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English in Adverts in Ghana

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Abstract:

The paper examines the uses of English in TV advertisements in Ghana. The paper aims to establish the formal and functional properties of English used in TV adverts in Ghana and to examine the extent to which the language used in adverts deviates from the general principles of language. Data for the study is drawn from recordings of TV advertisements done by radio stations in Ghana and analyzed using qualitative approaches. The study finds that the advertisements exhibit formal properties of the English language, functional properties, and in some cases, a mixture of both formal and functional properties of the English language. Regarding the use of standard language or otherwise in advertisements, the paper shows that the general trend is the use of standardized forms with cases of variations in lexicon and spellings. In terms of the impact of these variations on the message of the adverts, the paper suggests that the variations did not alter the messages intended in the adverts. Therefore, the author recommends integrating more variations in adverts by marketing companies to activate people's memories and adopt both functional and formal English features to attract the elite and the non-elite.

Keywords: Advertisement, English language, phonological variation, code-switching

1. Introduction

Advertisement is a marketing strategy used to promote a business product or service, mostly through TV, radio, billboards, magazines, and newspapers (Frolova, 2014). In present-time advertising, English is the most used language, followed by other local languages (Marko, 2016). According to Widyahening and Hum (2015), Language in an advertisement affects the audience either through art, exhibition, articulation, and persuasion. Kasiyan (2008) opined that language influences people's choices of food and clothes and how they perceive things. Thus, in communicating with people, the right choice of words, including catchy phrases, well-chosen adjectives, and slogans that draw attention to the message being conveyed, is important. Equally important to the effectiveness of an advert is the choice of language. This is especially important in a highly linguistically heterogeneous country like Ghana, where an estimated 81 languages operate (Eberhard et al., 2019). During the advertisement, language serves as an important tool for business communication with customers because Ghana is characterized by high linguistic heterogeneity.

Regarding the use of language for advertising, a study by Hornikx et al. (2010) examined the use of English or a Local Language in Advertising and identified English to be easier to comprehend than other local languages when right and catchy phrases are being used, which tends to affect behaviour, attitude, and belief about society. Also, it has been indicated that language is sparked by some supernatural energy if it is well communicated to the audience. Some studies (Bogdanova, 2010; Nederstigt & Hilberink-Schulpen, 2017) have explained the need to promote English and other local languages in an advertisement of a product. These studies point to the fact that English and other languages have a role to play in TV advertisements. Thus, according to Sharma and Sharma (2019), phonological variation is one of the most frequent variations used in English television advertisements. Phonological deviations based on spelling for the sake of rhyming and other rare word stress. It is thought that the sound would appear like an echo to the senses and different pronunciations can have different listening effects. This study seeks to examine the use of English (the official language) in TV advertisements in Ghana. The paper achieves this in six sections.

- Section one is the introductory section consisting of the introduction, linguistic situation of Ghana, problem statement, objectives, and research questions.
- Section two is a literature review.
- Section three explains the methods.
- Section four presents the theoretical and conceptual frameworks.
- Section five presents the results and discussions.
- The final section is the conclusion and recommendations.

1.1. The Linguistic Situation of Ghana

As indicated earlier, Ghana is a linguistically heterogeneous country. According to Eberhard et al. (2019:6), 'the number of individual languages listed for Ghana is 81. All are living languages. Of these, 73 are indigenous, and 8 are non-indigenous. Furthermore, 13 are institutional, 46 are developing, 14 are vigorous, 6 are in trouble, and 2 are dying'. The official language and language of instruction in schools (*Basic - University*) in Ghana is English. English is used in all formal

and official gatherings. However, other languages like Akan, Hausa, and Yoruba have emerged as important lingua forms of communication and are also used (Ansah, 2014). Out of the 73 indigenous languages, only 11 of them are taught in schools. This is the case, although the language policy stipulates that teachers use the L1 of pupils as the language of instruction at the lower levels of education. The above suggests that Ghana is heavily on the linguistic heterogeneity scale. Consequently, a study on the use of English in advertisements promises to be very insightful.

1.2. Problem Statement

Currently, television is one of the top-notch mediums where products and services are promoted to reach potential customers. The existence of these television stations has increased the company's revenue and profits, and television channels such as GTV, TV3, and GHONE, and METRO TV are not exempted from these benefits. However, statistics revealed that the viewership of these television shows has declined, which affects their performance. According to Statista (2021), as of 2017, the viewership of these selected stations reduced to 662 thousand average viewers, and Joy Prime with 364,000 average viewers paving the way for other stations such as Adom TV and UTV to be ranked as the second with an audience share of 18.9 percent and 17.2 percent respectively (Statista, 2021). Although this slow decline in TV viewership can be attributed to power supply failure and the existence of social media, the major factor is attributed to the influx of local languages and the use of the English language in television advertisements. Moreover, although studies including Hornikx, Meurs, and Boer (2010), Bogdanova (2010), Nederstigt & Hilberink Schulpen (2017) identified English to be easier to comprehend than other local languages when right and catchy phrases are being used, which tends to affect behaviour, attitude and belief about society, most of these studies were conducted outside of Ghana. Their conclusions cannot be used to generalise the situations in Ghanaian settings. Also, most of the studies used a secondary source of data collection, hence, making it difficult to generalise the findings. Again, limited studies covered the use of the English Language in a television advertisement. Given these literature gaps, this current study will investigate the use of the English Language in television advertisements using a qualitative research approach.

1.3. Objectives

The study seeks to examine the following objectives:

- To examine the uses of English in TV advertisements in Ghana.
- To establish the formal and functional properties of English used in TV adverts in Ghana.
- To check whether the languages used in the advertisement are forms of deviation or they follow the general norm.

1.4. Research Questions

- What are the uses of English in television advertisements in Ghana?
- What are the formal and functional properties of English used in television advertisements in Ghana?
- To what extent do languages deviate from the general principles of language in the advertisement of goods and services?

2. Literature Review

This section presents a review of relevant literature. The review covers issues like:

- The meaning of advertisements,
- An overview of TV advertisements in Ghana,
- The use of English in advertisements,
- The formal and functional properties of English used in TV adverts, and
- Deviations in the language used in the advertisement from the general norm

2.1. Meaning of Advertisements

According to Durmaz (2011), advertisement is an essential strategy for marketing a product, idea, or service. Scott and Walker (2010) indicate that it is crucial to organisational success. Thus, the advertisement can be linked with the promotion of a product, brand, or activity to attract potential buyers or patrons. Similarly, Kotler (2013) defines advertisement as any paid form of non-personal presentation of ideas, goods, and services by a notified sponsor. In general, it is regarded as publically selling a good or service. Frolova (2014), therefore, suggests that it is a guaranteed method of reaching out to people to buy that which is being sold. Advertisements are characterised by various basic features, including communication, information sharing, persuasion, enabling consumer choice, and providing an element of creativity.

Solomon et al. (2006) indicate that advertisement is deemed to have an immediate effect on the goods or services being promoted. This is because it increases the awareness of the availability of a good or service at varied prices that allow customers to have a choice. Thus, it must be noted that the effect could be noticed in the customer base of a product as well as improved trade or brand recognition (Chu, 2012). Thus, Nartey (2010) explains that advertisement allows potential buyers to anticipate essential expectations, which include product quality, affordability, and availability, thus attracting them to patronize. This indicates that it induces consumer behaviour towards the good or service. Advertisements can be conducted via a variety of means. Thus, Kursmark (2005) highlights wall paintings, banners, and print-outs (fliers), through radio and television, as well as through the internet.

2.2. Overview of TV Advertisement in Ghana

There are several television (TV) networks in Ghana that take a host of advertisements for a brand to get the message across to potential buyers. Television is one of the most used mediums for advertisements by businesses in Ghana, which has been noticed to have a significant influence on viewers. First and foremost, it is believed to provide a mass effect through its wide reach abilities at a particular time since the television is an electronic gadget found in many Ghanaian homes. Television has been adjudged to have superior merit over other media following its perceived nature of the mixture of audio and visual features (Kotwal et al., 2008). According to Arens and Bovee (2006), television has a unique creative ability to move viewers. Thus, it is described as allowing the combination of sight, sound, and motions and the opportunity to demonstrate the product's efficacy. Additionally, it can influence the purchasing behaviour of consumers, as explained by Gulla and Purohit (2013) in their study. This makes consumers respond quickly to the advertisement performed. Given this, Guttman (2021) reports that TV advertising revenue shot up between 2014 and 2018 in Ghana and forecasts it will grow by 64% from 2018 to 2023.

2.3. The Uses of English in TV Advertisements

Using English as an advertisement tool for attracting people from all over the world has the additional advantage of not limiting the message to just certain areas where it is used as a first language. According to Nederstigt and Hiberink-Schulpen (2018), globalization and multilingualism are to blame for the widespread use of English in television commercials. According to Kuppens (2010), there are many motives behind the use of English in television advertising, one of which is to maintain a consistent appearance internationally or to save money by using the same commercial in various regions.

In addition, using English in television commercials was a promotional tactic for attracting consumers' interest (Bogdanova, 2010). This is because the success of an advertisement is determined by whether or not the target audience notices it. Aside from using several languages in an advertisement, using English in conjunction with native languages may be a strategy for drawing attention to the commercial or the product portrayed in it (Nederstigt & Hiberink Schulpen, 2018). Furthermore, using English in an international setting will make the English message more salient, which is another way to draw attention to the advertising. In addition, a message sent in a foreign language necessitates more rigorous information collection and, as a result, is more likely to be remembered (Hornikx et al., 2010).

Again, the use of English in an advertisement has a linguistic connotation, implying that a language is used for its abstract significance, which in the case of English, is synonymous with modernity and has a foreign appeal. According to Yeboah-Banin et al. (2017), English is considered a sophisticated language in certain nations, making advertising for goods synonymous with modernity in English more convincing in this situation. Furthermore, unlike German or French, English is not used to evoke associations with English-speaking countries such as the United Kingdom and the United States but rather to project an international and modern picture.

Hornikx, Meur, and Boer (2010) found that using English in television commercials was useful to residents of the Netherlands. This was because the English language was simple to comprehend and hence was more well-liked in the world. Similarly, Menkveld (2015) investigated the impact of the use of the English language in advertising on customer attitudes and brand identity in Dutch and found that code-switching, or the use of two languages within a phrase, had little influence on the attitude toward the commercial, brand recognition, and perceived product quality of both national and international Dutch consumers.

2.4. The Formal and Functional Properties of English Use in TV Adverts

The formal and functional properties of English used in television commercials are divided into three categories:

- Lexical characteristics,
- Syntactic features, and
- Rhetorical devices (Akmal, 2014)

The repeated use of verbs, coinage, compound terms, comparative and superlative adjectives, and loan words are all lexical characteristics. In technical equipment advertisements, compound words are commonly used to describe a certain feature or function (Bogdanova, 2010). English advertisements are made up of catchy and lively phrases that have been invented. Instead of 'exactly', most advertisers on a TV comic show use 'exact,' which is the name of a brand that supports their show. Adjectives like comparative and superlative are commonly used in advertisements to persuade consumers to buy a product or service (Karlsson, 2015).

Adjectives like 'more' and 'biggest' are often used in television commercials, especially in Europe. DHL, for example, uses the words 'many' and 'biggest' to emphasize the benefit of being more available and easier to reach regardless of location (Akmal, 2014). Syntactic elements, on the other hand, demand that the advertisement be appealing and recognizable to consumers in order for them to recall the items (Karlsson, 2015). As a result, phrase structures like declarations, directives, interrogative clauses, and exclamations can be used.

Aside from that, Akmal (2014) stated that the figure of speech is an essential feature of advertising, according to the rhetorical device of English advertising. When people use words creatively in a certain way, a figure of speech makes the advertisements appealing and produces a certain rhetorical impact. The use of figures of speech in advertising, according to Akmal (2014), arouses and persuades customers to purchase what is advertised.

Also, Prasad (2017) claimed that advertising language, especially English, used allusion as a passing reference to a literary or historical location, individual, or another literary work or passage without clear identification. The allusion is a kind of appeal to audiences to share some perspective with the writer, and it serves to explain, build upon, or enrich a

theme. This is mostly accomplished by expressiveness combined with economy, and even the company name is an allusion. On occasion, this allusion appears on billboards and television commercials. There is a redundancy of the rhyming words of a regular rhyme.

According to Prasad (2017), parallelism is another formal and practical property of English TV advertising, and it employs traditional devices such as phrases or sentences of identical construction and context put side by side, balancing each other. The language was arranged in a regular pattern of parallelism type of writing, while rhyme and alliteration have phonological parallelism, where sound patterns are repeated. There is a repeat of sound order in syntactic parallelism, which conveniently organizes language. Parallelism is a method for improving the speakers' memorability. Go orange, for example. Go Ford (Ford Icon), Coca-Cola (Coca-Cola) is still the real thing, and Take a huge vacation on a modest budget (Air India). Advertisers are now using the realm of creative literature. In the language of advertisement, the great variety of communication capacity of languages is quite amazing.

2.5. Deviations in the Languages Used in the Advertisement from the General Norm

According to Ren and Yu (2013), the main purpose of advertising language is to promote the sales of products, arouse their interest, and construct their memory to achieve the ultimate goal of triggering their action. As a result, brands work out attention-getting tactics. The application deviation technique, on the other hand, has proven to be effective. However, deviation is a rare or irregular expression that deviates from standards and may take several forms, including phonological, lexical, and grammar deviations (Abi et al., 2020).

According to Sharma and Sharma (2019), phonological variation is one of the most frequent variations used in English television advertisements. Phonological deviations based on spelling for the sake of rhyming and other rare word stress. It is thought that the sound would appear like an echo to the senses and different pronunciations can have different listening effects. For example, the sound of 'w' conjures up images of waves, 'b' conjures up images of blows, 'd' conjures up images of durability, and 'o' conjures up images of sorrow. For example, in a sentence like 'Giving your ideas more room to roam,' words like 'room' and 'roam' have the same pronunciation and structure, but cause the reader to ramble and be difficult to understand. A graphological deviation in which the best way to catch the attention of readers or audiences is to adjust the size and shape of an expression, sentence, or even the whole debate (Prasad, 2017). Spelling deviation is abundant in English, and for the sake of being empathic, duplication of morphemes, sentences, and punctuations, capitalization, misplacement, omission, insertion, subtraction, and malapropism are all common examples.

The letter I in the word 'city's super' was flipped upside down to become 'city's super,' demonstrating imagination. The variation not only maintains the original sense of the expression but also adds more detail, as the exclamation mark '!' attracts more interest than the norm. Another deviation depends on the use of italics, numbers, and symbols to put the brand into words and make it stand out. In actual advertisements, italic letters in a sentence are often highlighted in red, as are phrases that use underlining to separate sentences, such as 'Every perspective_tive, dime_sion, a_gle,' which is often used in CNN commercials (Vasiloaia, 2012).

Again, Yaghunbyan (2020), lexical deviation involving coinage or nonce-formation, such as the use of the suffix 'ex' to denote the high quality of a substance or instrument, as in 'Rolex' and 'Memorex.' Coinage is the process of altering a word's standard spelling. For instance, 'It renders impossible impressible' implies that the product is unable to typist impossible to impossible or 'Impossible'.

Deviation of collocation is where the combination of some words together cannot be collocated (Hao, & Chi, 2013). For instance, a tomato juice commercial claims, 'You can enjoy different tomato juice made from aristocratic tomatoes.' Aristocratic refers to a political class with aristocratic preferences, etiquette, or other traits. However, in this case, the advertiser uses it to change tomatoes, which is a departure from the original match. That deviation aimed to highlight the high quality of tomato juice and to give the individual who chose it the taste of an aristocrat. Another example is the use of seriousness and fun, which, according to Hao, and Chi (2013), may be associated with people or an injury but is rarely associated with fun.

Finally, Shariq (2020) claimed that grammatical deviation is also used in English television. Where full stops are used to cut sentences into smaller chunks, normal prose will use commas or no punctuation at all. It's. Difficult. To. Be. Competitive. If. You're. Still. Stopping. For. Eg. As a result, every word is preceded by a full stop, making it difficult for readers to read the ad. By doing so, the advertiser is implying to readers that if you don't buy their goods, their HR technology will be ineffective, potentially preventing the brand from engaging with others.

2.6. Theoretical Framework

Several theories have been propounded to support or refute the assertion about the use of the English language in a television advertisement. In this context, the symbolic interaction theory will be used to expatiate the topic under study.

2.7. Symbolic Interactionism Theory

The symbolic interactionism theory emphasises the role of connectivity in fostering communication in an organization (Nugent & Flynn, 2020). In 1969, Herbert Blumer coined the word 'symbolic interaction' to explain how one's subjective view of one's environment, which involves symbols whose meanings are extracted from social interaction, influences one's behaviour (Maclean, 2008). According to Carter and Fuller (2015), symbolic interactionism stresses three dimensions of communication: meaning, language, and thought. Rather than being innate, Carter and Fuller (2015) asserted that social interaction creates and changes the context in different ways. This means that a person's ability to recognize a symbol and interpret another's point of view starts with a thought and is aided by the appearance of meaning.

This sort of meaning shapes an individual's self and inspires them to act. As a result, to connect effectively, people must first be able to communicate with one another (Nugent & Flynn, 2020). At the same time, it has been proven that customers are hesitant to respond to adverts due to the type of language used. Customers may respond to the adverts if the advertisers help them understand the importance of the products and services promoted on television. Relating to the study, the usage of the English language in TV advertisements can be effective if the messages are well constructed and make meaning in the minds of customers.

2.8. Conceptual Framework

A conceptual framework can be described as an analytical tool to explain the relationship between dependent and independent variables (Mishra & Min, 2010). The dependent variables are variables that do not shift when other variables are modified, while the independent variables are quickly changed (Mishra & Min, 2010). In this context, the formal and functional properties of the English language, as well as the deviation, will be the independent variables, while the use of the English Language in TV Advertisements will be the dependent variable. The diagram below explains this in detail.

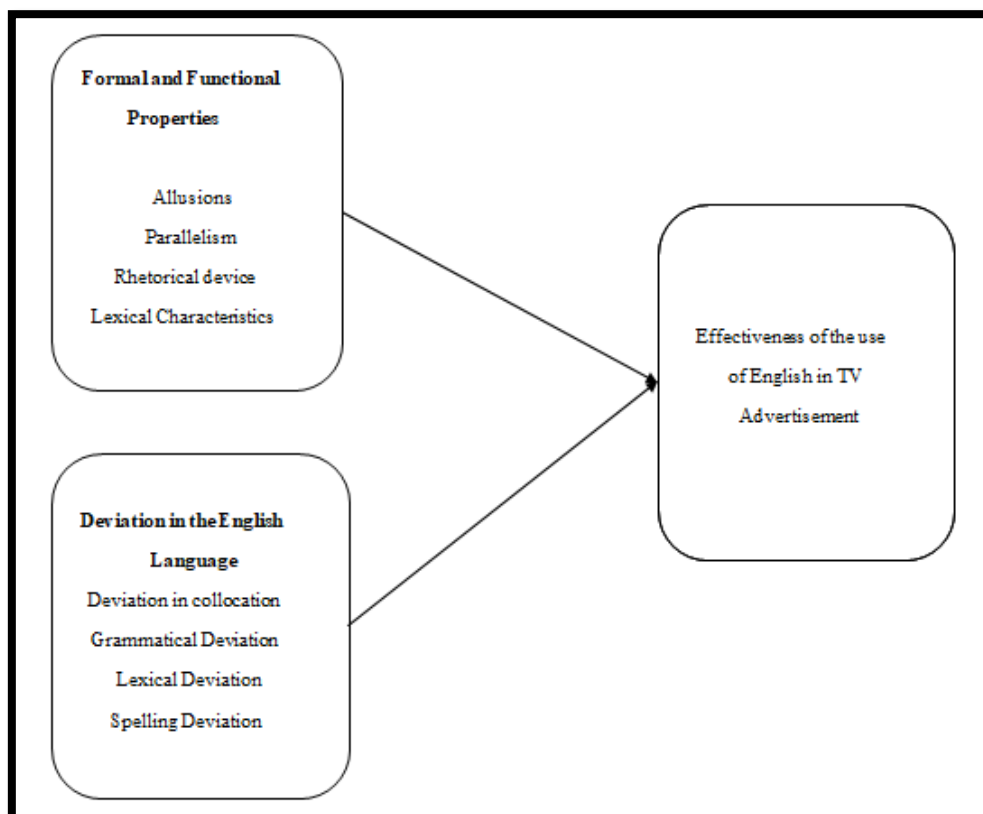


Figure 1: Conceptual Framework on the Use of English Language in a Television Advertisement in Ghana

Advertising is undoubtedly a marketing strategy used to sell or promote products and services to potential customers across national and international markets (Bogdanova, 2010). The benefits associated with this tool make it accessible and affordable for marketers to meet their expected outcomes within a specific period. Despite these benefits, customers continue to find difficulties in patronage products and services advertised either through print or television. According to Akmal (2014), one of the causes of these challenges is the use of the style and functional properties associated with the English language used in advertising.

Prasad (2017) stated that most advertisers use allusion, parallelism, rhetorical devices, and lexical characteristics, although applicable but make customers ramble in understanding the concept of the advert on television. In connection to that, Prasad (2017) stated that deviation in the languages used in advertising poses some resistance in customers to understand the advert. According to Sharma et al. (2012), deviations in areas such as collocation, grammar, lexical, and spellings affect the benefits associated with the use of the English language in TV advertisements, thus, attracting and influencing customers to purchase the products and services through television.

To sum up, this section reviewed related studies on the use of the English language in television advertisements. This section provides the meaning of advertisement, an overview of TV advertisements in Ghana, theories for the studies, and empirical reviews. Concerning the empirical reviews, studies on the use of the English language in TV advertisements concluded that it is used in attracting and influencing customers to purchase the products and services on television. Regarding the formal and functional properties of the English language, the studies concluded that allusion, parallelism, rhetorical device, and lexical characteristics were often used in the adverts. Concerning the deviations in the language used in advertisements, the studies revealed that deviations in collocation, grammar, lexical deviation, and spelling were common in the languages. These findings were supported using the symbolic interactionism theory.

3. Methodology

This chapter presents the method that was adopted to address the objective of the study. The chapter presents the research design, research approach, study population, sample size and sampling technique, the instrument used for data collection, the data collection procedure, and data analysis. The research design is the procedure used for collecting and analyzing units of variables to answer a research question (Boru, 2018). The study adopted the descriptive research design to collect and analyze data for the study. A descriptive study design is a research method that observes and describes the behaviour of subjects from a scientific viewpoint with regard to variables of a situation (Sharma, 2019). Here, the use of the descriptive research design will help find the use of English in TV advertisements in Ghana.

The study also adopted the observational method as its research technique. The observational method is used as a research technique to observe respondents' ongoing behaviour concerning a specific subject or topic and describe their responses (Kawulich, 2012). The choice of the observational method was appropriate for this study because of its ability to observe participants' behaviour concerning the use of English in TV advertisements and describe their responses.

A research approach involves the systematic procedure of carrying out a study that involves data collection, analysing, interpretation, and presentation of conclusions based on the collected formation type (Grover, 2015). According to Saunders, Lewis, and Thornhill (2012), there are three research approaches including: qualitative, quantitative, and mixed-method. The study will make use of a qualitative research approach. Qualitative research entails the collection and analysis of non-numerical data (e.g., video, text, or audio) to gain a better understanding of concepts, opinions, or experiences (Terrell, 2012). One merit of qualitative analysis is that it helps to gain detailed insights into a problem being investigated or generate new research ideas. Population refers to the group of focus of the study from which the sample for the study is obtained (Majid, 2018). The population for the study comprised Four TV stations in Ghana. In this regard, the various advertisements done by these radio stations will be considered. Since it is not possible for one to understand the whole population, a sample is selected from which conclusions can be made to reflect the general population. In this regard, the study will make use of the purposive sampling method to select four TV stations in Ghana. In nature, since the researcher concentrated on English-speaking radio stations, the purposive sample method was used to select GTV, TV3, GHONE, and METRO TV because they are TV stations that primarily make use of the English Language in their operations.

The study used a data collection sheet to extract the relevant information to help address the objectives of the study. The data collection sheet will be designed into sections, and each section will focus on obtaining information on the specific objectives of the study, which include examining the uses of English in TV advertisements in Ghana, establishing the formal and functional properties of English used in TV adverts in Ghana and checking whether the languages used in the advertisement are forms of deviation or they follow the general norm. The TV advertisements done by the radio stations will be recorded and examined. The recorded advertisements will be transcribed and examined concerning the specific objectives of the study. A sound recorder will be used and retrieve vital information from the various television stations selected. The main focus was on English language adverts. The data were analyzed using qualitative approaches. According to Creswell (2014), data analysis is a continuous process involving data reflection, analytical questions, and memo writing throughout the study. Additionally, they emphasize that qualitative data analysis entails examining scripts and extracting information to address the study issue being investigated. Throughout the qualitative portion of the research, the researcher used raw data in accordance with Creswell's (2014) recommendations:

TV advertisement transcription – The TV advertisement was listened to and then verbatim transcribed into the computer using Microsoft Word. Reading through all the data Creswell (2014) suggests, the researcher could choose any one of the transcripts from the pile to get a sense of the information.

Reflecting on its overall meaning – After reading each transcript, the researcher reflected on it and made a few notes in the margin based on its underlying meaning.

Hesse-Biber and Levy (2011) refer to this stage as memo-ing, and they encourage researchers to be as descriptive as possible during this stage, as memo-ing aids in the development of meaningful categories and patterns.

The researcher continued and read and took notes until all transcripts had been reviewed.

Coding data for analysis – Coding was accomplished by categorizing the data into expected, unusual, and surprising themes. In this study, a combination of expected codes was used (based on a review of the literature). The transcribed transcripts were colour-coded on the computer using Microsoft Word to facilitate categorization. The researcher advanced the description and themes by discussing the various themes in the popular narrative passage. Also, interpreting description and themes – the description and themes were in line with the objectives of the study.

4. Results and Discussion

This section presents the results of the study in relation to the various specific objectives of the study, which include:

- Examining the use of English language in TV advertisements in Ghana,
- Establishing the formal and functional properties of English used in TV adverts in Ghana, and
- Checking whether the languages used in the advertisement are forms of deviation or they follow the general norm

4.1. Profile

The data were collected from four TV stations (GTV, TV3, GHONE, and METRO TV). The results are presented in the table below.

TV Station	Number of Advertisements
GTV	5
TV3	6
GHONE	4
METRO	7
TOTAL	22

Table 1: Advertisements Were Considered
(GTV, TV3, GHONE, and Metro TV)

As shown in table 1, advertisements were considered (5 from GTV, 6 from TV3, 4 from GHONE, and 7 from Metro TV).

4.2. Examine Uses of English in TV Advertisements in Ghana

The English language is the most frequently used dialect in non-English speaking countries for product advertising (Gerritsen et al., 2010), owing to its global neutrality and familiarity. For instance, one study participant asserted that *'many multinational corporations advertise in the English language, which enables foreign nationals to learn about their products.'* Until now, telecommunications companies have advertised more in English than other businesses. A typical example is MTN's pick and pays later program, which allows qualified customers to select a device and pay over a 12-month period. This advertisement was distributed globally and digitally. According to Adika (2012), the current use of English creates a new type of bilingualism in which English serves as a link to the world and global community, while the local language serves as a link to the speakers' local community. According to the study's participants, the use of the English language in television advertisements is *'highly target-specific,'* meaning that it is aimed at a specific group of individuals.

Although English is not associated with any particular cultural stereotypes, it has evolved into a symbol of modernity, progress, and globalisation. The Cambridge Encyclopedia of the English language refers to English's symbolic function as the modern and prestigious status accorded to the language, as cited in Rao (2019). The use of English in advertisements encourages customers to embrace modernity, quality engineering, urbanisation, progress, and international appeal, all of which align with the findings of Martin (2007).

Additionally, the MTN Free after 1 advertisement, which enables customers to easily associate, is a product category that caters to a specific audience. Thus, the fact that the word 'free' is a universally understood term easily attracts people who enjoy conversing for extended periods to the advertisement. This was observed to increase patronage from November 2018 to December 2019 in Ghana.

Additionally, according to participants, other ways in which the English language is used on television is to demonstrate the product's *'internationalism, premium quality, and exquisite taste.'* Thus, as one study participant put it: *'It is obvious that using English in advertising strengthens a product or brand's position in the consumer market.'* Additionally, according to study participants, *'the English language can be viewed as a tool used to give customers the impression that they are dealing with a global brand even when this is not the case.'*

Additionally, participants stated that *'television advertisements in English assist businesses in developing a global brand for their product by standardizing the language used in their advertisements.'* Thus, a company can more easily establish a global brand than it could if advertisements were adapted for different markets.

4.3. To Establish the Formal and Functional Properties of English Use in TV Adverts in Ghana

The first line of Tigo's advertisement, where a guy receives a call from his girlfriend, is, *'Hey, my honey, Honey, coochi coochi, what's up.'* Now, this expression follows a functional use of the English language, where the spoken form of English is the major priority. In the advertisement, the 'coochi coochi' was supposed to symbolize affection. A more formal response would have been *'hello Honey, what is up?'*

Source: <https://www.youtube.com/watch?v=MvaKEoelKus>

Again, the Vodafone web box advertisement combines both formal and functional use of English. Some of the functional sentences in the advertisement include:

'Daddy, Daddy, someone has broken your windscreen.'

'Now I can finally finish that project.'

Source: <https://www.youtube.com/watch?v=FvYOUqS3dO4>

One functional sentence that was used in the advertisement was: *'Charley make I check the wall kraa, WhatsApp.'* MTN Ghana's commercial titled 'Long Long Way' made use of only formal English. Excerpts of the communication in the advertisement include:

'We have come a long way.'

Source: <https://www.youtube.com/watch?v=7Cfb6j3UoVA>

Furthermore, the MTN Advert Free after 1 had the lady use the colloquial terms: *'is not me oo'* and *'full stop meat pie'*, which were supposed to mean she has to be present at the wedding and the latter meaning ordinary meat pie as she entered the church auditorium to observe the wedding. This is supposed to be a formal language, but the phrases made the adverts take a functional form from the use of the English language.

Similarly, MTN's 41 seconds Value TVC advert was done using the functional properties of the English language, which was supposed to inform customers regarding the Free after 1 promo. The guy who was trying to woo a lady

mistakenly dialled the lady's mothers' number and started talking very fast, using colloquial language. The functional sentence reads: '*hello Obaa, I dey love you too much*', which, in informal language, means: 'Hello girl, I love you very much.'

Source: <https://www.youtube.com/watch?v=YNbOLyYBHnw>

Also, the Airtel Tigo advert, which promotes a free morning offer, had most parts of the advert use the formal property of the English language in the year 2020. In this Advert, information regarding the birth of the two baby goats had a misconception objective which was shared among neighbours via phone calls. Thus, a man confessed, 'We delivered 2 healthy kids last night.' However, this sentence was misunderstood to mean 2 newborns. Despite the misconception in the information, the message of the free morning calls was achieved.

Source: <https://www.youtube.com/watch?v=ljgSEWkt5Xs>

Additionally, the Unilever Geisha Black soap advert aired in 2021 used the formal property of the English language predominantly. Thus, the ingredients used to prepare the Black soap, coupled with the effect of using the soap on the skin, were mentioned. <https://www.youtube.com/watch?v=BCy9uSc4RZ0>

Again, the Frutelli fruit juice new advert also used a mixture of both functional and formal properties. Thus, the advert depicted a young boy who hosted his lady friend at his home, where the Frutelli drink was supposed to be served. In the advert, the second statement, which states: '*e be almost 10 minutes oo you no talk anything oo*', was made. This is a functional property of the use of the English language, and it was intended to mean 'It is nearly 10 minutes' and 'You have not said anything yet'. Similarly, the next phrase also took the functional form: '*tell her you dey feel am*', meaning 'let her know you like her'.

Source: <https://www.youtube.com/watch?v=y9myBQp5CQw>

Last but not least, GB Foods Africa's new Gino max (Gino cube tablet) advert predominantly uses the formal property of the English language to send their message across the globe. In the opening of the advert, the children commend their mother for the aroma while cooking and ask for her secret ingredient, 'Mummy that smells wonderful; what's your secret?'

Source: https://www.youtube.com/watch?v=U3TjHQv_KMQ

4.4. Checking Whether the Languages Used in the Advertisement Are Forms of Deviation or They Follow the General Norm

The use of the English language in adverts on television has a dichotomous perspective in today's business. Thus, it can be presented in the adverts as a variation from the standard selection of words or presented in the general form of wording. The following eight (8) adverts aid in ascertaining the distinctions found in the selection of words in English.

The Gino tomato Mix 'It's my turn' advert uses the standard selection of English words that are accepted in written English. Thus, the words used in this 10-second advert follow the general rules of writing the English language from start to finish. The presentation shows a man preparing dinner for the family on a Friday and also presents a mother-and-daughter conversation, all in the standard form of the written English language.

Next is the 22-second Fanyogo 'Shine your hustle' advert by Fanmilk Company Limited. Here a young man who presents himself to his future in-laws explains his career when asked about his occupation. Here, the English words used from the beginning of the advert were formally selected and in the direction of the generally accepted terms of wording.

Nestle is a multi-international company whose baby cereal adverts run globally on the market. Judging from this, all its adverts have taken the general or standard form of wording. Thus, the narrator usually uses the accepted general rule of the English language.

Another example is: The new royal aroma rice advert which uses the Standard English language in the right context. The adverts commence with: 'Hey! Why are you so upset, my darling?' Then the little girl answers and says, 'You told me that my new royal rice contains iron and zinc.' She was interrupted by her mother, who included four other vitamin categories (B3, B6, B9, and B12). Thus, the statements in this advert show no variations from the general rule.

Alternatively, other English adverts on television that do not apply to the general rule of wording, thus, deviating from the norm, are hereby discussed.

The Vodafone red TV commercial advert has 'funny face the comedian' complaining about the lady breaking her fingernail as a result of changing a sim card and invents the word '*darrh*' and uses the phrase '*like seriously*'. These words have become jargons commonly spoken by people. This is a form of lexical deviation.

Additionally, the Tigo advert with the heading phrase 'drop that Yam' was invented to suit the description of a lexical deviation. In the advert, a customary marriage ceremony was being held, and the man's phone rang. As the man took the phone out to receive the call, his future mother-in-law blurted out, '*You have a yam.*'

Another lexical deviation in the use of the English language is the Vodafone mobile money news advert, where subscribers share their experiences. In this advert, there were three invented words pronounced by the news anchor (Akrobeta) as he greets his audience. He uses the words '*frasrac*', '*enaboric*', and '*insamboly*'. These words take the form of lexical and spelling deviations.

Finally, the coca-cola 'brr' advert also has an invention of the word 'brrr'. Though these adverts have variations in wording and presentation, Chi and Hao (2013) indicate they are predominantly used since their application has a strong effect on the products being marketed. Thus, the phrases or the expressions and the words constricted tend to stay in customers' memories which are used to achieve the ultimate goal of triggering an action.

5. Conclusion and Recommendation

The study focused on English adverts on television. The study employed the qualitative approach to address the specific objectives, which included examining the use of the English language, establishing the formal and functional

properties of the English language used, and identifying whether the language used are deviations from the normal or standard. The English language is perceived as the most widely used language. The results of the study under the first objective suggest that the English language used in TV commercials aids foreign nationals in learning more about the product. It is noted to have a special target audience that is literate in society. More so, the use of the English language allows individuals to embrace modern and quality engineering products that have international appeal.

Among the six adverts analysed for the second objective, two adverts were found to have had the formal property of the use of the English language, whereas the remaining four had a mixture of both formal and functional properties of the English language. Also, the properties of the English language did not alter the messages intended in the adverts.

In checking whether the construction of the adverts deviated from the general norm or not, it appeared there was a more standardised form in the use of the English language than those with variations of the language. These variations included lexical and spelling deviation. Last but not least, it can be inferred from the responses that the invented words that form the lexical deviations tend to have a significant impact on the memories of individuals.

By way of recommendations, it is suggested that education should be extended to many remote areas of the country to provide people with a certain basic level of knowledge to understand English adverts since the English language is an official language. Thus, these adverts can have a wide audience target.

Secondly, both the formal and functional properties of the English language carry some weight for attraction, if not equal. However, marketing businesses can adopt a mix of the formal and functional features of the English language in their adverts to draw the attention of all consumers, including the elites and illiterates. Thus, the latter can easily be moved with the functional property of the language.

Last but not least, marketing companies should adopt and integrate more variations in their adverts since it tends to activate people's memories in recent times.

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