:

Advertising is a form of communication that functions with goals and strategies leading to a number of impacts on potential consumers. Advertising, thus, operates with certain objectives resulting in various effects on consumer thoughts, feelings and actions. Above all, the ultimate goal of advertising is the persuasion of potential consumers of the exceptional qualities of goods and services. Whatever strategy advertisers employ to persuade their audience, language plays a pivotal role since it functions as the vehicle for the transmission of the advertising message. Language forms an integral part of advertisements (henceforth, adverts) and it serves as a means of communicating specific information with the aim of persuading an audience. In this paper, I focused on persuasion in the English employed by copywriters in adverts in the Ghanaian print media. The study was underpinned by the Elaboration Likelihood Model (ELM) of Persuasion. The qualitative research design was employed and the analytical framework was the qualitative content analysis technique. The findings of the study proved that copywriters in Ghanaian press employed Aristotle's three artistic proofs (logos, pathos and ethos), figures of speech and grammatical units in the English of adverts for persuasive effect.

Keywords: Persuasion, elaboration likelihood model, advertising, advertisement, communication, copywriter, figures of speech, grammatical units, logos, pathos, ethos, Aristotle, English language, qualitative content analysis

1. Introduction

Although advertising goes back many years in history, it has evolved with time. Advertising in ancient China was either verbal or by the use of musical instruments; however, later, it took the form of inscriptions on signboards and posters. In the medieval time in Europe, advertising took the form of exhibition of manufactured products since many people were not literate. Advertising was also like oral announcement at public places and this was to draw customers' attention. Bhatia (2000) reported that art work on rocks and walls for advertising started in India many centuries ago. Advertising underwent changes during the Renaissance Period in Europe in the fifteenth and sixteenth centuries when advancement in printing gave rise to literacy. With the advent of an innovative printing technology in Asia and Europe in the second half of the fifteenth century, printing was done on a large scale and people read extensively to broaden their intellectual horizon. Information dissemination was improved and advertising was given the needed publicity in the print media (Moriarty, Mitchell & Wells, 2009). Advertising, therefore, took the form of mass communication for commercial purposes in newspapers in America and England in the seventeenth and eighteenth centuries respectively. During the period of the Industrial Revolution in the eighteenth century, which saw a rise in the production of goods, advertising in the print media in the United States (US) and Europe helped manufacturers to disseminate information about their products to prospective buyers.

In Africa, advertising was practiced in a traditional way up to the colonial era. During this period, foreign advertising companies brought about changes and innovation in advertising in Africa. This external influence gave rise to growth, development and modernity in advertising on the African continent. In the West Africa sub-region, advertising took traditional forms before the colonization period. The early forms of advertising in Nigeria were signs, paintings and public announcements (Kasie, 2007). Islamic migrants from other West African countries like Mali and Nigeria came to Ghana occasionally to sell traditional medicines. These foreign traders used magic as an advertising strategy. They would display magical powers in order to persuade buyers of the potency of their medicines (Asare, 2013). The growth and development of advertising in Nigeria and Ghana occurred during the colonial era in the early part of the twentieth century. The colonial influence on advertising led to the creation of the West African Publicity Limited (WAPL) in 1928 (Kasie, *ibid*). The WAPL (an advertising agency) which emanated from the United African Company (UAC) was responsible for marketing communication and the coordination of economic activities of colonial expatriates in Nigeria, Ghana and other West African countries (Akatsu, 1980). In Ghana, the WAPL installed billboards that displayed pictures advertising variety of foreign products. The WAPL used pictorial images as instruments of advertising in newspapers and cinemas. Advertising was also in the form of posters on trains, buses, trees and billboards by roads and streets (Atta, 2013). Advertising in the post-independence period in West Africa was more creative, innovative and sophisticated due to

external influence from the western world. In the twenty-first century, different communication networks are employed as channels for advertising: the print, electronic and Internet media.

In contemporary time, advertisements are artistic pieces of work since much thinking and imaginative ideas are put into them; 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. In modern time, language forms an integral part of advertising; in fact, it constitutes our most significant means of communication (Vestergard & Schroder, 1985). Copywriters employ attractive and memorable language for persuasive effect in advertisements. Myers (1997) is of the view that the manner in which copywriters use language for a particular effect is similar to the way language is employed in the world of poetry. In contemporary time, 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, on one hand. Copywriters sometimes use the literal and simple forms of language to communicate with their audience (Dyer, *ibid*). If the English is direct and plain, it is comprehensible and therefore attracts the attention of the audience. With the simplicity of the English language, the advertising message is literal, clear, attractive and memorable. From another perspective, the language of advertising in modern time is figurative in nature, on the other hand. At this level, copywriters sometimes 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 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. In contemporary time, words are indispensable in advertising. Copywriters use English words to supplement the visual message (Goddard, *ibid*). English words uplift the image of a brand and the organization. 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 (Torro, 2017).

In the current study, I focused on persuasive elements in the English employed in advertisements in newspapers in Ghana. I investigated the extent to which Aristotle's three artistic proofs (logos, pathos and ethos), figures of speech and grammatical elements in the English of advertisements in the Ghanaian newspapers were employed by copywriters for persuasive effect.

2. Review of Literature

In this section, I reviewed the literature on the use of English in advertising. This was to enable me to establish the position of the current study within the existing literature. I achieved this by situating my paper in the context of work done by other scholars. The review of the literature engaged other parallel studies and examined existing knowledge. The review also identified the knowledge gap which needed to be filled. In this section, I reviewed the literature on studies conducted on the use of English in advertising in Japan, Nigeria and Ghana.

Goldstein (2011) analyzed the English employed in advertisements in both print and electronic media in Japan. Goldstein set out to investigate the function of the English used in Japanese advertising. The study was conducted from two broad perspectives: The first was an investigation into the communicative function of the English used in Japanese advertisements and the second was to find out if the English employed was only for decoration. Goldstein (2011) revealed that in the Japanese print media, foreign brands from non-English speaking European countries, like France and Italy, were advertised in English in Japanese magazines. The reason was to bestow a western image or modernity on the brands. Another reason for Japanese copywriters' use of English in non-Anglophone European brand advertisements was that many Japanese were attracted to products from America and English-speaking European countries.

Goldstein (2011) discovered that the English used in the Japanese advertisement of foreign brands performed both communicative and decorative functions. The English texts that were not understood by the Japanese audience just adorned the advertisement; they did not communicate any clear message. However, when the English text in the Japanese advertisement was just a simple word or a short familiar phrase, communication was achieved. Another instance where communication was possible was the presentation of the Japanese version of the English text in the same advertisement. Where both English and Japanese were employed in an advertisement the English performs a dual function: Communication and adornment. Goldstein (2011) observed that some advertisements that presented Japanese brands were in English only. There were a number of reasons, according to Goldstein (2011), for the use of only English in a Japanese brand advertisement: One was to draw the attention of customers and the other was to uplift the image of the Japanese product so that the latter could gain comparative recognition with the foreign brands on the Japanese market.

According to Goldstein (2011), in the electronic media (with reference to television) advertisements involving many Japanese companies had slogans written in English on the television (TV) screen and an oral version in Japanese. In the TV advertisements both English and Japanese were used. The English, therefore, performed double function: communication and decoration. In this situation, the English was highlighted in order to draw the audience's attention. Goldstein (2011) revealed that in the TV advertisements in Japan, the simple and familiar English words were understood by Japanese audience. However, since some of the English lexical items were incomprehensible, English performed more decorative function than Japanese. Furthermore, in TV advertisements in Japan, a brand name in English was pronounced with a

Japanese accent or an English word was transcribed in Japanese and pronounced in Japanese. Goldstein (2011) noted that a blend of English and Japanese was sometimes used in the advertising message. Copywriters in Japan apply these strategies in order to grab attention and transmit information.

Furthermore, according to Goldstein (2011) in a TV advertisement in Japan, a song which accompanied an advertisement was in English and it was sung by an American artiste. Goldstein (2011) postulated that the lyrics might not be understood completely by the Japanese audience since the English was just to draw the attention of the audience to the advertized product. In another instance in a Japanese TV advertisement, a narrative at the background of an advertisement was in English and the latter was articulated with an American accent. Goldstein (2011) posited that the effect of the pronunciation of English words with an American accent was that a western image was conferred on the advertized brand. The English in this context just bestowed a foreign attribute on the advertisements.

It can be deduced from Goldstein (2011) that the English used in advertisements in the Japanese media performed both communicative and decorative functions. However, previous studies carried out by Dougill (2008) and Hyde (2002) revealed that the English employed in Japanese advertisements performed only decorative function. The authors were of the view that the English used in the Japanese advertisements was different from the functional English the Japanese audience employed in communication. On the contrary, Takashi (1990), Moeran (1985) and Mooney (2000) had discovered that the English employed in Japanese advertisements performed both communicative and decorative functions. Takashi (1990) dwells more on the decorative function of English. According to Takashi, the decorative functions of English were that the orthography of English was distinct from Japanese and this made the former outstanding and attractive. Another decorative function of English was that it was Western and modern. On the part of the communicative function of English in Japanese advertisements, Takashi (1990) posited that the advertisements contained simple English words, some of which were borrowed from English into Japanese. Pronouncing English words with a Japanese accent also contributed to the communicative function.

From the literature on the use of English in Japanese advertising, it is worth noting that studies conducted by researchers such as Moeran (1985), Takashi (1990), Mooney (2000), Hyde (2002), Dougill (2008) and Goldstein (2011) were focused on the communicative and decorative functions of English in Japanese advertisements. However, what is yet to be known in the use of English in Japanese advertising is the persuasive effect of the use of English; given that, persuasion is the ultimate goal of advertising. The current study filled this knowledge gap by investigating the extent to which grammatical elements, figures of speech and Aristotle's three artistic proofs in the English of advertising in the print media in Ghana were employed for persuasive effect.

Adamu (2009) analyzed adverts from selected newspapers and magazines in Nigeria and the study showed that the English and other cultural elements used in adverts captured the attention of the mass audience. The study revealed that the advertisement on Samsung range of products demonstrated the use of persuasive strategies. The pictorial images of the different range of Samsung TV products suggested the strategy of intensification by the emphasis on their exceptional qualities. The images were complemented by the accompanying lexical items which shrouded products of other brands and projected Samsung as the only good choice. Adamu (2009) affirmed the use of intensification as a persuasive strategy in advertising. According to him, advertisers either intensified the strengths of their products or the weaknesses of other brands. Another persuasive strategy of Adamu (2009) was the use of the downplaying technique. This strategy concerned itself with a reversal technique in competition associated with advertising. In this strategy, the advertiser downplayed his or her own weaknesses and the opponent's strengths. Adamu (2009) also discovered the use of simple and colloquial sentences, imperative constructions, negative structures, usually in stressed position to emphasize the special merit of products. Negative constructions set precedence or a premise of an argument in an advert in order to project the qualities of a product or service. According to Adamu (2009), brand names and slogans communicated denotatively and connotatively. The manufacturer gave a distinctive name in a mass market, so that more than a label or identity of the product brought flattering associations to mind which also yielded persuasive effects. The study also revealed that advertisers used adverbs and adjectives to stimulate desire by appealing to our senses. In some advertisements copywriters employed sound effect devices to make readers remember the message easily and also induce some emotions. Adamu (2009) discovered the use of figurative expression such as alliteration, metaphor, personification, parallelism and repetition and these were crafted to attract attention and arouse desire. Adamu (2009) also revealed that Nigerian cultural elements were incorporated into some of the adverts. There was the use of kola-nut at the background of an advert sponsored by Spring Bank. Aware of the cultural significance of kola-nut in the Nigerian society, customers associated the bank's name with tradition which they proudly maintained. Advertisers also used traditional outfits, greetings and proverbs, which reflected the culture of Nigerians, in some of the adverts in order to attract the attention of potential consumers. The results of Adamu's study served to demonstrate what was already known on the English of advertising in the West Africa sub-region. However, what still needed to be discovered was the use of Aristotle's three artistic proofs (logos, pathos and ethos) as persuasive strategies in adverts. This was the research gap that the current study filled.

In the Ghanaian context, Duah (2007) focused on the discourse strategies that advertisers used and he investigated the extent to which elements in the target culture were exploited by advertisers to persuade their audience. According to him, the advertising message associated with a product fitted into the value system of the audience. The diction of the adverts had significant meaning for the target audience and this influenced their thoughts and actions. One of the findings of Duah (2007) was that copywriters addressed their audience directly and this was one way by which a conversational discourse was created in adverts. As advertising language evolved and one-to-one interaction became real option for a wide range of advertisers, the message written was more personal; it was crafted strategically to present

products and services in a friendly and familiar fashion. Thus, to create a conversational approach and to strike a personal relationship with the audience, copywriters wrote as if it was only one person receiving the message. O'Tool (1985:9) also postulated that the only kind of language that could effectively persuade in advertisement was that which was targeted at the consumer as an individual. The current paper was not based on discourse strategies, like Duah (2007). The paper focused on persuasive elements in the English of advertising in the Ghanaian press. Another study on the English of advertising in Ghana was Anim-Ayeko's (2012) analysis of metaphors in political advertisements in the Ghanaian press. Anim-Ayeko (2012) discovered metaphors in the National Democratic Congress (NDC) party adverts she analyzed. She realized that the NDC was associated with good things (jobs, lower prices, better health care, selfless leadership, good education, personal safety and prosperity) while the National Patriotic Party, which was in opposition, with bad attributes (greed, injustice, armed-robbery, failed promises, family government, unsolved murders, corruption and cocaine). The NDC thus used the downplaying persuasive strategy as mentioned in Adamu (2009). In the advert, Ghanaians were shown sitting or standing on the country (Ghana) and they were at a crossroad because it was time for them to choose who would govern them. The description of Ghana as the Berlin wall connotes the perceived suffering and deprivation on one side of the wall while there was luxury and abundance on the other. The reference to the dawn, rising sun, the star and the vehicle connote direction or movement towards a certain goal. From the analysis the metaphors identified included: Politics was decision making, hope was light, politics was a journey and decisions of the electorate were crossroads. Anim-Ayeko (2012) analyzed metaphors (verbal and non-verbal) in political advertisements in the print media; she was therefore limited to the metaphorical aspect of the English of advertising. The metaphorical analyses were linguistic, pictorial and gestural. The current study analyzed other tropes in the English used in product advertisements. The current paper filled the knowledge gap in the use of figures of speech in the English of adverts in newspapers in Ghana.

3. Theoretical Framework

The current study was underpinned by the Elaboration Likelihood Model (ELM) of Persuasion which was developed by Petty and Cacioppo (1984). ELM views persuasion primarily as a cognitive event and this means that the recipients of persuasive messages go through mental processes of motivation and reasoning to either accept or reject persuasive messages. In advertising, motivation is one of the persuasive strategies. Advertisers present the positive attributes and exceptional qualities of goods and services to the audience in order to motivate them. In every advert, advertisers try to appeal to the reasoning of the audience. Advertisers provide sufficient evidence to support their claims and propositions.

Petty and Cacioppo's model portrays persuasion as a process in which the success of influence is dependent, to a large extent, on the way the audience makes sense of the message. The ELM of persuasion therefore emphasizes the importance of understanding the target audience before creating a persuasive message. Persuasion is the ultimate goal of advertising. Advertisements are crafted with strategies that lead to persuasion of potential consumers. According to Moriarty et al (2009), an effective advert meets its objectives which are the persuasive goals.

The ELM of persuasion presents two divergent processes that can be employed when influencing others: A central route and a peripheral route to persuasion. Centrally routed messages include funds of information, rational arguments and evidence to support a particular conclusion. The following advert from the Ghanaian print media illustrates the centrally routed message of persuasion in advertising:

Voltic is Natural Mineral Water because the minerals are not added; they are from a natural source. Not all bottled water is natural mineral water.

So when in doubt look for Voltic Natural Mineral Water

Voltic, Naturally.

(The Mirror, Friday, May 27-June 2, 2016, P. 42)

The English of the above advertisement is argumentative; it tries to persuade the consumer through logical reasoning. The copywriter introduces the argument with a declaration: *Voltic is Natural Mineral Water*. In this statement, *Natural Mineral Water* is complementing the subject *Voltic*. The copywriter then goes on to support his proposition with a major reason which is presented in the clause *because the minerals are not added*. This is followed by the supporting evidence: *They are from a natural source*. This implies that the minerals in the *Voltic* bottled water are not artificial additives but are derived from the water source. For the advertized product to attract the attention of the audience, a comparative strategy is employed. In order to maintain a balance in the argument, the copywriter involves the competitors, that is, the other companies in Ghana which are also in the bottled mineral water business: *Not all bottled water is natural mineral water*. This part of the argument brings down the other bottled mineral water producers since the implication is that they add artificial minerals to their products. This downplaying strategy projects the natural quality of the *Voltic Mineral Water*. The concluding segment of the text restates the natural attributes of the *Voltic Mineral Water* and uplifts its image over and above the other bottled mineral water produced in Ghana.

The other approach to persuasion, according to ELM, is the peripheral route. This approach is employed when motivation is lacking in the target audience. ELM predicts that if the audience is unmotivated or unable to process an elaborated message, persuaders should focus on quick and easy ways to produce change. The use of celebrity endorsement in advertising is to support the message of an advert and this illustrates the use of the peripheral route to persuasion. Messages of reciprocation try to persuade by stressing a give-and-take relationship. Reciprocation signals a peripheral routed message. Advertisers employ reciprocation: Buy a television set and get an electric iron for free.

4. Methodology

4.1. Research Design

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. The choice of the qualitative research design was also influenced by Crotty (1998) who postulated that qualitative research is largely subjective; the investigator derives meaning from his interpretation of the data collected.

4.2. Data Collection

The data collection type that was chosen for the current study was qualitative documents. According to Creswell (2009) there are two data sources that are associated with the qualitative documents data collection type. The first is public documents which comprise newspapers, magazines, minutes of meetings and official reports. The second data source is private documents which consist of personal journals, diaries, letters and e-mails. The public documents were selected as the current study entailed analysis of the English used in advertisements in newspapers in Ghana. The rationale for the choice of documents is that the data source of the current study is the print media which is a subcategory of documents as Creswell (ibid) postulated.

4.3. Data Collection Process

The process of data collection commenced with the search for newspapers. I made an initial verbal enquiry at the Public Affairs Directorate of the University of Cape Coast, Ghana, where I was informed about the variety of newspapers which were supplied to the Directorate on daily basis. Following the positive response, I received from the administrator, I wrote a letter to the Director of the Public Affairs Directorate of the University of Cape Coast to formally solicit permission and approval to use the stock of newspapers in their archives for my research. When the approval was given for the use of the newspapers for the collection of data, two junior administrative members of staff of the Public Affairs Directorate were made to collate the newspapers in stock at the Directorate. I therefore had an enormous source of data to sample. As part of the data collection process, a group of research assistants from the Department of Communication Studies, University of Cape Coast, Ghana, was given orientation on the sampling of the newspapers. The research assistants who were pursuing a course in advertising were taught how to select product advertisements from the other types of advertisements. Furthermore, the research assistants were told to choose advertisements that contained sufficient lexical items as some advertisements had scanty linguistic items or were made up of just pictorial images. To ensure that the students selected the right advertisements, I was present at the background to guide and interact with them. I personally assessed the appropriateness of the sampling done by the research assistants. I also did a further check on the sampled advertisements and discarded the inappropriate ones. The product advertisements selected from the newspapers were photocopied and a text database was created for coding.

5. Analytical Framework

In the current study, I employed the qualitative content analysis (QCA) technique as the analytical framework for the analysis of textual data. Content analysis offers researchers the opportunity to analyze text data in a way that suits their research interest (Cavanagh, 1997). 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). Qualitative content analysis (QCA) is an analytical method that enables the researcher to interpret textual data through a coding process; it also offers the researcher the opportunity to derive themes and trends in the study (Hsieh & Shannon, 2005).

Hsieh and Shannon (ibid) identified three approaches to the qualitative content analysis technique: Directed, summative and conventional. According to Hsieh and Shannon, all the three approaches are employed by qualitative researchers for the purpose of interpreting text data. Another common feature of the three approaches is that they are associated with a coding process which entails the organization of textual data into categories (Webber, ibid); these categories are the ideas that are expressed directly in the text data. In the directed approach to qualitative content analysis the coding of categories is dependent on existing theory or the findings of previous research. The directed approach may help extend or complete a theory or prior research. With the directed approach, the researcher would commence the analysis with predetermined codes. He would identify key themes or variables from the existing theory or previous research and use them as initial coding categories (Potter & Levine-Donnerstein, 1999). The current study did not employ the directed approach because it did not make use of predetermined categories. The themes and patterns were allowed to flow from the text data.

A summative approach to qualitative content analysis entails identifying and counting certain words in a text and interpreting the context in which the words are used. The summative approach is two-pronged: It is quantitative since it involves the quantification of certain keywords. It is qualitative as it entails the interpretation of the semantics of words. The current study did not deem the summative approach suitable since the latter makes use of numerical data processing technique; the present research is mainly qualitative.

With the conventional approach to qualitative content analysis, coded categories emanate directly from the text data (Hsieh & Shannon, 2005). The researcher engages with the data in the analytical process (Kondracki & Wellman, 2002). Data analysis begins with a thorough reading of the texts in order to have a general idea of their contents (Tesch, 1990). The data are read closely in order to derive codes (Miles & Huberman, 1994; Morgan, 1993; Morse & Field, 1995).

The codes are categorized based on emerging themes, trends or patterns. In the coding process, lexical items that capture key concepts are highlighted. At this stage, the researcher makes notes of his initial impressions and thoughts about the analysis. Labels for the codes are derived from themes or concepts in the text data. Codes are organized into categories which are put into thematic groups (Coffey & Atkinson, 1996; Patton, 2002). The current study chose the conventional approach to qualitative content analysis as the most suitable analytic technique for the analysis of advertising text data from newspapers in Ghana.

5.1. Coding Categories

Coding is a feature of the qualitative content analysis framework. Coding is a system in which text data are organized into categories or units based on the themes that emanate from the corpus (Webber, *ibid*). In the coding process, labels (codes) are used to identify the grouping of emerging themes. In the coding categorization process of the current study, I put the product advertisements that were selected from the newspapers into sampling units or groups based on the ideas they depicted. One group of advertisements exhibited the use of grammatical elements for persuasive effect and I labeled it *Ad GR*. Another unit of product advertisements portrayed the use of figures of speech for persuasion and I coded it *Ad FS*. The third set of product advertisements demonstrated the copywriter's use of Aristotle's three artistic proofs for persuasive effect and I labeled them *Ad LO*, *Ad PA* and *Ad ET* respectively. The following table illustrates the coding categories of the advertising texts data:

Units	Themes	Codes
1.	Grammar	Ad GR
2.	Figures of Speech	Ad FS
3.	Logos	Ad LO
4.	Pathos	Ad PA
5.	Ethos	Ad ET

Table 1: Coding Categories

6. Data Analysis and Discussion

The analytical framework that I utilized in my study enabled me to employ a coding system in the analysis of the advertising text data. I employed the coding system to categorize the data based on the themes, trends and patterns that emerged from the advertising text corpus. In the ensuing segment, I shall analyze the advertising text data and discuss the research findings.

6.1. Text 1 (*Ad LO*)

For durable & leak-free homes, always remember to use Dr Fixit waterproofing solutions.

Building structures face several problems through their life span like cracks in walls, rainwater seepage, leakage through roofs and rising dampness. These problems can reduce the life of structures considerably.

Dr Fixit has a wide variety of state-of-the-art products and solutions for all waterproofing & repair needs, from foundations to roofs. Dr Fixit waterproofing solutions help to create an envelope around the structure to protect it from dampness & other structural damages caused due to water leakage.

(Daily Graphic, Thursday, January 26, 2017, P. 12)

From the above text, the copywriter uses logical reasoning to persuade the reader. The text opens with a declaration which establishes the value and significance of the *Dr Fixit* products; there is also an element of assurance for the potential buyer. The copywriter then goes on to appeal to the reasoning of the audience by presenting a number of problems associated with the structure of buildings: *cracks in walls, rainwater seepage, leakage through roofs and rising dampness*. What can be deduced from this strategy is that if one's building structure is affected by these problems then it follows logically that the building would suffer from negative consequences. The copywriter therefore uses deductive reasoning in his persuasion.

The copywriter also presents another reason why the *Dr Fixit* products provide the solutions to problems related to the structure of buildings: *Dr Fixit has a wide variety of state-of-the-art products and solutions for all waterproofing & repair needs, from foundations to roofs*. This serves as supporting evidence to the argument concerning the fact that the *Dr Fixit* products are the ultimate solutions to building structural problems. In order to make the presentation attractive, the copywriter exaggerates his claims. This technique goes a long way to influence prospective customers who have problems with the structure of their buildings to buy and try the *Dr Fixit* range of products. The final segment of the text is another reason to buttress the ongoing argument: *Dr Fixit waterproofing solutions help to create an envelope around the structure to protect it from dampness & other structural damages caused due to water leakage*. The copywriter uses a metaphor in his presentation in which he compares the application of the *Dr Fixit* products to the enveloping of materials. By this comparison, a mental picture is created about the complete protection of the structure of the building from problems.

It is worth noting that the name of the products *Dr Fixit* is striking. The abbreviated title *Dr* has a human feature and the sense of its use connotes the application of therapy in the medical field. The title *Dr* makes the reader to imagine the *Dr Fixit* products as human beings who will solve all their building structural problems. Furthermore, the name *Fixit* is a coinage; it's a blend of the verbal item *Fix* and the pronoun *it*. The name *Dr Fixit* is to draw the attention of potential customers to the capabilities and effectiveness of its products. Another attraction in the English of the above advertising text is the personification of the building structures: *Building structures face several problems through their life span*, and

these problems can reduce the life of structures. The copywriter refers to the building structures as if they were humans who have life. By the use of this personification device the copywriter tries to draw the attention of the audience to their buildings and their associated problems.

6.2. Text 2 (Ad PA)

Counterfeit products

A lot more dangerous than you can think.

Wahl is the number # 1 professional grooming brand in the world, which is why fakes are produced. Trading fake products is a criminal offence and its usage can be dangerous. Wahl recommends you buy original Wahl products from our trusted and authorized distributor Melcom Limited.

(Daily Graphic, Thursday, May 18, 2017, P. 21)

The text begins with two statements: *Counterfeit products, a lot more dangerous than you can think* which arouse a feeling of fear and anxiety in the reader. The copywriter is drawing the reader's attention to hair clips that are on the markets but are not genuine. The copywriter also cautions the reader about the risk involved in using other hair clips other than the advertized one, *Wahl*. The potential buyer will therefore have no alternative than to accept the advertiser's advice. The aim of the copywriter is to influence the audience to take notice of certain facts which may evoke emotional reactions. The copywriter tries to get the public worried since there will be negative results if they do not make the right choice of hair clip.

The next section of the text is a sentence in which the copywriter uplifts the image of the advertized brand by exaggerating its attributes: *Wahl is the number # 1 professional grooming brand in the world, which is why fakes are produced.* However, the copywriter lowers the image of other hair clips by referring to them as *fakes*. This word has a strong emotional effect on readers and it suggests unpleasant consequences. The word *fake* can go a long way to influence potential buyers of hair clips to take decisions in favor of the advertized product. The expression *grooming brand* contributes to the good qualities of the advertized hair clip and suggests that it is refined, authentic and genuine. The copywriter goes on further to play on the emotions of the audience in order to attract them to the advertized hair clip: *Trading fake products is a criminal offence and its usage can be dangerous.* At this point, the reader may be forced to accept the emotional appeal of the copywriter as there are negative consequences. The reader may consider the unpleasant effect that may follow and they may be compelled to agree with the advertiser's claims. After exposing the reader to the repercussions of using hair clips other than *Wahl*, the advertized product, the copywriter then presents it (the advertized product) as the ultimate choice for potential buyers of hair clips.

6.3. Text 3 (Ad ET)

No cartridges

No hassle

No brainer

We've changed consumer printing forever. Our EcoTank ITS printer comes with up to three years' worth of ink included. And with no cartridges to buy or change, you can expect print savings of up to 90%. See all the benefits of our revolutionary new printer at epson.eu/ecotankits

(Daily Graphic, Tuesday, October 24, 2017, P. 21)

The above Ad ET text commences with a set of parallel structures that are expressing assurances. The copywriter promises potential customers in the printing industry a positive change that will enhance their businesses. However, the copywriter overstates this proposition in order to attract readers' attention to the message: *We've changed consumer printing forever.* In the next sentence, the copywriter assures the prospective customer of adequate quantity of ink in the advertized printer that can last for a period of three years: *Our EcoTank ITS printer comes with up to three years' worth of ink included.* Given that the ink component of a printer is the most essential, the potential customer can take a purchasing decision on the advertized printer based on the profit that can be made within the first three years of operation. Since the *EcoTank ITS printer* that is advertized has an in-built cartridge, the copywriter assures the prospective customer of saving the monies that will be used in buying cartridges for future use or investment: *And with no cartridges to buy or change, you can expect print savings of up to 90%.* The figure 90% suggests that the copywriter is certain and sure about the extent of savings that will be accrued by the potential customer. The last section of the above Ad ET text provides a website (Epson.eu/ecotankits) where the targeted audience can verify the information on the benefits of the *EcoTank ITS printer*. The website makes the message of the copywriter credible and trustworthy. The ethical appeal in the English of the above text, to a large extent, has persuasive effect on the targeted audience.

6.4. Text 4 (Ad FS)

Samsung Galazy Grand Prime Plus

The Dream just got better

Make it grand with 4G

Buy any Galaxy Grand Prime 4G compatible phone and get free 800MB data for 6 months.

(Daily Guide, Monday, February 13, 2017, P. 14)

The second line of the text *The Dream just got better* illustrates the metonymy literary device. The word *Dream* was used to represent the *Samsung Galaxy Grand Prime Plus* mobile phone. In this context, the name of an abstract concept has been used to represent a different entity. The copywriter relates dream to mobile phone and the two have been

associated. With the proliferation of mobile phone production, it is the desire, wish or dream of everyone to own the latest and more sophisticated type. This association of two different concepts makes the English of the text different and attractive. Another attractive feature in the English of the text is the copywriter's use of alliteration in the name of the Samsung mobile phone *Galaxy Grand* and *Prime Plus*. The repetition of identical consonantal sounds at initial positions as in *Galaxy Grand* and *Prime Plus* is a rhetorical device and it contributes to the attraction of the audience to the phone. The use of the alliteration device adds emphasis to the advertising message and makes it memorable. The copywriter goes on to employ the imperative mode to urge the reader to take action: *Buy any Galaxy Grand Prime 4G compatible phone and get free 800MB data for 6 months*. The imperative sentence influences the behavior of the audience to a large extent.

6.5. Text 5 (Ad FS)

High Security Doors @ MPC Ltd.

High security Turkish external doors all sizes available

Good quality Chinese external doors all sizes

Good quality internal wooden doors

Good quality internal glazed wooden doors

Best quality at best prices

Good quality glazed bathroom doors

(Daily Graphic, Monday, July 31, 2017, P. 96)

The text depicts identical grammatical structures which form a syntactic pattern of nominal phrases:

Good quality Chinese external doors all sizes

Good quality internal wooden doors

Good quality internal glazed wooden doors

Good quality glazed bathroom doors

These similar syntactic structures have the advertised products *Doors* as their headwords. The repetition of the advertised products lays emphasis on their qualities. The copywriter's use of parallel structures makes the English of the text attractive to the reader. The use of the parallelism rhetorical device departs from the usual order of grammatical structures in English and this draws the reader's attention to the advertised products. The parallel constructions engage the reader's mind. The repetition of the parallel structures is for emphasis of the quality and type of doors. The similarly constructed grammatical structures create mental pictures and they reinforce the advertising message.

6.6. Text 6 (Ad FS)

Latex Foam

... Your partner for life

Why would you buy an inferior mattress?

As human beings, we spend about one-third of our lives in bed. If you're going to spend that much time in bed, wouldn't you rather be lying on a mattress that is just right for your body?

Be smart! Treat yourself well! Don't spend one-third of your life sleeping on the wrong mattress... or else...

(Daily Graphic, Monday, May 15, 2017, P. 18)

The text commences with the personification of the advertised product: *Latex Foam, Your partner for life*. The *Latex Foam mattress* has been presented as if it were a human being who is capable of companionship. The English is striking because it has been turned to make it mean something else. There is also the use of the hyperbole trope in the clause: *Your partner for life*. The duration within which the *Latex Foam mattress* will be put to use has been exaggerated. The potential buyer of the mattress will use it for their entire lives. This deliberate overstatement adds emphasis to the advertising message. The copywriter's use of the personification and the hyperbole tropes at the initial part of the text grabs the reader's attention to the rest of the textual message that follows.

The third line of the text above is an interrogative sentence; it is a rhetorical question figure of speech: *Why would you buy an inferior mattress?* This question is figurative; it has an obvious answer. It compels the audience to provide the answer and to perceive issues from the point of view of the copywriter. The rhetorical question engages the reader's mind to think and reflect. In the next sentence, the copywriter makes an assertion about the length of time human beings spend in bed: *As human beings, we spend about one-third of our lives in bed*. This is followed by another rhetorical question device: *If you're going to spend that much time in bed, wouldn't you rather be lying on a mattress that is just right for your body?* This interrogative structure is not the usual literal question that expects an answer from the audience. This rhetorical question has an implied answer; in fact, it has only one real obvious response. The rhetorical question has been constructed by the copywriter to force the reader to supply the answer.

Having compelled the reader to provide the answer to the rhetorical question, the copywriter then proceeds to address the audience directly to create a personal effect. The audience is urged to act in two different ways: *Be smart! Treat yourself well!* In the next imperative sentence, the copywriter uses the down-playing strategy to make the *Latex Foam mattress* an obvious choice for the audience: *Don't spend one-third of your life sleeping on the wrong mattress*. Finally, in order to compel the audience to take a purchasing decision, the copywriter ends the textual message with an incomplete statement: *or else...* This ellipsis created is a strategy to force the audience to consider the possible negative consequences of using a mattress that is not manufactured by *Latex Foam*.

6.7. Text 7 (Ad FS)

LG Dual Cool

The moment you turn on the LG Dual Cool, you'll be blown away. First, by its faster cooling then once more, by the energy it saves you. LG's Dual Cool air conditioner with dual inverter compressor means you can save energy and enjoy faster cooler air. (Daily Graphic, Monday, May 29, 2017, P. 33)

The main clause of the first sentence of the above text *you'll be blown away* has been presented in a metaphorical sense. In this metaphor, the meaning of the clause is figurative; it has changed to benefits that the potential buyer will derive from the use of the advertized product and these are: *First, by its faster cooling then once more, by the energy it saves you*. The copywriter has used the clause *you'll be blown away* in a certain sense which makes it mean something else. By the use of the metaphor, the copywriter is comparing two unlike entities the *action of air* and *benefits* to suggest a similarity between them. This metaphorical use of English has enabled the copywriter to create an unexpected link between two different things and this is so striking that the reader's attention is drawn to the message of the text. However, for the reader to comprehend the advertizing message, a critical thinking or reasoning is required. The use of the metaphor in the above text creates images in the reader's mind and this makes the message of the text more vivid. The metaphor in the English of the text also paints a word picture for the reader and they are able to imagine the benefits of the advertized product the *Dual Cool air conditioner*. The copywriter ends the message of the text by employing the repetition rhetorical device to emphasize the benefits of the advertized product: *LG's Dual Cool air conditioner with dual inverter compressor means you can save energy and enjoy faster cooler air*. The copywriter repeats the energy saving and the faster cooling benefits of the advertized product and the repetition device highlights and reinforces the advertising message.

6.8. Text 8 (Ad FS)

*Brand new DAF EURO 3**Take Ghana further*

DAF CF85, 460HP 8x4, HARDOX 22.5m3, EURO 3

Your best return on investment: Carry more spend less

Stronger, longer, faster

(Daily Graphic, Monday, July 31, 2017, P. 95)

The copywriter uses the first line of the text to present the name of the advertized product: *The Brand New DAF EURO 3*. The copywriter used the second line of the text to address the vehicle directly: *Take Ghana further*. The copywriter uses an imperative statement to instruct the truck to take an action. The copywriter uses the apostrophe rhetorical device to speak to the truck as if it were human being who is capable of comprehending and replying; the truck has been turned into a human being. By the use of the apostrophe device the *DAF EURO 3 Truck* which is the object of the apostrophe has been personified. The use of the apostrophe device is striking; this attracts the reader's attention to the *DAF* truck. By apostrophizing the truck, the English has been made figurative; it departs from the literal meaning.

Having drawn the attention of the reader to the advertized truck, the copywriter proceeds to present the *DAF Truck Series* for the consideration of the potential customers: *DAF CF85, 460HP 8x4, HARDOX 22.5m3, EURO 3*. The copywriter then presents the attributes of the advertized truck; it is profitable and rewarding to own the *DAF* truck: *Your best return on investment: Carry more spend less*. The reasons that can be derived from the English of the text are that the *DAF* truck is long enough to carry more materials. It is very strong to convey heavy loads in great quantities. It is fast enough to go so many trips and to cover long distance journeys in no time: *Stronger, longer, faster*. The comparative adjectives that conclude the text are for attraction, description and elevation.

6.9. Text 9 (Ad FS)

*End of discussion**The all new Honda Accord*

2.4L I-VTEC engine, 17 alloy wheels, push button start, display audio, Bluetooth connectivity, USB port, smart key entry, electronic parking brake, rear view camera, reverse parking sensors.

(Daily Graphic, Wednesday, February 22, 2017, P. 37)

The text is introduced by the expression *end of discussion* which is commonly used in Ghana. It is employed for communication in movies and in both the print and electronic media. The expression has become a cliché; it is a stereotyped phrase which is used so often that it has lost its appeal. The copywriter has used it in this text since it has become so attractive in the English used in Ghana; in fact, it draws attention to itself. The expression is not used in ordinary discourses as it has lost its vitality due to overuse. The cliché in the text is a departure from the usual order of words in English; it has been employed in this context for rhetorical effect. The copywriter used the cliché rhetorical device to draw the reader's attention to the advertized product: *The all new Honda Accord*. Having introduced the new car in a rhetorical fashion, the copywriter then presents its unique features: *2.4L I-VTEC engine, 17 alloy wheels, push button start, display audio, Bluetooth connectivity, USB port, smart key entry, electronic parking brake, rear view camera, reverse parking sensors*. These are descriptive phrases that are painting a word picture about the qualities and properties of the new *Honda Accord* car. The imagery created is picturesque enough to entice the potential customer to take a purchasing decision on the advertized car.

6.10. Text 10 (Ad GR)

The Riso KZ 30 Printer & Digital duplication

Breaks new ground in fast, economical, high-quality printing

There's no energy-intensive heater –which means no warm-up time

Enjoy hands-clean operation with sealed ink cartridges that just twist into place.

It is compatible with a wide range of paper weights from 50-128gm 2 and 4-step adjustment of paper feed pressure to match

The easy-to-read control panel makes operation both, simple and intuitive.

(Daily Graphic, Tuesday, February 14, 2017, P. 3)

The text commences with a simple declarative sentence: *The Riso KZ 30 Printer and Digital duplication breaks new ground in fast, economical, high quality printing.* The sentence makes a general factual statement about all the attributes of the advertised product *The Riso KZ 30 Printer and Digital Duplication*. Owing to the fact that the sentence is clear, literal and easy to read, the audience is able to understand and capture the message. The next string of words is a complex declarative sentence: *There's no energy-intensive heater–which means no warm-up time.* In terms of its communicative function, the sentence is stating a basic fact about the unique quality of the advertised printer. On the other hand, the sentence is complex because it consists of two clauses: A main clause *there's no energy-intensive heater* and a subordinate clause *which means no warm-up time*. The two clauses are short in structure and they state two different facts. The two clauses complement each other in terms of the information they are communicating.

The third sentence of the text above is an imperative sentence: *Enjoy hands-clean operation with sealed ink cartridges that just twist into place.* It is speaking to the reader directly at a personal level. This technique draws the reader closer to the advertising textual message. By the use of the imperative sentence, the copywriter addresses the audience individually. This enables the copywriter to communicate to as many people as possible. The English of the sentence urges the reader to act in an assertive way.

The next sentence is a simple declarative type: *It is compatible with a wide range of paper weights from 50-128gm 2 and 4-step adjustment of paper feed pressure to match.* It is stating a fact about the advertised printer's use of paper. The sentence has an emphatic effect since it is contributing to the description of the printer. Like the other imperative sentences in the above text, this is also simple and comprehensible. The last sentence of the text is also the declarative type: *The easy-to-read control panel makes operation both, simple and intuitive.* The sentence consists of only one independent clause; it is therefore a simple sentence. In terms of structure, the sentence is fairly short. It has an impact on the reader since they can easily grasp the message. Because the English of the sentence is straight forward and understandable it has a mnemonic effect on the reader.

6.11. Text 11 (Ad GR)

Trane, environmentally responsible Air conditioning

Trane close control units

Precise temperature control

Designed for continuous operation

Energy efficient and environmentally responsible

(Daily Graphic, Wednesday, October 18, 2017, P.11)

The following phrases demonstrate instances of the use of adjectives in the text:

Close control units

Precise temperature control

Precise humidity control

Continuous operation

Energy efficient

The adjectives provide extra information on the features of the advertised air-conditioner. The adjectives draw the reader's attention to the exceptional qualities of the air-conditioner. They make the reader develop a positive attitude towards the advertised product. The adjectives create an attractive image of the product. The copywriter also makes use of an adverb in the text; this is presented in the phrase: *Environmentally responsible*. The adverb *environmentally* is modifying the adjective *responsible*. The adverb is adding more information to the attributes of the *Trane air-conditioner*. The adverb makes the reader think positively about the advertised product. The adjectival phrase *environmentally responsible* has two other persuasive effects on the reader. Firstly, it is personifying the air-conditioner; the copywriter has bestowed a human attribute (responsibility) on the air-conditioner. This creates an image in the mind of the reader. Secondly, the phrase has been repeated for emphasis and this reinforces the advertising message.

6.12. Texts 12 (Ad GR)

Suzuki Baleno

1.4L Automatic

Push to start button

LED Headlamps

Reverse sensors

16 Alloy wheels

Powerful stance, enhanced safety, iconic body and innovative features

Light up the way with the All-New Suzuki Baleno

(Daily Graphic, Wednesday, October 4, 2017, P. 61)

The text commences with the name of the advertised car: *Suzuki Baleno*. This is followed by the phrase *1.4L Automatic* which is functioning adjectively and modifying the *Suzuki Baleno*. The third line of the text *push to start button* is a nominal phrase which consists of a pre-modifier *push to start* and a noun head *button*. The fourth line *LED headlamps* is also a nominal phrase in which *LED* is functioning as a pre-modifier. *Reverse Sensors* and *16 Alloy wheels* are also nominal phrases. These series of nominal phrases are describing the advertised car in different ways. They are providing information on the car in a brief and concise manner. This makes the English readable and easy to understand. The copywriter continues with a chain of nominal phrases which are made up of pre-modifiers and nouns as headwords: *Powerful stance, enhanced safety, iconic body and innovative features*. These nominal structures function as descriptive phrases of the advertised car. They paint various word images in the mind of the reader. These nominal phrases are attractive; they draw the attention of the audience. By their short nature, the nominal phrases employed by the copywriter communicate instantaneously and with impact. The nominal phrases above enhance the readability and comprehension of the advertising text message. They also make the message memorable. The copywriter concludes the text with an imperative sentence in order to communicate with the audience at a more personal level: *Light up the way with the All-New Suzuki Baleno*. With the use of this imperative sentence the copywriter gets the opportunity to speak directly to the audience, individually. Having painted a word picture about the *Suzuki Baleno* to the audience, the copywriter uses the imperative sentence to urge the reader to take a purchasing decision on the advertised car.

6.13. Text 13 (Ad GR)

Nissan X-Trail

Life's waiting. Cross/over

Every moment counts. With the Nissan X-Trail it's no different, giving you everything you need in a crossover plus more. Capable, premium and even more versatile, the Nissan X-trail keeps you in control. With class-leading flexibility, seating 7, you can crossover in style. Any time. Any place.

Premium style, versatile, capable

(Daily Graphic, Thursday, September 21, 2017, P. 4)

The text begins with the name of the advertised car, the *Nissan X-Trail* and this is followed by the statement *life's waiting* which creates the impression that the people of Ghana have been expecting the car. The next statement *cross/over* is imperative in nature and by this the copywriter is urging the audience to get ready (financially, emotionally and physically) to experience a new car with special features. The first statement of the third line of the text *every moment counts* encourages the reader to be consistent in their preparedness and readiness for the new car. For the rest of the text, the copywriter uses the second person personal pronoun to talk to the audience directly about the qualities and features of the *Nissan X-Trial*. This is a rhetorical strategy which has a personal effect on the audience. The copywriter starts with the statement *with the Nissan X-Trial, it's no different, giving you everything you need in a crossover plus more* which promises the reader, in a hyperbolic manner, a car that possesses all the features they desire. The use of the second person pronoun in the statement engages the reader at a personal level and this establishes a friendly relationship between the copywriter and the audience.

In the next statement, the copywriter uses series of adjectives to describe the car: *Capable, premium and even more versatile* and these create images in the reader's imagination. The use of the second person pronoun in the main clause *the Nissan X-Trial keeps you in control* attracts the reader's attention because they have been personally addressed. The readers feel special and good about themselves as the advertising textual message addresses them directly. In the next statements, *with class leading flexibility, seating 7, you can crossover in style any time any place*, the copywriter promises favorable terms and conditions regarding the purchase of the car at their convenience. This shows that the copywriter has concern about the well-being and the standard of living of the audience. The copywriter concludes with a summary of the attributes of the car to reinforce the advertising textual message: *Premium style, versatile, capable*.

7. Summary of Research Findings

The current study proved that copywriters in the Ghanaian press employed Aristotle's three artistic proofs (logos, pathos, and ethos) in the English of advertisements for persuasive effect. The analysis of the Ad LO texts showed that the use of logos in the English of the advertisements persuaded the audience through an appeal to logical reasoning. The copywriters adopted the style of argumentation in their use of logos in the English of the advertising texts. They began with a declaration or proposition, then, they used facts and reasons as evidence to buttress their assertions. With the use of logos, the copywriters tried to influence the target audience by appealing to their reasoning in a logical manner. On the other hand, the analysis of the Ad PA texts revealed that the use of pathos in the English of the advertisements persuaded the audience by appealing to their emotions, leading to the stimulation of positive responses. The Copywriters used English to arouse various emotions such as fear, anxiety, pain, worry, uncertainty and insecurity in the audience in order to entice them to the advertised products; they used words that expressed strong emotions to play on the feelings of the target audience. The copywriters made a pathetic appeal to the audience by presenting the negative consequence that could befall the reader if the advertised products were not utilized. This might compel the audience to accept the copywriter's views, assertions or solutions. The analysis of the Ad ET coded texts proved that the use of ethos in the English of the advertisements persuaded by the character of the copywriter. This was achieved by how credible or

trustworthy the copywriters portrayed themselves in the English of the textual message. The copywriters gained credibility by promising and assuring the reader of the qualities and benefits of advertised products. With the use of ethos in the English of the Ad ET texts, the copywriters achieved persuasion by making the audience believe or trust them.

From another perspective, the analysis of the Ad FS texts revealed that copywriters in the print media in Ghana employed figures of speech in the English of the advertisements for persuasive effect. The use of figures of speech in the Ad FS 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 Ad FS texts illustrated a departure from the literal meaning or the usual arrangement of words to create a picture in the mind of the audience. The analysis of the Ad FS 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 Ad FS texts were: metaphor, personification, metonymy and hyperbole. The rhetorical figures that were used in the Ad FS coded texts category were: Rhetorical question, parallelism, repetition, apostrophe, alliteration and cliché. The use of tropes in the Ad FS 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. The use of tropes in the Ad FS coded 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 Ad FS 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 Ad FS 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. The rhetorical figures employed in the Ad FS texts departed from the usual standard syntactic pattern of words to create a striking and attractive image in the mind of the audience.

The analysis of the Ad GR texts revealed that the copywriters in newspapers in Ghana employed grammatical elements in the English of advertisements to persuade their audience. The grammatical elements that were employed in the Ad GR texts by copywriters for persuasive effect were: Imperative and declarative sentences, adjectives, adverbs, nominal phrases and the second person personal pronoun. The analysis of the Ad GR texts showed that the imperative sentences used by the copywriters persuaded the audience in a number of ways: Firstly, they addressed the reader in an assertive or aggressive way by urging and encouraging them to act on the advertising textual message. The imperative sentences employed in the Ad GR texts generally influenced the behavior of the readers. They made the reader feel as if they had no other choice than to act upon the advertising message. Secondly, the imperative sentences that were used in the Ad GR texts had personal effects on the audience since they communicated directly with them. The imperative sentences enabled the copywriters establish a friendly relationship with the audience and this made the potential customers feel personally addressed. Thirdly, by the short nature of the majority of the imperative sentences used in the Ad GR texts, the copywriters were able to deliver their message in a concise manner. This made communication instant and quick. The short imperative sentences were readable, comprehensible and mnemonic; they attracted attention to themselves. The next grammatical elements that the copywriters employed in the Ad GR texts for persuasion were declarative sentences. The analysis of the Ad GR texts revealed that the majority of the declarative sentences that the copywriters used were simple structures. They persuaded by making emphatic statements that were clear, literal and understandable. The simple and short declarative sentences were attractive, readable, concise and memorable and they had a rhetorical effect on the audience. The simple declarative sentences communicated quickly and with impact. Another grammatical element that copywriters employed in the Ad GR texts was the adjective. The copywriters employed series of adjectives in the Ad GR texts. The adjectives described the nouns they modified. They enabled the copywriters present the exceptional qualities of the advertised products and this drew the attention of the audience. They also provided extra information on their nouns and this contributed to the painting of a word picture of the advertised products. The adjectives employed in the Ad GR texts were picturesque and descriptive in nature. They created attractive images in the minds of the readers. The copywriters also employed adverbs in the Ad GR texts for persuasive effect. The adverbs employed added more information about the verbs and the adjectives. They created an image in the mind of the reader about the action of the verb or the attribute of the adjective. The use of the adverbs in the Ad GR texts contributed to the description of the outstanding qualities and features of the advertised products. They persuaded by making the audience feel or think a certain way about the advertised products. The use of adverbs in the Ad GR texts added emphasis to the textual message and made it memorable. The analysis of the Ad GR texts also exhibited the copywriters' use of nominal phrases for persuasive effect. The nominal phrases that were employed were short in structure. They made reading easy and contributed to the comprehension and recall of the textual message. The nominal phrases functioned as descriptive elements and they painted various word pictures in the mind of the reader with respect to the features, qualities and properties of the advertised products. The nominal phrases in the Ad GR texts were concise in nature and they communicated instantly and with impact. They were attractive and they drew the attention of the audience to the advertised products. The nominal phrases in the Ad GR texts enabled the copywriters to communicate their information in a brief and precise manner. Another thematic trend that emerged from the analysis of the Ad GR texts was the use of the second person personal pronoun by copywriters for persuasive effect. The use of the second person pronoun enabled the copywriters to speak to the audience directly about the qualities and features of the advertised products. This had a personal effect on the audience since they had been addressed, individually. The analysis of the Ad GR texts revealed that the use of the second person pronoun engaged the reader at a personal level and it established a friendly relationship between the copywriter and the audience. The use of the second person pronoun in the Ad GR texts attracted the attention of the potential customers to the advertised products and made the advertising discourse interactive. The second person

pronoun in the English of the advertisements made the potential customer to develop a positive attitude towards the advertised product.

8. Conclusion

In this paper, I analyzed persuasive elements in the English employed by copywriters in adverts in the newspapers in Ghana. The study revealed that copywriters in the print media in Ghana employed Aristotle's three artistic proofs, namely, logos, pathos and ethos in the English of advertisements for persuasive effect. Another discovery from the corpus was the use of figures of speech (both tropes and rhetorical figures) in the English of advertisements for persuasion. The study also proved that copywriters in the Ghanaian press employed grammatical elements in the English of advertisements for persuasive effect. Although visual images, graphic and color designs, as well as audio techniques in advertising have a great effect on the consumer, it is language that enables people to identify a product and remember it. The English of advertising has immediate impact on consumers and it persuades rapidly.

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Appendix

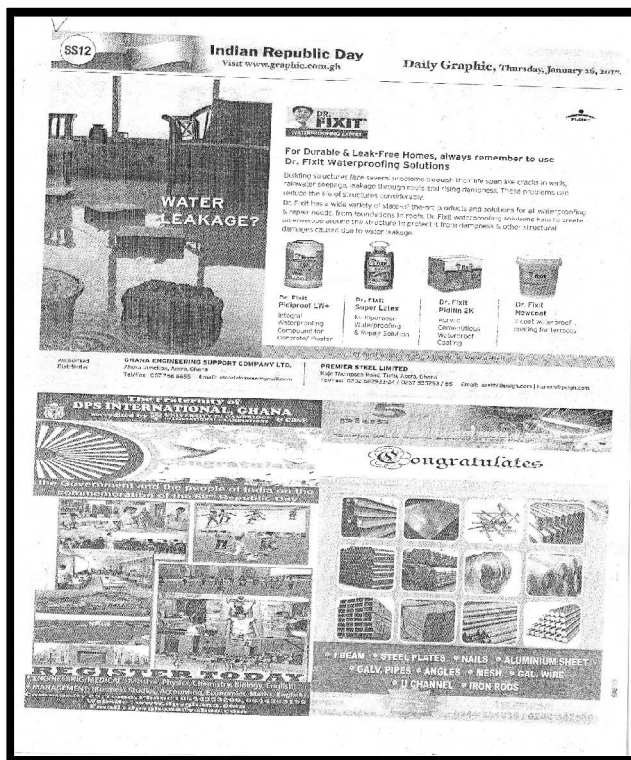


Figure 1



Figure 2



Figure 3

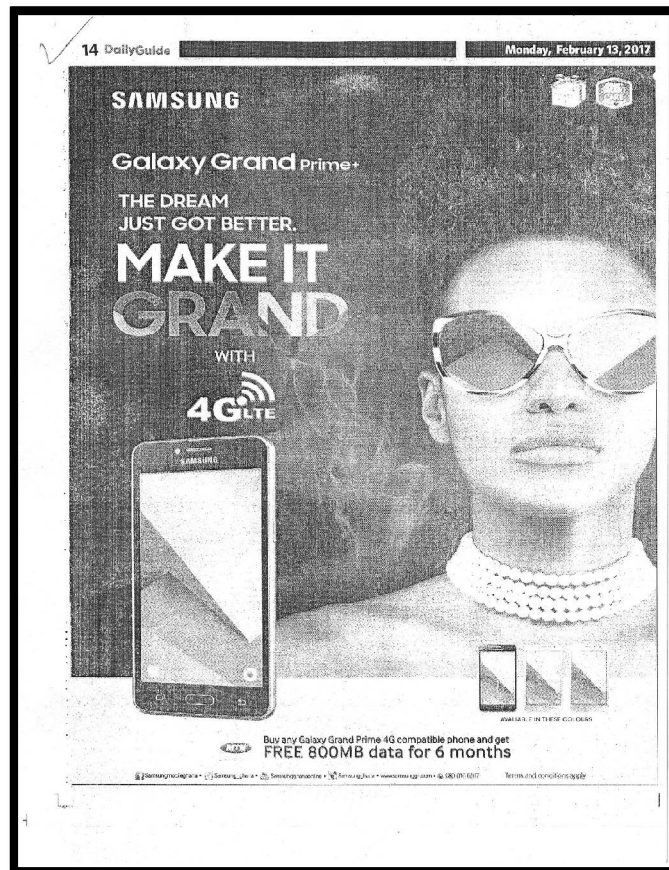


Figure 4

18 Politics Visit www.graphic.com.gh Daily Graphic, Monday, May 14, 2017

Akyemmansa Assembly gives 100% to MCE

By Samuel Kyere Boateng, AKYEM MANSINANG

The Akyem Mansinang District Council has approved a budget for the year 2017 that will see 100 per cent of the council's budget allocated to the Metropolitan Council of Enyimba (MCE).

The council's decision was made during a meeting held at the council's headquarters in Enyimba on Wednesday.

The council's decision was made during a meeting held at the council's headquarters in Enyimba on Wednesday.

Quick Read

The Akyem Mansinang District Council has approved a budget for the year 2017 that will see 100 per cent of the council's budget allocated to the Metropolitan Council of Enyimba (MCE).

Peaceful polls

In the Akyem Mansinang District Council's recent election, the MCE secured 100 per cent of the votes.

Akyem Mansinang District Council

The council's decision was made during a meeting held at the council's headquarters in Enyimba on Wednesday.

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Figure 5

Daily Graphic, Monday, May 14, 2017 Visit www.graphic.com.gh 33

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Figure 6

Daily Graphic, Monday, July 31, 2017. Visit www.graphic.com.gh Sports 35

Accord outshines the Mercedes-Benz in the final and more reliable in the world, the Barcelona Cup yesterday.

Micho quits Uganda job

Micho, a former Ghanaian footballer, has quit his job as a coach in Uganda. He had been coaching the national team since he arrived in the country in 2015. He had been coaching them for over a year. He had been coaching them for over a year. He had been coaching them for over a year.

Arsenal lift Emirates Cup

• Despite 1-2 loss to Sevilla

Arsenal lifted the Emirates Cup trophy after defeating Sevilla 2-1 in the final. The team was coached by Unai Emery. They had been coached by Unai Emery. They had been coached by Unai Emery.

Presseason friendlies

Arsenal, Real Madrid, Liverpool, Borussia Dortmund, Atletico Madrid, Valencia, and Manchester United were among the teams that played friendlies before the start of the season.

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Figure 7

Daily Graphic, Wednesday, July 26, 2017. Visit www.graphic.com.gh 37

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15 March 2017 Centre for National Culture, Kumasi 7:00 PM

Sponsored By: Ministry of Culture, Government of India

Figure 8

