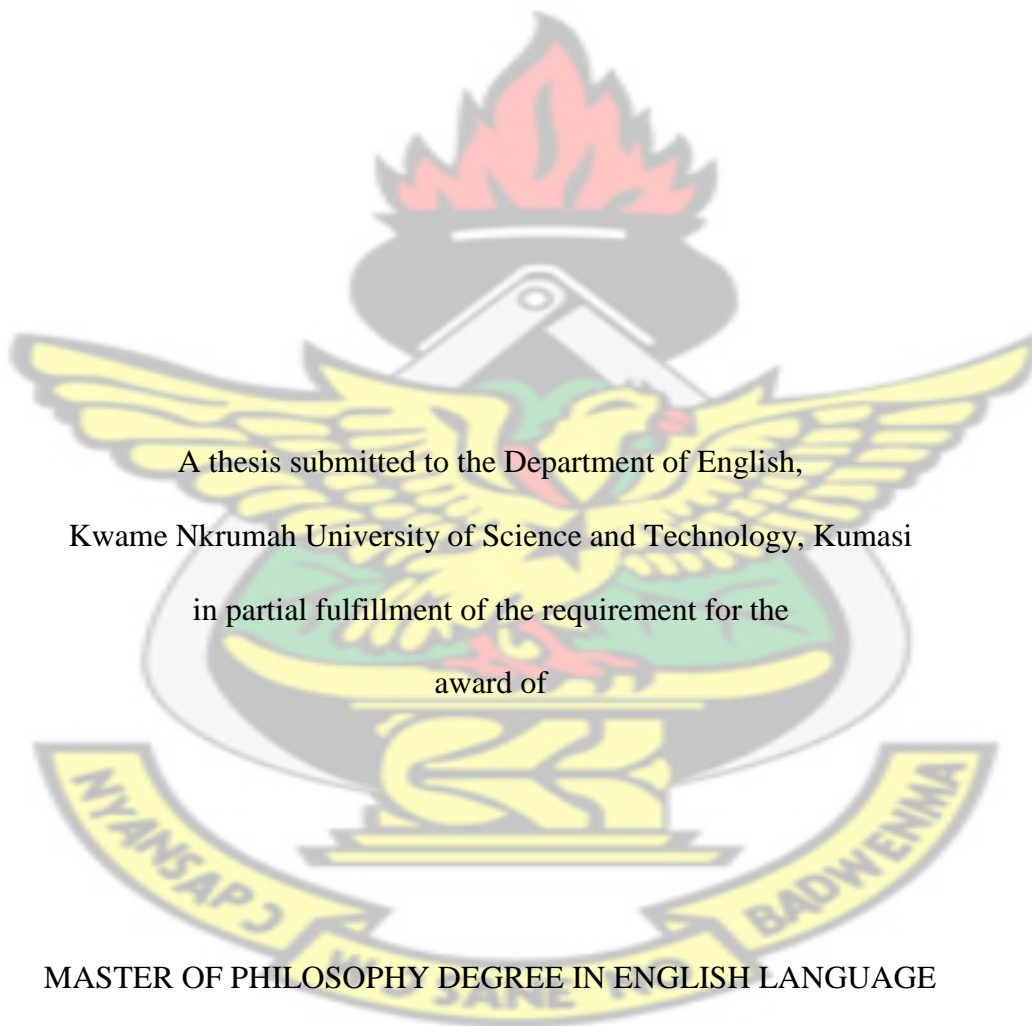


THE SPEECH ACTS OF PERSUASION: A CASE STUDY OF
PHARMACEUTICAL ADVERTISEMENT IN SELECTED GHANAIAN MEDIA .

BY
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A thesis submitted to the Department of English,
Kwame Nkrumah University of Science and Technology, Kumasi
in partial fulfillment of the requirement for the
award of

MASTER OF PHILOSOPHY DEGREE IN ENGLISH LANGUAGE

FEBRUARY, 2023

DECLARATION

I declare that this thesis is my work. I further declare that to the best of my knowledge, this thesis does not contain any material previously published by any person or any material which has been accepted for the award of any degree of a university, except where due acknowledgment has been made in the text.

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Signature

Date

DEDICATION

I dedicate this work to Nana Yim-Awere Ababio, Toasehene.

KNUST



ACKNOWLEDGEMENT

I dedicate this work, first of all, to God almighty for giving me the strength, wisdom, and knowledge I needed throughout the academic journey.

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ABSTRACT

Advertisers of pharmaceutical products use language to communicate with their customers to persuade and influence them. This study was, therefore, conducted to investigate the speech acts used in the advertisements of pharmaceutical products in selected Ghanaian media. A total of forty (40) English and Twi adverts from radio and television on pharmaceutical products constituted the data set for the study. The data was analyzed using Searle's (1969) classification of illocutionary speech acts and Rank's (1991) Model of persuasion. The study found that pharmaceutical advertisers used representative, declarative, directive, commissive, and expressive acts respectively to communicate the most to buyers. Again, the study showed how speech acts facilitate the achievement of persuasion in adverts. Advertisers mostly use attention-getting and desire-stimulation techniques as the strongest persuasive intentions. The findings have implications for the speech act theory about advertising and research on pharmaceutical advertising.

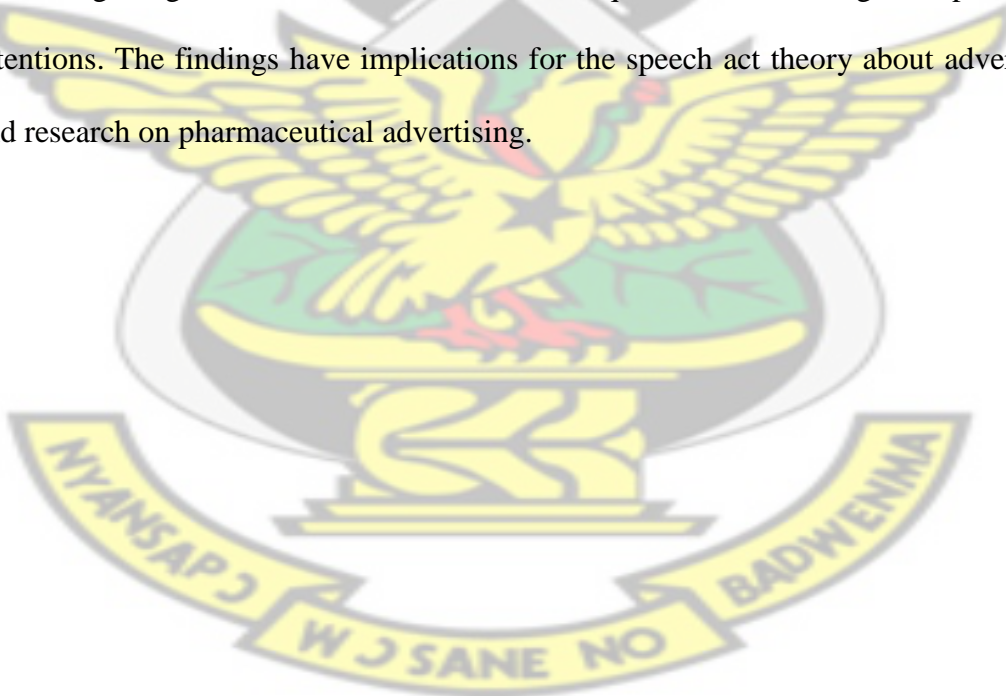


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CHAPTER ONE

INTRODUCTION

1. Introduction

This chapter presents a broad context within which the study is situated. The study examines the pragmatics of the language of advertising in Ghana. It specifically focuses on how speech acts as pragmatic feature are used in pharmaceutical advertisements in some selected electronic media in Ghana and the extent to which the use of these speech acts facilitates the realization of the persuasive intentions of the adverts. Hence, the chapter outlines the background of the study, the statement of the problem, the research questions, the aims and objectives significance of the study, justification of the study.

1.1. Background to the Study

Advertising is an integral part of marketing communication in today's media. Firms, companies, and organizations make extensive use of advertising as a means of communicating with customers. As noted by Patidar (2019), in organizations' attempt to connect with their previous, existing, and potential customers on issues regarding their products and services, advertising is one of the key marketing communication tools they employ. As a result of this crucial place of advertising in marketing communication, it has become ubiquitous in the mass media. Brierley (1995) rightfully observes that broadcast media, print, and online advertisements are commonly used by business enterprises today. One cannot but endure being bombarded with diverse forms of adverts wherever they find themselves.

Among the many advertisements that can be found in the media (food, drinks, telecommunication, insurance, cosmetics, pharmaceutical), pharmaceutical adverts are

worth considering. This is because, the products advertised by these pharmaceutical companies are mainly over-the-counter drugs and not prescribed by a medical officer and have a direct impact on the health of the consumer (Chandra & Holt, 1999). However, in Ghana, one cannot disregard the importance of pharmaceutical adverts in the media. One of such importance is that, due to the high rate of poverty, people are not able to go for diagnosis at approved facilities and they therefore rely on these adverts to make informed choices to get solutions for their predicaments. Also, others find pharmaceutical adverts as time savers. This is because, in most cases, all the symptoms of an ailment are expressed in these adverts and this makes it easier for addressees to relate their conditions to what is being expressed without having to visit a hospital to seek for a solution but rather walk into a pharmaceutical shop to purchase what suits their condition. These adverts for pharmaceutical products may be product claims, reminders, and help-seeking. Product claim adverts aim to identify the medication's scientific name and trademark brand name as well as the approved indication for the drug and its supposed benefits (Donohue, 2006). A reminder advert is composed to build brand recognition and does not aim to promote benefits as product claim adverts do. However, they still urge viewers to inquire from their doctors or seek some form of external information (Russell, 2015). Finally, the help-seeking adverts describe a condition or an ailment without recommending a drug to the addressee but rather direct the attention of the public to outlets such as websites or phone hotlines as a way of hooking them onto platforms where new and existing drugs will be marketed (Cardello, Armand & Meiselman, Herbert. (2018).).

For each of the types of adverts outlined above to achieve their goals, organizations' obligation of mastering the art of using language and other resources for effective persuasion is key. Kenechuckwu, Asemah, and Edegoh (2013) argue that

advertisements cannot achieve their goals without carefully maximizing the principles of persuasion. Indeed, Abdul Razak and Amran (2017) assert that businesses need to effectively manage language to advertise their products and services. It is important to emphasize that, the language for persuasion adopts the textual and other non-linguistic features of language such as pitch, emotional intonation, and gestures, among others by advertisers to convey meaning to achieve their primary goal. In analyzing the meaning of language, Halliday (1985) proposes the systematic functional linguistics model known as metafunctions, to address the linguistic and non-linguistic forms of an utterance to fulfill the meaning of language at a particular point in time. These metafunctions are; ideational, textual and interpersonal. The ideational refers to the way a speaker organizes, understands, and expresses his or her perceptions of the world and one's consciousness. This implies that language has a reflection. Second is interpersonal, which is concerned with how speakers communicate with themselves and with other people, that is, language is an activity about the social world. The last is the textual, and it has to do with the way language is used to organize the text itself, thus, the construction of the language as a message in written or spoken form to relate to the real world. Given this Jeffries (2015) opines that the textual component of the language is central and requires projection. Similarly, Wang and Chen (2018) add that apart from the graphical and sound communication tools, textual and verbal communication tools in adverts are vital in constructing messages that will lead to the patronage of products and services that are offered.

It is as a result of these that Nichifor (2014) and O'Shaughnessy (2003) observe that all adverts are primarily persuasive in nature and that effective adverts are those that persuade and as Perloff (2017) puts it, persuasion encompasses the process by which language and actions influence the choice -making of an individual.

The use of language in adverts to persuade is largely hinged on the pragmatic elements employed and that pragmatics is key to the language of advertisement because it helps in the achievement of the goal of persuasion (Wang & Chen, 2018). These pragmatic elements according to Asilevi (2011) include presupposition, implicature, and speech acts. Of these features, the use of speech acts has been noted by Peter and Duro-Bello (2014) to play one of the most crucial roles in promoting the persuasive goals of adverts. Again, Haryani (2017) argues that studying the pragmatics of advertising language using speech acts theory helps greatly in enhancing knowledge of the meaning that the composers of adverts intend to convey by using specific illocutionary and perlocutionary acts, and other strategies (Rank, 1991).

From this backdrop, the current study is designed to investigate the ways by which speech acts are used as part of the pragmatic features of the language of pharmaceutical advertisement in selected electronic media in Ghana and the diverse mechanisms by which these speech acts facilitate the achievement of the various persuasive intentions of the adverts.

1.2. Statement of the Problem

There are ever-growing bodies of research on ‘advertising discourses’ focusing generally on language use (Adegoju, 2008; Akorli, Kpeglo & Ofori, 2018; Boubehrezh & Iraj, 2013; Dickson, 2015). It has been revealed that advertising language is unique with distinct linguistic features in terms of the use of rhetorical devices and strategies, textual elements, narratives, lexical devices, and semantic connotations as well as non-linguistic devices which are primarily geared towards achieving the persuasive goals of the adverts. Other works have focused on the pragmatic nature of advertising language (Qadafi & Wahyudi, 2014; Tsojon & Jonah, 2015; Wang & Chen, 2018). These studies

have shown that pragmatic features such as presupposition, and implicit and explicit assumptions are all employed by advertisers to achieve diverse persuasive effects. Some of the studies have examined ways speech acts are employed as pragmatic elements in advertising language.

(Alsri & Rosa, 2013; Chilwa, 2007; Naufalina, 2017; Peter & Duro-Bello, 2014) have shown that locutionary, illocutionary, and perlocutionary speech acts are all used in advertising products, services, and programs.

Notwithstanding the remarkable contributions of these studies, there are significant gaps that make it imperative for further studies to be conducted on the use of speech acts as pragmatic features in advertising language. One such gap is that only a few studies have paid attention to the use of language in pharmaceutical advertisements. Adegoju's (2008) and Dickson's (2015) studies focused purely on how language is used in the advertisement of herbal medicines leaving out the orthodox ones. This is an important gap in knowledge that the current study seeks to fill. Again, none of the studies conducted on the use of language in advertisements in the Ghanaian context focused on the use of speech acts. Akorli, Kpeglo, and Ofori (2018) and Dickson (2015) whose work was conducted in the Ghanaian context did not consider as it is the focus of this study.

Finally, studies that looked at the details of the specific techniques used in the language of advertisements to achieve the primary goal of persuasion are rare. Apart from Boubehrezh and Iraj (2013) who looked at how techniques such as association, explicit claims, repetition, fear, and euphemism are used in life insurance advertisements to achieve the goal of persuasion, the rest of the studies looked at persuasion merely as a feature of the language or as an aspect of the perlocutionary intention of speech acts (Peter & Duro-Bello (2014).

Again, Peter and Duro Bello's (2014) look at captivation as part of the perlocutionary intent of the advert is similar to Rank's (1991) persuasive technique of attention-seeking pointing out that other important persuasive techniques were left unattended. To this end, this study seeks to examine what speech acts are employed in pharmaceutical advertisements in selected Ghanaian media and how these speech acts facilitate the achievement of specific persuasion intentions.

1.3. Aim and Objectives

The study aims to use J. Searle's Speech Theory and Ranks' model of persuasion to account for pharmaceutical advertisement.

The research sought to:

1. Identify the illocutionary speech acts which are employed in pharmaceutical advertisements in some selected Ghanaian media.
2. Identify the variations that exist in the use of these speech acts.
3. Identify the kind of persuasive intentions these various speech acts achieve in pharmaceutical advertisements.

1.4. Research Questions

The research questions for this study were:

1. What speech acts are employed in pharmaceutical adverts in the selected media in Ghana (TV and Radio)
2. What are the representatives, directives, commissives, assertives, and declaratives in the adverts and their distributions in terms of frequencies?
3. In what ways do the identified speech acts facilitate the achievement of persuasive intentions.

1.5 Significance of the Study

The current study and its findings will contribute immensely to theory, pedagogy, adverts composition, and further studies.

The study will contribute to the theory of the pragmatics of advertising language. It will add to the existing body of knowledge on the use of speech acts in advertising products and services by revealing the unique ways in which speech acts are employed in the production of pharmaceutical adverts in Ghana.

As a result of the contributions of the findings of the research to knowledge, it will be useful for pedagogical purposes. Specifically, findings on the diverse ways by which the use of speech acts in pharmaceutical adverts enhance the persuasive intentions of the adverts will serve illustrative purposes in the pragmatics classroom. The findings will also enhance students' understanding of the diverse illocutionary forces of speech acts and the perlocutionary force of persuasion they play in the peculiar case of pharmaceutical adverts.

Finally, the study's findings will promote further studies on the use of speech acts in pharmaceutical adverts. This is because the review of the literature will reveal important areas of the pragmatics of pharmaceutical adverts that have not been given attention by previous studies and therefore highlight potential areas for which studies can be conducted. In a similar vein, the nature of the study and its findings on the use of speech acts to achieve the goal of persuasion in pharmaceutical adverts in electronic media will spark further interest in the area.

1.6 Justifying the Present Study

Evidence from the area of study in pharmaceutical advertisements in the Ghanaian linguistic context has made significant contributions to the language of

advertisements, especially in the field of herbal medicine. This study is therefore important because it will extend data beyond herbal medicines to include the orthodox. This will help to decipher the language used between the two and the extent to which they conform to or deviate from each other such knowledge gained will go a long way to help Ghanaians make informed choices when selecting a health product to use. Again since the study deals with text in the English language, and English is the official language in Ghana, it will help in teaching and learning by adding new vocabulary to the pharmaceutical register in the Ghanaian community.



CHAPTER TWO

LITERATURE REVIEW

2. Introduction

This chapter reviews conceptual, theoretical, and empirical literature relevant to the current study. It explains the concepts of advertisement, how language is used in advertisements, and the pragmatics of advertising language. It then discusses the theory that undergirds the study – the Speech Acts Theory. It finally reviews previous studies on persuasion in advertisements, persuasion in pharmaceutical adverts, and the use of speech acts for persuasion.

2.1. Definition of Advertisements

Advertisements are defined as paid forms of non-personal communication that use the mass media as a channel Brassington & Pettitt, (2000). Others (Arens, Michael & Christian, 2008; Bovee & Arens, 1994; Goddard, 1998; Armstrong & Kotler, 2010) see it in a broader sense; they perceive it as a paid, persuasive, non-personal communication about goods, services, or ideas of a sponsor conveyed through diverse media. The further elaborations this second group brings to the fore is that they acknowledge what advertisers advertise (goods, services, or ideas) and indicate what the goal of an advertisement is (i.e persuasion). Additionally, a few others such as Chilwa, (2007) and Duncan, (2005) provide a more comprehensive view by describing advertisements as paid communication in the mass media as well as other forms of interactive communication in which the sponsors of the advertised products or services are identified with the messages transmitted in the adverts and consequently linked with several categories of audiences. This third group adds to the definition provided by the second group by demonstrating that adverts are meant to be

consumed by diverse audiences. They however fail to show what the expected effect of the adverts is. Integrating the three definitions, the current study sees adverts as funded non-personal communication as well as other forms of collaborative messages in the mass media which mainly aim at persuading audiences about the efficacy of goods, services, or ideas.

From the foregoing definitions, advertisements have some distinct features that set them apart from other forms of communication. One of these qualities is that the hosting of advertisements on various media platforms is funded by an advertiser or a sponsor. These advertisers or sponsors are usually the producers of the advertised goods or services. They spend huge sums of money in ensuring that their adverts are out in the public domain. For instance, Story and French (2004) intimate that the United States Department of Agriculture spends huge sums of money yearly on advertising expenditures. Advertisements are therefore almost always paid for.

Also, advertisements are meant to persuade a given audience to patronize a particular good or service. Indeed, those who produce adverts do so because they intend to influence their audience to patronize their products. Spurgeon (2008) notes that advertisements are a key aspect of the communication process which plays the role of a persuasive tool. Rank (1991) also points out that as persuasive tools, adverts move their target audiences towards responding in some way, 'to do something or to believe something, now or later. Akorli, Kpeglo, and Ofosu (2018) further explain that churches, schools, manufacturers, politicians, telecommunication companies, and social bodies all use adverts to persuade the public toward patronizing a particular product, service, program, or idea.

Furthermore, advertisements promote a particular good, service, or idea by describing it to create in the public the desire to patronize it. Hence, Bovee and Arens (1994) note that adverts break through the psychological screens of customers and create in them a level of attention that convicts them that the brands being advertised have the attributes that are capable of satisfying their needs. It is in light of this conviction that audiences decide on the patronage of the goods and services advertised.

Moreover, advertisements are directed at audiences that are divergent in nature. Adverts are aimed at reaching a wide variety of audiences who may be distinguished in terms of age, sex, or education. Villanueva, Peiro, Libero, and Pereiro, (2003) for example state that pharmaceutical adverts in medical journals appeal to a wide range of target audiences.

Similarly, Story and French (2004) assert that the advertisement of foods and beverages in the United States of America is targeted at children and adolescents. Indeed, depending on the kind of product or service to be marketed, there are specific groups of people in society for which the adverts are produced.

The final feature of advertisements is that they are usually conveyed through multiple media platforms. According to Czinkota and Ronkainen (2013), these media may be print, broadcast, cinema, outdoor, or electronic. Of these media, television advertisements as a type of broadcast media advertisement are probably the most common. In this vein, Rank (1991) reports that in America, nearly fifty thousand new television commercials are produced every year. Similarly, Akorli, Kpeglo, and Ofori, (2018) observe that in Ghana, television adverts have become so common that a person seldom watches a television program for thirty minutes without seeing one.

2.1.1. What is Pharmaceutical Advert?

The pharmaceutical advert is the marketing and advertising of pharmaceutical products to health officials, and diagnosed or undiagnosed patients to promote, create awareness, and find the market value for health products. Pharmaceutical adverts date back to 1983 when an employee of Boots Pharmaceuticals, Liz Moench had the idea to run the first drug advertisement on television. It was an advert for a drug called Rufen and aired for the first time on May 19, 1983. This advert was directly aimed at promoting Rufen among individuals other than health officials. This kind of advert is known as Direct-to-Consumer Pharmaceutical Advertising.

Direct-to-consumer pharmaceutical advertising (DTCPA) has grown rapidly during the past several decades and it is now the most prominent type of health communication that the public encounters. The Food and Drug Authority regulates direct-to-consumer advertisements, such adverts can be defined as an effort (usually via popular media) made by a pharmaceutical company to promote its prescription products directly to patients. These are mostly over-the-counter products and it is mostly patronized in our communities because, addresses believe that Tv and radio are government-approved stations, therefore before a product is accepted to be advertised, then it had gone through the proper authentication procedure and is therefore worthy of purchase.

2.2. The Language of Advertisements

Widyahening (2015) observes that language is a tool for communication and an important means by which collective social understanding is created. This is true in the case of advertisements since in advertisements language is used as a vital means to enlighten people about a product as a way of influencing their perceptions and actions

about that product. Indeed, although there are visual contents and designs used in adverts that can influence the potential customer. It is the language used and the way it is used that plays the most important role in influencing the public to identify the product, remember it, and patronize it (Kannan & Tyagi, 2013).

The description of the language of adverts has received ample attention. In the views of Cook (1992), advertisements are made up of context and linguistic forms. By context, he refers to such non-linguistic elements as pictures, diagrams, paralanguage, participants, and function. The linguistic form, on the other hand, refers to the language used in the advert. Abdul Razak and Amran (2017) explained that the linguistic forms of advertisements comprise slogans only or slogans and body texts which provide detailed explanations of the product or service being advertised.

Abdul Razak and Amran (2017) further note that although the slogans may not always come with explanations or detailed descriptions, they usually contain ‘short, attention-drawing and easy to think of as well as easy to remember phrase which describes and outlines the company’s activity, function as a call to action, pass on and transmit the benefit of the brand...’ (p. 31). Lapšanská (2006) also posits that the language used in the explanations may contain such phonological features as rhyme and rhythm, lexical, and morphological features such as adjectives and collocations. To Torto (2014), this explanatory section comprises such elements as hyperbole, imperatives, alliterations, personification, metonymy, and repetition.

Apart from the preceding descriptions of the nature and form of the language of advertisements, it is expected to possess certain qualities. Akorli, Kpeglo, and Ofose (2018) for instance suggest that for the message of advertising to be efficient and successful, there should be an appropriate use of diction. This call for the appropriate use of diction which implies that the words used in the adverts should be precise and

that they must fit into the context for which they are being used. Finally, it connotes the need to use words that the potential customers can relate to and understand. Hence, Wright and Allen (1983) state that adverts should always be in the language of the consumer instead of the language of the advertiser.

Partly in line with the foregoing descriptions and prescriptions, in the writing of advertisements, copywriters transmit their views and ideas about a product into print and spoken media and this requires a careful selection of codes or words that would explicitly convey their message to their consumers in a way that yields the intended effects of persuasion (Akorli, Kpeglo & Ofofu, 2018). These writers acknowledge the flexibility that language and the meaning it makes come with. They understand that the words used in adverts communicate certain kinds of feelings and these feelings respond to words. As a result, they put in countless efforts to manage language to their advantage by using diction that appeals to the large majority of people and projecting the products that are associated with such feelings.

Chiluwa (2007) asserts that advertisements indeed tend to appeal more to emotion than logic and objectivity.

2.3. The Term Pragmatics and its Involvement in Advertising Language

Effective management of the language of adverts involves a close look at its pragmatic elements. Pragmatics is the study of the use of language as determined by social and contextual situations (Levinson 1983). It acknowledges that apart from the linguistic level, meaning is deeply rooted in extra-linguistic parameters and attention to this meaning is crucial for understanding language. To this end, Tanaka (1994) argues that the best way to analyze advertising language is to look at its pragmatic elements. For advertising language to be examined pragmatically, there needs to be an interpretation

of texts by looking at their several non-linguistic elements. According to Asilevi (2011), of these elements, notions such as presupposition, implicature, and speech acts are of prime importance.

Indeed, one key element of the pragmatic analysis of adverts is their use of presuppositions. The presupposition is the implicit assumption that for certain statements to be true or false, others must be respectively so, Beaver & Zeevat (2007). According to Yule (1996), there are six types of presupposition including existential, factive, non-factive, lexical, structural, and counterfactual. These types of presuppositions have triggers as outlined by Levinson (1983), who identified twelve types of presupposition triggers. These are definite descriptions (e.g., John saw the man with two heads), implicative verbs (e.g., Regret, know, be proud), change of the state of verbs (e.g., Begin, stop, happen, forget), iterative (e.g., Restore, repeat), temporal clauses (e.g., Before, after), verbs of judging (e.g., accuse, criticize), cleft sentences (e.g., It was Harry that kissed Rose), implicit clefts with stressed constituents (e.g. Linguistics was invented by Chomsky), comparisons and contrasts marked by stress/other prosodic elements, particles or comparative constructions, non-restrictive relative clauses (e.g., Hillary, who climbed Everest in 1953, was the greatest explorer of our day.), counterfactual conditionals (eg. If the notice had only said 'mine-field' in English as well as Welsh, we would have lost poor Llewellyn) and quotations as found in yes/no questions, alternative questions and, WH-questions. Advertising language that makes use of these language forms is said to be characterized by presupposition.

The other feature that is usually looked at in the analysis of language generally and advertising language, in particular, is the use of implicature. As explained by Asilevi (2011), implicature is the act of concealing implicit information (message folded in) in

the information that is explicitly conveyed. He adds that implicature depends largely on the contextual assumptions that are brought to bear on the speaker's estimation of the hearer's contextual resources. Davis (2005) suggests that implicature may be looked at in terms of speaker implicature, conversational implicature, conventional implicature, and sentence implicature. Studies on the use of implicature in advertising language have mainly employed Grice's (1975) maxims of cooperative principle to reveal the relation, quality, quantity, and manner of the language Tsojon & Jonah, (2015).

One more significant feature of the pragmatic analysis is the use of speech acts. Paltridge and Burton (2000) define speech acts as utterances that have both a literal meaning and an illocutionary force. These speech acts which seek to move audiences to action may be requests, warnings, and promises (Nordquist, 2019). According to Green (2017), these speech acts are regarded as central to communication and have phonological, morphological, syntactical, and semantic properties of an utterance which show whether a speaker is making a prediction, a statement of a threat, etc. Studies on speech acts in advertisements usually focus on illocutionary forces in the adverts (Alsri & Rosa, 2013; Agusta & Rosa, 2012; Chilwa, 2007). This is because the goals of advertisements are to a large extent illocutionary in nature. Hence, Naufalina (2017) argues that for advertisers to successfully achieve their illocutionary goals of describing their products to the public and driving them toward patronizing these products, they need to dexterously control the language in the adverts

In line with the general trend of studies on the pragmatics of advertising language focusing on the concepts explained above (presupposition, implicature, and speech acts) the current study is delineated as the study of the use of speech acts in

advertising language focusing primarily on the use of speech acts in pharmaceutical advertisements in some selected broadcast media in Ghana.

2.4. The Concept of Speech Acts Theory (SAT)

The theoretical framework chosen for the current study is the Speech Acts Theory (henceforth SAT). SAT is credited to Ludwig Wittgenstein (1952) but gained prominence in the work of John Langshaw Austin. It is known, however, that it was through the instrumentality of his pupil, John R. Searle that SAT was refined and systematized into the generally accepted form that it is today. In the ensuing subsections, both Austin and Searle's contributions to the development of SAT are examined.

2.4.1 J. L. Austin's Contribution to Speech Acts Theory

The earliest prominent theorization of speech acts was provided by Austin (1962) in his book titled "How To Do Things With Words". Austin premised his idea on the principle that a statement of fact ought to be verifiable. He showed that language performs several functions in a speech situation, functions that need to be studied. In his classification, an utterance may be looked at in terms of whether it is constative or performative and how it functions as a locutionary, an illocutionary, and a perlocutionary act.

Austin (1962) distinguished between constative and performative. To him, constatives are straightforward statements of facts or assertions about the real world which can be judged as true or false. These constatives may be assertive, informative, concessive, responsive, and suggestive. Each of these types of constatives essentially conveys a message by describing, reporting, or constating. On the other hand, performatives are

utterances with which speakers do things. A key characteristic of performative speech acts is that they contain performative verbs such as *trust*, *offer*, *promise*, and *request*. Also, he explains that the utterance of performatives must meet certain felicity conditions which makes them happy performatives.

On the contrary, when these felicity conditions are not met, they are unhappy performatives. Also, where verbs such as *trust* and *offer* are found in the utterance, it is an explicit performative, and verbs such as *promise* and *request* are used, it is an implicit performative.

Apart from the distinction between constatives and performatives, Austin (1962) explained that utterances may contain acts that are locutionary, illocutionary, and perlocutionary. He asserts that a locutionary act, which is roughly equivalent to uttering a certain sentence with a certain sense and reference, is equivalent to 'meaning' in the traditional sense. Secondly, he puts forth that illocutionary acts are acts that have a certain (conventional) force. These acts may be acts of informing, ordering, warning, and undertaking. These illocutionary acts may be verdictives, exercitives, commissives, behabitives, and expositives. Thirdly, he opines that words may also be used to perform perlocutionary acts which are the outcomes of illocutionary forces. In verdictives, speakers assess or judge the actions of their addressees. Verbs such as *accuse*, *charge*, and *thank* which are used in assessing and condoning are contained in verdictive utterances. Exercitives are used to make decisions about other actions in terms of giving orders and granting permission. Commissives commit the speaker to some future action and include *promising*, *consenting*, and *opposing*. Behavitives are used to adopt an attitude through such acts as *apologizing*, *congratulating*, and *commending*. Expositives are acts that provide

clarifications for reasons, arguments, or communications. They include such acts as affirming, denying, stating, and answering.

Locutionary acts relate to the utterance of the words; illocutionary acts are connected to the speaker's intention to inform, order, command, etc. and, perlocutionary acts are the effects the illocutions create. The three elements put together, constitute a total speech act. Also, in Austin's tableau of speech acts, it is not inconceivable for a single locution to have multiple illocutionary intentions or effects.

Austin further suggests that an illocutionary act may have multiple perlocutionary forces. For instance, the statement, 'there is a bus coming!', if directed at someone who is about to cross the road, may have the illocutionary intention to warn. However, the same statement directed to someone sitting at the bus stop may have the illocutionary intention to inform or prepare. The illocutionary force of such a statement, likewise, may have multiple perlocutionary effects. Using the one example of someone walking across the road, the person may be surprised by the information and persuaded by the warning to stop. Conversely, the same person may ignore the information and be unpersuaded by the warning to stop. Thus, the negative, and unintended, perlocutionary effects would ensue. Nonetheless, both examples constitute a total speech act, regardless of whether or not the desired illocutionary intention is accomplished by the speaker.

Although many researchers fully acknowledge Austin's significant contribution to the pioneering of the speech act, many scholars have pointed out some weaknesses in theory and one of such is the fact that the theory emphasized mostly on the conventional interpretation of an utterance and that only makes it difficult for the theory to analyze more complex sentences

2.4.2. Searle's Contribution to the Speech Act Theory

Apart from Austin (1962), Searle (1969, 1976) made the most significant contribution to the speech acts theory. Searle went beyond the basic speech act theory developed by Austin and established a broader, robust, and systematic tableau of language theory that examines a broader range of issues. Searle (1969) generally distinguished between propositional and illocutionary acts, between illocutionary acts and illocutionary force, and provided an elaborate framework for examining illocutionary acts. Searle's idea of SATs is explained in the subsequent subheadings.

2.4.2.1. Propositional and illocutionary acts

Searle (1969) distinguished between propositional and illocutionary acts and showed that no discussion of speech acts can successfully be embarked upon without first looking at what they mean and their various categories. Searle proposes that by speaking, speakers are habitually executing at least three separate kinds of acts (Searle, 1969). These are:

- a. Uttering words (morphemes, sentences) = performing utterance acts.
- b. Referring and predicating = performing propositional acts.
- c. Stating, questioning, commanding, promising, etc. = performing illocutionary acts (Searle, 1969, p.23).

He contends that speakers do not perform these acts separately (Searle, 1969) and that it is possible for the utterance, proposition, and illocution to occur simultaneously although not in the sense that people may concurrently smoke, read, and scratch their heads but rather in performing illocutionary act, people typically perform propositional acts and utterance acts (Searle, 1969).

Searle preceded his treatment of the various categories of illocutionary acts with a discussion of the distinction between illocutionary force and illocutionary intent. He observed that a single illocutionary act may have different illocutionary forces depending on the number of verbs used, the linguistic rules and, other aspects of language employed by the interlocuter to convey the propositional content. He intimated further that both the illocutionary force and the propositional content are parts of the illocutionary act with the latter carrying a purpose or intent that the speaker wants to achieve through the utterance (Searle, 1976). Searle referred to this as the illocutionary point and says this can be differentiated from the illocutionary force in the following way:

The illocutionary point is part of but not the same as the illocutionary force. Thus, for example, the illocutionary point of requests is the same as that of commands: both are attempts to get the hearers to do something. But the illocutionary forces are different' (Searle, 1976, p. 3). This is so because although request and command are both imperatives, the force behind a request gives the hearer an option to say yes or no whereas a command is authoritative.

2.4.2.2. Types of Illocutionary Acts

Searle (1969) further categorized illocutionary acts into representatives, declaratives, commissives, expressives, and directives. Each of these illocutionary acts is presented in the following lines.

Representatives: According to Searle (1976), representatives are a class of illocutionary acts that demonstrate the belief of the speaker about propositions that can be evaluated as being true or false. Chilwa (2007) explains that representative acts are used to describe events, processes, and states of affairs and are also used in

assertions. Alsri and Rosa (2013) add that representatives are manifest in such utterances as statements, predictions, complaints, predictions, and announcements.

Commissives: The last type of speech act proposed by Searle is called commissives. These are used by speakers to commit themselves to some future action such as promising, threatening, refusing, and pledging. The instance sentences of this type such as “I promise to be there tomorrow”, and “We will come to your house next week!” (Yule, 1996: 54).

Expressives: Expressives are a type of illocutionary act that expresses the psychological state specified in a speaker’s sincerity condition; acts of this kind express the speaker’s feelings (Alsri & Rosa, 2013). More specifically, in this kind of speech act the speaker can express some psychological state such as regrets, feeling sorry, or thanking. Here, the speaker expresses rather than asserts or proposes. The truth of what is said by the speaker is presupposed as it emanates from the speaker himself. Speech acts in the group include apologizing, praising, welcoming, thanking, congratulating, condoling, deploring, and regretting.

Directives: Yule (1996) explains directives as speech acts used by speakers to instruct the addressee to do something in the future. Directive acts are generally expressions of the speaker’s attitude towards the action that will be carried out by the addressee. Examples of directive acts are; command, request, invitation, dictate, ordering, and begging.

Declaratives: Declaratives are a type of illocutionary speech act that brings about a corresponding change in certain circumstances through the means of an utterance (Alsri & Rosa, 2013). For instance, in ‘I declare X to be Y’, ‘X shall henceforth be

known as Y', assuming the speaker has the authority to make the declarations. Speech acts of this kind thus involve an attempt by the speaker to change the external condition of an object. A major attribute of this kind of speech act is that a successful performance of any of the utterances in the proposition matches the propositional content with the reality of the expressed proposition and vice versa. In the words of Jabber and Jinquan (2013, p. 6-7), this implies that 'not only are the words assumed to fit the world but also the world is assumed to fit the words concurrently'. Examples of speech acts classified under the declarative class by Searle (1976) include declaring, firing, resigning, appointing, excommunicating, christening, calling, defining, abbreviating, bequeathing one's possession, marrying, nominating, and dubbing. The declarative class of speech acts, unlike the others has no sincerity condition.

These classifications of Searle (1969) have become the main focus of current studies on speech acts in advertisements (Alsri & Rosa, 2013; Agusta & Rosa, 2012; Samuda, 2017).

According to Zaefferer (2001), Searle's typology is considered a better example of speech acts. Indeed, while Austin (1962) focused generally on locutionary, illocutionary, and perlocutionary acts and therefore did not give enough attention to illocutionary acts, Searle (1976) clearly explains the various types of illocutionary acts such as representatives, commissives, declaratives, directives, and expressives. As a result, the term speech act has become synonymous with illocutionary force in recent literature Green (2017). In line with the foregoing, the current study looks at speech acts based on Searle's classification. It, therefore, focuses on how illocutionary speech acts are used in advertising pharmaceutical products on selected television and radio stations in Ghana.

2.5. The Perception of Speech acts for persuasion in advertisements

Samuda (2017) points out that advertisements are replete with different types of speech acts.

These speech acts which are pragmatic elements are used mainly to achieve the adverts' ultimate goal of persuasion. Indeed, speech acts such as representatives, directives, commissives, declaratives, and expressives are all elements of the pragmatics of advertising.

The use of speech acts as a pragmatic feature of the language of advertisements plays a vital role in the achievement of the overall goal of the advert in persuading the audience to patronize the good, service, or idea.

2.5.1. Rank's Model of persuasion in advertisements

Rank (1991) explains that the persuasive goal of the language of advertisements is generally achieved through attention-getting, confidence-building, desire-stimulating, urgency-stressing, and response-building. Rank (1991) explains that the first method by which adverts persuade is by getting the attention of their audience. There are physical attention-getters such as shape, color, and light, emotional attention-getters include words or images which arouse strong emotional association by linking the product, idea, or service with something the intended audience already holds favorably and cognitive attention-getters which appeal to the intellect. The common way by which adverts demonstrate their attention-getting characteristics is by using claims and promises. The claim is a proposition or an assertion about the quality of the product while the promise is used to announce the benefit the audience stands to obtain from the good, service, or idea. These claims and promises highlight the 'superiority, quantity, efficiency, beauty, scarcity, utility, novelty, stability, reliability, safety, simplicity and

rapidity of the product (p.37). Apart from claims and promises, adverts use the offering of advice to get attention. They do this by showing their audience how to achieve certain goals through the use of the products being advertised. This is because advertisers understand that even people who would reject orders imposed by someone will be quick to accept advice.

Another way by which adverts seek to achieve their persuasive goals is through confidence building. This strategy is achieved by putting the audience in a good mood. Advertisers use words to persuade by using words such as assure, trust, proven, absolutely safe, certain, established, fair, guarantee, prudent, recommendable, and reliable. While some of these words are authority figures, others are friend figures. The authority figures stress the expertise of the producers and the friend figure stress their kindness. Confidence-building is also aimed at removing any form of obstacle to the later response of the audience.

Adverts also persuade by stimulating the desire of the audience. This is done by promising some form of pleasure to be obtained, pain to be relieved, possession to be safeguarded and problem to be avoided. These involve the use of descriptive figures of speech such as similes, metaphors, metonymies, personifications, and hyperboles. These descriptions may be product-centered or audience-centered. They involve the use of words that demonstrate claims of superiority, quantity, beauty, efficiency, scarcity, novelty, stability, reliability, simplicity, utility, rapidity, and safety.

Some adverts persuade by creating a sense of urgency. This is done to get a quick response from the audience. This urgency is created through the use of words and expressions such as *act now*, *available only*, *clearance*, *come in now*, *don't wait*, *hurry*, *limited chance*, *never again*, *decide now*, *once in a lifetime*, and *now is the time*.

The use of these words helps show how necessary it is to purchase the products being

advertised on television and other media platforms and to consequently move the audience to act in line with the expectations of the advertiser.

The final goal of adverts is to get responses from the audience. Most commercial advertising is 'command propaganda designed to sell specific products at a specific cost-effectiveness during a specific time' (p.112). In seeking a response from the audience, advertisers use words and expressions such as *act now*, *apply*, *buy*, *call*, *choose*, *go to*, *order*, *select*, *return*, *use*, *taste*, and *subscribe*. In an attempt to build a response with the use of these words, it is obvious that specific illocutionary forces as described by Searle, (1976) are used. For example, *act now* is a command which is a key example of a directive speech act.

It is obvious from the above that where a pharmaceutical advert like other types of adverts can efficiently use the various techniques described in the aforementioned lines, it is likely to succeed in achieving its goal of persuading the audience about the efficacy of the product or service. More significantly, the use of a specific speech act in television or print advertisements should have a link with the achievement of the goal of persuasion largely through one or more of the techniques of attention-getting, confidence-building, desire desire-stimulating, urgency-stressing, and response-building. As a result of this possibility, the phenomenon is worthy of empirical study. However, there is little to no attention given to empirical investigations of this nature in the literature. For this reason, the current study seeks to investigate how speech acts facilitate the achievement of the persuasive goals of advertisements using the techniques described by Rank (1991).

2.6. Related Studies

Several studies over the years have focused on language use in advertisements (Peter & Duro Bello, 2014)). These studies can be classified in terms of those that focused on persuasion in advertisements generally, persuasion in pharmaceutical adverts, and the use of speech acts for persuasion in adverts.

2.6.1. Persuasion in Advertisements

Qadafi and Wahyudi (2014) pragmatically analyzed cigarette advertisements in Indonesia looking specifically at how language is employed to attract smokers and how these reflect in the cigarette advertisements in the country. The researchers sampled four cigarette advertisements from the internet and analyzed them using Sperber and Wilson's (1995) inferential theory of pragmatics. The results showed that the cigarette companies choose inputs with greater relevance and cognitive effects, explicate the contents, implicate assumptions, and contextualize concluding messages. They also use emotive language to make the audience find their identities in the advertisements.

Wang and Chen (2018) studied the use of pragmatic presupposition in the language of Lancôme cosmetic adverts. They sampled data on adverts for perfumes, essence, and moisturizer from the English official website of Lancôme and ad videos online. They found that the use of pragmatic presupposition makes adverts more concise, persuasive, and attractive. They explained that the conciseness of the adverts is essential because much needs to be said in a few words. Also, they showed that it is important to make the adverts persuasive through the use of presupposition to convince the customers to buy the products. Finally, it is important to use

presupposition to make the adverts attractive because it is the attractive nature that makes the potential customers give the adverts a second thought.

In another study by Vahid (2012), the researcher investigated the techniques used by advertisers to persuade their customers. He discovered that advertisers of products tend to project the listener, reader, or viewer as powerful, with the power to choose their product or that of their competitor. He argued that these techniques give the advertiser the power to employ many persuasive and rhetorical strategies to persuade the consumer. Another interesting finding by Vahid (2012) was that advertising of non-products, often those spearheaded by governmental institutions, shows the advertiser (government) as powerful and in most cases tends to direct the people to act in a certain way, albeit in a persuasive tone.

Akorli, Kpeglo, and Ofori (2018) studied the language of advertisement used by telecommunication companies in the print media in Ghana to persuade potential clients to patronize their services using MTN Ghana as a case study. In terms of focus, the study looked at the lexical devices in the adverts. The researchers used the qualitative approach by which they purposively sampled and analyzed fifty advertisements from MTN Ghana print advertisements from June 2015 to June 2016. The findings from the analysis showed that lexical devices such as nouns and verbs are frequently used in the adverts to influence the target audience to sign onto the MTN Ghana network. The use of nouns is related to the products, services, and benefits of the network. Adjectives such as attributive adjectives demonstrate how the product is superior to other products of competitors. Based forms of adjectives were used more than comparative and superlative forms in a bid to divert the attention of the consumer from the products of competitors. Imperative forms of verbs were used to persuade consumers to buy the product. Adverbs were used to show how the products can stand

the test of time. Personal pronouns, especially ‘you’, were used to directly address the potential customer. The authors concluded that the language of advertisement by MTN Ghana is catchy and influential enough to lure customers to sign onto the MTN network.

Boubehrezh and Iraj (2013) conducted a study to investigate persuasion techniques used in life insurance advertisements. Fifty advertisements were chosen randomly and then analyzed according to the objectives of the study. The results of the study show that words with positive semantic connotations impact greatly customers in life insurance advertising. Moreover, the study established that persuasion techniques such as association, explicit claims, repetition, fear, and euphemism are used more than other techniques in life insurance advertisements.

2.6.2. Persuasion in Pharmaceutical Adverts

Adegoju (2008) examined the persuasive strategies for advertising herbal medicine in southwestern Nigeria. Drawing on the assumptions of propaganda techniques/rhetorical strategies in advertising discourse, the author contended that a lot of emphases had been placed on the use of herbal medicines in health care far more than research on the rhetorical dynamics of their marketing and advertising. Therefore, commercials and jingles on radio and television, in addition to printed adverts were analyzed to identify the persuasive or rhetorical strategies embedded in them. The results of the study revealed that there are no “significant culture-specific strategies of advertising in the data sampled, as the communicative strategies generally fit in with the prefabricated style of advertising discourse” (Adegoju, 2008, p.115). The study also found instances where advertisers tended to abuse meaning in language by making certain advertising claims for which there was no objective evidence to back

Similarly, Dickon (2015) conducted a study into the discourse characteristics of herbal medicine advertisements in Ghana. Using framing theory, the study sought to examine the various persuasion techniques, tone, language, and presentation styles used in the advertisement of three herbal products particularly produced for men with erectile dysfunction: New Kingdom Ginseng Power Capsules, Sibor Tonic, and New Angel Natural Capsules. The findings of the study revealed that persuasive techniques such as expert mention, persuasion by association, hyperbole, and exaggeration claims were used in advertising herbal products as a way of convincing buyers about the medicines in curing erectile dysfunction. Again, the findings showed that dialogues as conversation modes and fear, sex, and humor as forms of appeal were all used during the presentation of these ads.

Finally, Abedu (2019) conducted a study on the use of persuasive strategies in herbal medicines in the Central Region of Ghana. The main objective was to look at ways in which these advertisers abuse meaning by making unverifiable claims in the language of their adverts. The researcher randomly sampled adverts from both electronic print media. The electronic media adverts were mainly jingling on radio and television while the print media adverts were sampled from paid advertorials in magazines. The findings showed that the advertisers employed rhetorical strategies such as source credibility which aimed at convincing the audience of their competence and refuting the claims of their perceived opponents. Again, they use deictic forms such as 'different locations in Ghana', 'across the nation', 'worldwide', and overseas. Moreover, they establish credibility and demonstrate the advertiser's healing abilities by responding to titles such as 'Dr.'. Furthermore, the advertisers used superiority claims to tout herbal medicines as better than traditional ones. Apart from these, the

advertisers used black/white fallacy, hasty generalizations, anecdotes, testimonies, and hyperboles in appealing to their audience to patronize their products.

Considering the assertions by researchers such as Chen, Fay, and Wang (2011) and Cook (1992), persuasion is drawn from the linguistic (the textual form) and/or the context (other multi-modals apart from the text itself) aspects of the language. On this note an utterance does not only convey information but also it is a means to manifest the speaker's attitude. Looking at the related studies discussed on the language of persuasion in the work, it has been observed that most of these research works did not point to the specific aspect of the language their analysis centered on. Not narrowing a data set as to using the text and /or the non -linguistic forms limit one's ability to appreciate the depth of the works and therefore gives too much space for speculation.

On this premise, the current study appropriates Halliday's (1985) metafunctions of language which examine meanings to achieve their intended purpose in three facets. Firstly, making reference to reality by expressing thoughts and feelings (ideational), secondly, as a way to interact with others; people, or things (interpersonal) and lastly, organizing thoughts into the message itself in the form of writing or verbal expression (textual).

2.6.3. Speech Acts as a Persuasive Device in Adverts

Studies on speech acts in advertisements have revealed important findings on how speech acts, especially illocutionary speech acts, are made integral to the language of advertisements.

In the first place, Samuda (2017) conducted a study on a mobile network operator's use of illocutionary speech acts in their television advertisements. The researcher used the descriptive qualitative method. The sample for the study was Telkomsel provider

advertisements recorded on television and downloaded from YouTube. The findings showed that the adverts had declarative, imperative, and interrogative sentences. The findings further revealed that the direct speech acts of stating, suggesting, ordering, asking, and approving and the indirect speech acts of informing, convincing, offering, answering, advising, hesitating, requesting, complaining, thinking, threatening, providing an opinion, swearing, ordering, congratulating, characterized the various adverts.

In another study, Herlina (2015) studied the types of speech acts in the advertisement of motor cars. The study adopted the descriptive qualitative approach and particularly intended to unearth the locutionary and illocutionary acts in the advertisements based on Cutting (2008) and Yule (1996). The data used were motor vehicle advertisement texts taken from the internet. The findings showed that there were locutionary speech acts such as 'The Lion goes from strength to strength', 'Until You Have Been On Harley Davidson, You Haven't Been On A Motorcycle', 'Rover, A class of its own', 'It's Time to ride', 'Get the Feeling. TOYOTA', and 'Don't dream it. Drive it which represented speech acts such as representative (asserting), representative (hypothesizing), representative (claiming), directive (suggesting), and directive (commanding) respectively.

In a similar study, Peter and Duro-Bello (2014) researched the use of speech acts in the advertisement of Pentecostal gospel programs in Nigeria. The data used for the study were 12 texts of Pentecostal gospel program adverts sampled from national dailies, the television, billboards, and walls of residential buildings by selected churches in Northern Nigeria. The analysis of data was based on Austin's (1962) speech act theory. The findings showed that illocutionary acts such as warnings, directives, and commissives were used in the program advertisements to play perlocutionary acts such

as captivation and persuasion, reassurance, and to arouse the curiosity of the audience. On the contrary, the findings revealed that there were instances of ambiguity in the adverts and most of the cases of the use of illocutionary acts could only be interpreted within the context of Christian beliefs and doctrines.

Also, Agusta and Rosa (2012) examined the types of illocutionary acts in the slogans of tourism destination advertisements in Indonesia. The authors randomly sampled 95 slogans of adverts from Google Website and analyzed them using Yule's (1996) and Nyota and Mutasa's (2008) classification of speech acts. The findings showed that four the types of illocutionary acts - declaratives, representatives, directives, and commissives - were used in the slogans. Expressives as types of illocutionary acts were not used in any of the slogans sampled. Specifically, the findings revealed that declaratives were used to make the slogans more attractive to potential clients; representatives were used to describe the quality and goodness of the destinations; directives were used to promote the places by challenging their potential clients to patronize their services; commissives were used make promises of the positive effects of patronage of the tourism sites. Another important set of revelations was that there were varying degrees to which the various illocutionary acts were used in terms of frequency. Declaratives were the most frequently used type of illocutionary act represented in 35.6% of the slogans. These were followed by representatives which appeared 31.6% of the time. Directives were the next most frequently used with 25.4% of frequency. Commissives were the next most frequently used being used at 7.4% of the number of times. All these types of speech acts were generally used to persuade the public and influence potential customers to patronize their centers.

The above findings of Agusta and Rosa (2012) differ significantly from that of Oktaviani (2012) who found in her study on the use of illocutionary acts in the slogans

of advertisements in Bazaar magazine. She found that directive is the type of illocutionary act that is most frequently used in the advertisement. The difference is due to the source of the data of the research. Her source of data is product advertisements published in Bazaar magazine. In promoting the products, the advertisers must be able to get as many buyers as possible. Consequently, the words used in the slogan must directly suggest the readers or listeners, or viewers to buy their products. Meanwhile, Qian and Xinren(2008) found representative is the type of illocutionary act that is most frequently used in public slogans. This is also different from the finding of this study as Qian and Xinren took public slogans as the source of data. Public slogans usually represent commands, prohibitions, warnings, or announcements by providing good explanations. Therefore, the public who consumes these slogans can easily understand what they have to do or avoid some actions. The other finding which is discussed in this paper is the absence of expressive. None of the 95 slogans taken as the data of this study uses expressive. This absence is because the slogan is not a matter of greetings, expressions of feelings, or congratulations. Slogans are words that can attract other people. This supports Qian and Xinren's (2008) research which also did not find expressive in the public slogans.

Again, Alsri and Rosa (2013) conducted a study into the various types of illocutionary acts used in the advertisement of soft drinks in magazines. The samples were thirty advertisements for soft drinks selected from different magazines. The analysis was based on Leech's (1993) classification of illocutionary acts. The findings showed that four of the illocutionary types of illocutionary acts – declaratives, commissives, expressives, directives, and representatives- were used in the slogans of the adverts and played distinct functions. The commissives were used to promise the benefits of buying and drinking the products, the representatives were used to describe the

product showing its contents, and the declaratives were used to paint a positive image of the product. The only type of illocutionary acts that were not found in the slogans of the adverts was expressives.

Additionally, Strizhkova, et al (2018) conducted a study on the main features of speech acts usage in food advertising discourse. Their goal was to show the types and frequencies of illocutionary forces in Russian and English language adverts. Their findings showed that although there were representatives, commissives, expressives, and directives in the adverts written in both languages, representatives and, directives recorded the highest frequencies. The results further showed that the directives in the adverts were imperative structures, exclamation sentences, modal structures, rhetorical questions, personal, possessive pronouns, and evaluative vocabulary. Apart from these, the findings showed that the representatives included complex sentences, exclamation sentences, question-answer structures, modal structures, personal and possessive pronouns, numerals, precedential names, adjectives in a superlative degree, and specialized lexicon. They explain that of the two, representatives were dominant because the advertisers saw the need to present the food products in ways that would make them attractive to the customers to encourage these customers to purchase them. Moreover, Chilwa (2007) conducted a study on written adverts for soft drinks in Nigeria between 2000 and 2006. The study was based on Austin's (1969) and Searle's (1969) speech act theory. The data were from twenty adverts selected from multiple data sources in the print media such as newspapers, magazines, billboards, posters, and fliers which represented 95% of all the popular soft drinks in Nigeria during the period under review. The findings showed that representative, directive, commissive, expressive, and indirect speech acts were used in the advertisement of soft drinks. The representative speech acts were those of asserting, reporting, and concluding. Also, the

directives were those of commanding, requesting, pleading or inviting. Again, the commissives were acts of betting, challenging, promising, threatening, offering, daring, vowing, or warning. Moreover, the expressives were acts of appreciating, congratulating, greeting, welcoming, or apologizing. Finally, indirect speech acts were statements of action, request, or permission that are different from those that could be directly applied. In general, the use of these speech acts gave the language of the adverts a persuasive tone. Again, they emphasized the functional nature of the adverts and showed the conditions inherent in the context of advertising in Nigeria. All these demonstrate that the language of the advertisement has a pragmatic dimension and is sensitive to its context of users and situations.

Furthermore, Simon and Dejica-Cartis (2014) identified, classified, and analyzed the use of speech acts in written advertisements. They sampled eighty-four written advertisements from ten magazines and nine newspapers. These adverts were on diverse goods such as alcohol, beauty products cars, food, home appliances, pharmaceutical products and, services such as insurance, amusement activities and travel offer. The findings showed that speech acts such as assertions, information, claims, suggestions, advice, arguments, evaluations, denials, accusations, surprise, thanking, warnings, direction, and persuasions were used in these adverts for diverse purposes. The findings further revealed that in terms of micro-speech acts, the most frequently occurring speech acts were information, directions, and assertions while the least occurring ones were suggestions, thanking, and warning. Contrastively, in terms of macro-speech acts, persuasion, information, offer, and promise were the only types that occurred in the adverts. The authors explained that the use of speech acts at the micro-level represents a linear use of the acts and shows that the acts are used in products and services to address potential customers and present the products without

providing any evidence. On the macro level, they explain that speech acts are used to inform the customers and persuade them to buy the products or services.

In a similar study, Simon and Dejica-Cartis (2014) classified and analyzed the use of directives in written advertisements using the same data. Even though this study used the same data set, the analyses sought to reveal how advertisers use directives to achieve their goals of persuading their audience to purchase the products being advertised. The classification was based on Searle's (1976) classification of directives. The findings showed that advertisers use assertive/representatives, commissives, expressives, declaratives, and directives in their adverts. It further revealed that the advertisers used four distinct types of directives in the adverts. These were imperative directives that point to the way the product, service, or issue should be used, interrogative directives which seek information, appellative directives that urge potential customers to consume or find out more about the product and indirect appellative directives which indirectly appeal to the customer by simply mentioning the website, telephone number, address or some other details about the product or company. Another important set of findings was that appellative directives were the most frequently used as they appeared thirty-four percent of the time; imperative directives were the next most frequently used as they occurred twenty-nine percent of the time; indirect appellative directives were used twenty-six percent of the times and interrogative directions were used eleven percent of the times. They argue that the use of these types of directives is important to advertisers since it provides them with the avenues to appeal to their customers, furnish the customers with appropriate directions for the use of the product, provide the necessary contact details, and induce the customers the need to check the availability or validity of their offer within a specified frame of time.

More so, Fitriana (2010) studied the use of speech acts in telecommunication advertisements in Indonesia focusing on specific adverts of XL bebas, one of their telecommunication companies. Data for the research were sampled from four adverts for the company. The study looked specifically at the types of locutionary, illocutionary, and perlocutionary acts of the adverts based on Austin's and Searle's theory of speech acts and Jefkin's (1997) copywriting elements. The findings showed that the locutionary acts that were used in the adverts were declarative, interrogative, imperative and exclamatory with declarative sentences being the most frequently used. The author explained that the frequent use of declarative sentences helped foreground the messages in the adverts. Again, the analysis showed that illocutionary forces such as representatives, directives, expressives, declaratives, and commissives were all used in the adverts. The most dominant of the illocutionary forces used were representatives which were used to describe the adverts and make the readers more convinced about the verity of the tariffs. Although the author set forth to unearth the use of perlocutionary acts in the adverts, there were no indications of how these acts were represented in the adverts. Only mere explanations of what perlocutionary acts are and the roles they play were provided.

Again, Novianti and Malyiyani (2018) studied the use of speech acts in the advertisement of child milk on television. The main focus was to unearth the illocutionary functions used in advertising three children's milk products which were Belbelac 3, Nutrilon Royal 3, and Pediasure. The findings showed that all the types of speech acts such as representatives, declaratives, expressives, directives, and commissives were used in the adverts although there was no single advert that contained all the types of speech acts. In all, the most frequently occurring illocutionary forces were representatives and commissives which were used to give

vivid descriptions of the products and assure the potential customers of their satisfaction upon purchasing them.

Finally, Naufalina (2017) studied the use of speech acts in Bon Appetite food advertisements. The main aims were to identify the various forms of speech acts in the advertisements and to analyze their patterns. The researcher sampled a series of adverts published in the Bon Appetite magazine from March to May 2016. These adverts were in the form of words, phrases, clauses, and sentences. The analyses of the data were based on Austin's speech acts theory.

A close look at these studies on how speech acts are used to analyze a data sets reveal lapses in the classifications of speech acts and their respective illocutionary acts in brackets. This is because as seen from the various analysis, there are no clear parameters as to what qualifies an utterance under a specific illocutionary act namely; (representative, commissive, expressive, directive and declarative). This brings to the fore the reason researchers classify utterances into the respective acts according to one's discretion. Thus, a clear indication of a challenge in the understanding of the concept of speech acts.

2.7. Conclusion

This chapter has reviewed conceptual, theoretical, and empirical literature relevant to the current study. It has shown that advertisements are distinct in terms of features and language. It has also shown that pragmatics in general and speech acts specifically are important to advertisements because they play important roles in presenting products, programs, and services to the public and in persuading them to patronize these products, programs and services. Apart from these, it has explained the theoretical framework to be used for the current study, an integration of Austin's (1962) and

Searle's (1976) theories of speech acts. It has finally examined studies on the language of advertisements, the pragmatics of advertising language and the use of speech acts in advertisements and shown the diverse gaps in the literature that offer strong bases for the conduct of the current study.

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CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the methods employed in conducting the study. It describes the research philosophy, research approach, research design, study population, sample and sampling techniques, data source and data collection procedures, data analysis techniques and the challenges encountered

3.1. Research Philosophy

Scholarly works have shown that meaning is situational and contextual, thus, it depends on the conditions and the context in which advertisements take place that brings out meaning to the utterance. Given this, the appropriate research philosophy adopted for this study was the pragmatism research paradigm. This research philosophy was appropriate because the focus of the study was to determine speakers' intentions in advertisements. The pragmatic approach involves using the method which appears best suited to the research problem and not getting caught up in philosophical debates (Alzheimer Europe, 2013). With this philosophy in mind, the purpose of the research was discovered by engaging in discursive act of the different speech acts, either direct or indirect to arrive at a conclusion.

3.2 Research Approach

The study adopted the qualitative research approach. Qualitative research involves the use of 'soft' data in the form of gestures, verbal impressions, and symbols of respondents (Neuman, 2000). With such attributes, the researcher was able to make very strong interpretations from the interaction with the written text. Creswell (2014),

has also argued that a qualitative study provides an assortment of information sources that are very interactive and humanistic. Thus, the researcher sought to analyze the discourse as she watched and listened to various forms of adverts and this made the qualitative approach most appropriate because it allowed the use of words to describe the intentions of the speakers in the various advertisements. Generally, qualitative studies are not for generalization but to describe the intentions, therefore, to effectively understand such discourse, it was appropriate to adopt a descriptive qualitative approach so that the analysis could be plausible to draw meaningful inferences.

3.3 Research Design

In this study, the researcher used Searle's five classifications of illocutionary acts (representative, commissive, expressive, declarative and directive) to expand existing knowledge comprehensively to generate more knowledge on the language of advertisement. Descriptive qualitative research design (Qualitative description) was therefore employed to elicit information to answer questions of what, how, where, and when of the intentions of those speakers involved in the advertisements studied. According to Praditya, Artini & Putra, (2014), qualitative descriptive studies tend to draw on naturalistic inquiry's broad perspectives and naturalistic inquiry implies a commitment to studying something in its natural state.

3.4 Study Population

Fraenkel and Wallen (2000) define a research population as an arrangement of people or things that a researcher has in mind from which one can obtain information and draw conclusions. The population for this study were pharmaceutical advertisements aired on Television and Radio in Ghana. The target population for this study was

advertisements that sell pharmaceutical products in English and Twi languages. The radio and television versions of the advertisement were more accessible and frequently used by the pharmaceutical companies and for that matter, they were largely used in this study. Pharmaceutical adverts broadcast in Ghana which were in other local languages apart from Twi however were excluded from the study.

3.5 Sample Size and Sampling Techniques

Sampling refers to the process of selecting subject representatives of the population to be studied (Polit, Beck & Hungler, 2001). The purposive sampling technique was used for this study. This technique afforded the laxity of choosing the population for the study. It also helped researchers to select data that is relevant to their area of study (Teddlie and Yu, 2007). The purposive sampling technique was used not mainly because, as stated by Black (2010), of its cost-efficient and time-effective technique among the other sampling techniques, but mainly because of its flexibility in selecting the needed item to be studied. This implies that there was discretion in choosing adverts that related to the study. Thus, any advertisement that talked about a pharmaceutical product formed part of the study. The advert must be in English and Twi languages which used speech in communicating. Those adverts that use other different languages were not included because the meaning of words, sounds, gestures, and other forms of speech was not understood by the researcher. The months of May and November 2020 were conveniently chosen to collect the data because it was the covid period and researcher was mostly home and had enough time to watch Tv and listen to the radio more often.

The size of the Forty Ghanaian pharmaceutical adverts aired between the months of May and November 2020 on various media platforms were sampled. Out of the forty, video adverts were twenty-three, and audio adverts were seventeen.

3.6 Data Sources and Data Collection Procedures

Data for research can be obtained from both primary and secondary sources (Yin, 2012). According to Marshall and Rossman (2011), primary data is the kind of data that has been gathered for the first time and has never been reported anywhere. Secondary data, on the other hand, is the kind of data that is available and already reported by some other scholars. This study utilized primary data. Primary data for the current study were gathered from electronic sources thus, television and radio

With the collection procedure, the researcher watched Television (TV) programs such as health talks, sports, news, and entertainment show to gather the product names. This was necessary because most of these shows are sponsored by pharmaceutical companies and so their adverts are aired intermittently during the telecast. After noting down the product names, these names were then typed in a YouTube search and the adverts were downloaded onto a pen drive This was done so because the Tv used to watch these adverts by the researcher did not have the version which allowed one to download directly from the tv and was, therefore, the need for YouTube downloads. With the radio adverts, the researcher wrote to some radio stations requesting for the pharmaceutical adverts they play on their airwaves. Out of the six, only two stations, LUV FM and Kessben FM responded positively to the request in time.

All these produced audio-visual and audio data for the analysis. In all, forty adverts were gathered. Out of these, twenty-three were videos and seventeen audios.

3.7. Data Analytic Techniques.

The study adopted descriptive content analysis in analyzing the data. Krippendorff (2018) says that content analysis is a research method that is used in making reproducible and valid extrapolations from texts. Content analysis may be conventional, summative, or directed (Hsieh & Shannon, 2005). Conventional content analysis is used to make text-based or text-driven analyses where there is no or limited theory/relevant literature to guide the analysis. Summative content analysis also examines single words concerning specified contents of the text being analyzed. Finally, the direct content analysis makes deductive conclusions from texts using pre-defined theories and existing literature on a given phenomenon (Hsieh & Shannon, 2005).

The study used the directed content analysis with the goal of both authenticating knowledge on the use of speech acts in pharmaceutical adverts (PAs) and expanding understanding of the unique ways by which the use of speech acts in PAs promotes the achievement of persuasive goals of the adverts. The analysis was based on two distinct frameworks: Searle's (1969) classification of illocutionary speech acts and Rank's (1991) postulations on the mechanisms by which adverts achieve their persuasive intentions.

In furtherance to the use of this approach, Halliday's textual model was considered. By this model, the texts as transcribed from the adverts were concentrated upon. These formed the aspect of language employed, which is the linguistic form in analyzing the advertisement, without cognizance to the non-linguistic forms.

The adverts were categorized into two, the first category was those that were in English and the second group was those in the Ghanaian language (Twi). The words used in the video and audio adverts in the English language were watched and listened

to repeatedly. They were then transcribed using the orthographic transcription technique which according to Bucholtz (2000) is the naturalist form where utterances are written or typed out verbatim as it is produced without any attempt to substitute meaning. Considering those in Twi, the researcher employed the services of a resource person to assist in translation using the communicative translation technique which according to Newmark (1977) it is a process whereby one attempts to produce contextual meaning in a way that the content is comprehensible to a reader.

After transcribing the adverts, they were read through repeatedly to familiarize themselves with the contents. The researcher then identified the various speech acts that were used in them. The various identified acts were classified under their general categories, and sub-types respectively to generate frequencies. This was done using Searle's (1969) classification of illocutionary speech acts which comprise representatives, commissives, declaratives, directives, and expressives. This helped in answering the first research question

Rank's (1991) classification of the processes by which adverts achieve their persuasive goals was also considered. In this regard, the ways by which the identified speech acts facilitated the realization of attention-getting, confidence-building, desire-stimulating, urgency-stressing, and response- building were examined. A coding system such as ; PA 001, PA 002 etc were assigned to the identified speech act and AD 001, AD 002 etc were assigned to identified persuasion intentions in the adverts.

3.8. Challenges Encountered

Several challenges were encountered in undertaking the study. The first challenge was the difficulty encountered in the collection of data. There are abundance of pharmaceutical adverts in the mass media despite this, obtaining adequate data on

pharmaceutical adverts in Ghana which were in the English language was a herculean task. Specifically, it was difficult to find a repository of pharmaceutical adverts in Ghana. The researcher, therefore, resorted to adverts aired in the media, largely TV and radio sources. It became even more challenging when a series of television programs had to be watched or listened to in a bid to obtain the data. Closely linked to this challenge was the fact that most of the adverts aired on TV and radio were in the local languages, especially Twi. However, because the focus of the work was to analyze the study in the English Language, a resource personnel was needed to be contracted to assist in translating the Twi adverts to English before it could be worked with. Also, it was difficult to find the adverts on various websites of pharmaceutical companies in the country, an avenue that could have made access much easier, that was the reason why those aired on radio and television were considered.



CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4. Introduction

This chapter presents the data analysis and discussions of the findings. The analysis and the discussion are done based on the research questions. Firstly, this section identifies the various speech acts employed in pharmaceutical adverts. The second part of the analysis focuses on the extent to which the various speech acts employed, achieved the aim of persuasion. Simple descriptive analysis is used in presenting this data.

4.1. What speech acts are employed in pharmaceutical adverts in the selected electronic media in Ghana?

The data were categorized and analyzed according to Searle's (1969) general classification of speech acts. Subtypes such as assertion, claim, promises, definition, etc., under each speech act formed the basis for analyzing each advert from the data. The forty adverts were analyzed on an excel spreadsheet matching main verbs and sentences from utterances made to the subtypes under each speech act.

Below are graphical interpretations of the speech acts identified in pharmaceutical adverts in Ghana.

Table 1. Analysis of total occurrence of speech acts in 40 pharmaceutical adverts.

SPEECH ACTS	TOTAL	PERCENTAGE (%)
REPRESENTATIVE	88	38.94
DECLARATIVE	44	19.47
DIRECTIVE	40	17.70
COMMISSIVE	37	16.37
EXPRESSIVE	17	7.52

Table 1 shows a summarized analysis of the data showing the total number of occurrences of each speech act. The total occurrence was derived by adding the number of times each subtype under each act occurred in the data. From table 1 representative had the highest score (eighty-eight, 38.94%) while expressive had the least number of occurrences (seventeen, 7.52%).

4.1.1. Representative Acts

Table 2: Analysis of the total occurrence of subtypes under representative acts.

REPRESENTATIVE ACTS		
SUBTYPES	TOTAL OCCURRENCE	PERCENTAGE
ASSERTION/STATEMENT	24	27.27%
CLAIM	36	40.91%
DESCRIPTION	12	13.64%
SUGGESTION	16	18.18%
TOTAL	88	100.00%

Searle (1969) notes that representatives are a class of illocutionary acts that demonstrate the belief of the speaker about propositions that can be evaluated as being true or false. Yule (1996) adds that representative utterances are mostly characterized by what the speaker believes to be what he claims it is. Representative acts are used by speakers and writers to convey information about their products and services to convince addressees that out of the lots of products in the market theirs are the best option to choose from. They manifest in such utterances as statements, complaints, predictions, and announcements. Representative acts in the context of these adverts are the acts of assertion, statement, claims, description, and suggestion. These acts formed the subtypes upon which the adverts were analyzed as representative. These subtypes were used because, among the adverts in the pharmaceutical market, most tend to use

verbs or phrases that showed assertion, claim, suggestion, or description. These subtypes were common as compared to other representative acts like predictions, announcements, etc.

From table 1, it is quite clear that Representative acts had the highest (40.91%) of the five speech acts, which goes to prove that most pharmaceutical adverts in the Ghanaian market structure their texts to carry the illocutionary force to appeal to the addressee directly without the addressee necessarily having to rely on a third party's findings to believe the proposition put out. The actions of asserting, claiming, suggesting, describing, and concluding are referred to as constative illocutionary acts (Austin, 1962) and are viewed through the lens of the advertiser's language use. The advertiser's statements must be evaluated in light of his or her own experience, which he or she pragmatically invites the prospective consumer to share in.

4.1.1.1. Assertion

This subtype gives a positive statement, fact, or affirmation about the product without providing evidence. From the data presented, adverts that show assertions are statements that provide positive information about the drug or tell how well they function. These assertions can ignite energy and a sense of belief in the addressees to draw out their positive judgment (s) about the medicine without necessarily having the evidence to make such a conclusion. These emphatic declarations can lead the addressee to believe in the efficacy of the medicine. From table 2, Twenty-four (24) adverts from the data analyzed used the act of assertion.

“The vitamin and nutrients in the NMS make children grow well.” PA 001

One way to make an assertive statement is by the use of the simple sentence structure which is; **noun and predication**, where the subject is followed by the verb. In the case of PA001, the

“*vitamins, and nutrients in NMS*” acts are the subject of the construction, while “*make children grow well*” is the predicate part of the sentence. This statement gives information about the drug being what the body needs to grow. With this in mind, an addressee will think of buying NSM or kidivite without any concrete evidence as to how true that growth the advert professes real. The addressee’s evidence is only based on the positive declarations made by the advertiser.

4.1.1.2. Claim

Unlike assertion which makes declarations without any specified evidence to back them up, claims are an assertion a statement of truth about a product with supporting evidence. From the data, adverts that made claims often use specific quantifiable statements or some adjectives to build arguments in favor of themselves to persuade the addressee. Some advertisers also present claims in the form of testimony which is meant to provide evidence to the addressee to support that claim. Table 2 shows that claim was the most used act under representative acts, occurring 36 times (40.94%). Examples of such claims from the data are:

*“Mum, so Kidivite contains 12 vitamins?
Yes. 12 essential vitamins that growing bodies need.”* PA 002

To be specific that a drug made by Ernest Chemist, a household name in the pharmaceutical industry contains not just one or two but as many as ‘*12 essential*’ nutrients kids need is a statement to be believed by all. Although there could be many other multivitamins syrups in the market that contains nutrients as well, this emphatic claim made by the advertiser with the use of ‘*12 essential*’ as an ‘adjective’ to qualify

the number of nutrients in it drum home the quality of the product as one that can adequately support children's development and since every parent want the best for his or her child, upon hearing that just one particular drug can provide what 12 drugs would do, will choose kidivite over the others. In The same sense since the advertisement uses a child engaging his mother in a conversation about the drug and the mother in a way testifying about the said health benefits of the drug can go a long way to be the drug to consider for your child since the word of testimony is coming from a mother figure.

This is meant to make addressees believe that "KMT" is the best medicine for children's growth.

"APC is for quick relief of cold and sinus pain." PA 003

The use of the adjective "*quick*" *qualifies* the ability of APC to relieve the pain unparalleled to other drugs which could be used in treating cold and sinus pain. The sequence of statements affirms the potency of the drug as being a quick reliever of cold and sinus pain. There could be many medicines for relieving cold and sinus pain but the statement leads the addressee to believe that APC is a "quick-reliever" (works faster) when considering medications to cure pain. With this in mind, APC will then become the first medicine an addressee thinks about when he/she has a cold and sinus pain because of this emphatic claim of it being the one that works in the shortest possible time.

4.1.1.3. Suggestions

They are statements or arguments presented directly or indirectly to propose a product. Advertisers use this act to propose their medicine as the best option to consider when one is presented with options to choose from. In most instances when one gets

headaches, runny nose, temperature rise, and all that comes with it, we genuinely do have no idea of the kind of drug to take for such a particular ailment. Suggestions tend to solve such an issue of choice.

Pharmaceutical adverts mostly use the verb 'recommend' to present themselves as a choice to consider. The total number of such occurrences was sixteen (16) shown from the analysis in table 2. Some examples of these are:

"I know how painful aches and pains can be that's why I recommend Ibudol" PA 004

The advert directly proposes the drug to the audience by using the verb "recommend"

*...With LOCP, you can have all the pleasure without unwanted pregnancies.
...Lydia, you decide"* .PA 005

The use of the verb 'can' present the drug as a choice to consider. The advertiser presents all pleasure the addressee can have without any fear of unwanted pregnancy. The advertiser further concludes the advert with the phrase, "*You decide*". The verb 'decide' shows the addressee that after all the evidence presented, in this case, the medicine offering all the fun and pleasure, the addressee has been presented with options to decide whether to be pregnant or not.

4.1.1.4. Description

It is a sentence that tends to elaborate or give a picture of a product. In this case, adverts with descriptive subtypes explain the taste, color scent, ingredients, or look of the drug. The intention is to create a positive picture of the product that will cause consumers to buy. Such adverts occurred 12 times in the analyzed data in table 2. An example of description

"KMT contains all the essential vitamins and nutrients needed for the healthy development of children from age 1-12 years" PA 006

The use of the verb “contains” is an attempt to describe what the drug is made up of.

“Introducing the new Honeykof, a non-drowsy cough syrup made with honey and extracts of herbal origin such as ginger, basil, long pepper, violets, and liquorice.

The advert explains the components of the drug in an attempt to arouse the addressee’s desire for the drug. The special mention of honey, ginger, liquorice, etc. is a way to show the addressee the medicine is not bitter compared to other alternative medicines. Therefore, an addressee will resort to buying Honeykof compared to other alternatives because of its ‘assumed’ sweet taste.

Representative acts create a desire in the consumer for the product. The illocutionary force of these adverts relies on the tendency of the consumer to want to try them. The use of statements of assertions, claims, suggestions, and descriptions aims at convincing the consumer that the drug is their best option by creating a desire in them without the advertiser necessarily having to prove with evidence the efficacy of the said product before an addressee decides to buy.

4.1.2. Commissive Acts

These are illocutionary speech acts used to express a future action. With commissive, speakers make utterances that commit them to the performance of action later. A commissive act bets, challenges, promises, threatens, offers, dares, vows, or warns.

Table 3: Analysis of the total occurrence of subtypes under commissive acts.

COMMISSIVE ACTS		
SUBTYPES	TOTAL OCCURRENCE	PERCENTAGE
ASSURANCE	8	21.63%
PLEDGE	0	0%
THREATS	0	0%
GUARANTEE	12	32.43%
OFFER	5	13.51%
CAUTION	12	32.43%
TOTAL	37	100.00%

From the data, advertisers use commissive acts like promise or assurance, pledge, guarantee, offer, warning, concern, and threats to commit themselves to their addressees and to take advantage of a competitive market by proving they have their addressee's best interest at heart. One of the best forms of persuasion in an advertisement is when the addressee feels secure and knows that their best interest is prioritized over profit-making. Advertisers use such utterances in Commissive acts to persuade addressees to choose their medicine as the best option to other alternatives by communicating that feeling to them.

Commissive speech acts such as assurance, promise, guarantee, and offer are effective persuasive strategies that can be exploited, however, from Table 1, commissive acts were 16.37% which is the fourth-highest score of the five acts. It can be concluded that commissive acts are not used much as a persuasive strategy because advertisers do not consider its subtypes like warnings, threats, and pledges as positive persuasive forces that can be exploited.

4.1.2.1. Assurance

It is a commitment of the advertiser that something will happen in the future. Firm promises are expressed by recourse to the modal auxiliary "will". Acts of assurance,

create confidence, and belief and clear any doubt in the minds of the addressees by the advertiser. From the data analyzed in table 3, this illocutionary act of assurance was employed 8 times. Some of these are mentioned below.

*“When you can’t afford any sick breaks or days off, the last thing you want to deal with is that nasty headache, awful body pain, and horrible fever. Now, you have the power to fight back and stop malaria in its tracks.
When you left the office yesterday, you weren’t looking so good but right now, you’re very jumpy. I never get sick but just the other day I started feeling very feverish and I had body aches. And then I went home and my headache got worse. It was confirmed later to be malaria, to be honest.
Malaria? Yes. So how come you’re at work today?
I took Coaterm 80/480 and just like that, I’m back at work like nothing ever happened.
So, wait, it really works?
Bro, it works.
Take one tablet of Coaterm 80/480 immediately and take another tablet after 8 hours. Then take one tablet twice every day, morning and evening for the next 2 days. If symptoms persist after 3 days, please consult a doctor. PA 007*

The advert opens up with the advertiser’s show of concern for the well-being of the potential addressees. The advertiser acknowledges the unpleasant effect of sicknesses on an individual and how powerless it makes them. The Coaterm advert further provides a solution by assuring there is indeed a way to fight it, and the drug ‘Coaterm 80/480- Novartis’ gives that power.

“Lufart is the only medicine assured for effective treatment of malaria”. PA 008

The advertiser uses the adjective “assured” to provide a sense of confidence in the addressee and to eliminate any room for doubt posed by other alternatives of the drug. The addressee, once confident in the medicine will choose it among any other alternative.

“It will give a speedy recovery” PA 009

The use of the verb modal verb ‘will’, commits an advertiser to a future action. (i.e., promise). This illocutionary act of promise creates a belief in the addressee that the drug will give speedy recovery to whoever takes it. The persuasion force lies in the belief the addressee has without having any overt experience.

4.1.2.2. Guarantee

This act proves the credibility of a product. These utterances commit the advertiser to the responsibility of producing what the drug claims to be through statements that hold the producer liable for any complications that may arise from consuming their products and to prove their products meet the required specifications by higher authorities. In the case of pharmaceutical ads, they ought to be certified by the Food and Drugs Authority (FDA), a regulatory body that verifies a product before it comes to the market. The persuasive force of this illocutionary act is its ability to create unwavering trust in the product that is being advertised. From the data, fifteen pharmaceutical advertisements made utterances that guaranteed their product by stating the fact that their product have the approval of the FDA like

“Manufactured by, marketed and distributed by, vetted and approved by...” Some examples of such adverts are highlighted below.

“Made by entrance pharmaceuticals and research Centre... This advert has been vetted and approved by the FDA.” PA 010

“Manufactured and distributed by Ernest chemist Ltd...This advert has been vetted and approved by the FDA.” PA 011

In extracts PA 010 and PA 011, the advertisers mention the manufacturers of the products and the approval of the Food and Drugs Authority, this is to create a sense of trust and confidence. Addressees knowing who the manufacturer of the drug is and the

endorsement of the regulatory authority, the FDA, assure them of the veracity of the representations made in the advert.

4.1.2.3. Caution

They are statements about what might happen in the future, in this instance, a probable side effect of the pharmaceutical products. In the pharmaceutical adverts analyzed, potential addressees were cautioned and advised to be circumspect in the use of medicine, or by leaving an ailment untreated.

“... If symptoms persist after 3 days, consult your doctor ...Ask your pharmacist about the right stopkof for you...”- PA 012

The first statement alerts the addressees on what to do after taking the medicine and does not seem to experience much improvement in their conditions after a period. The second part of the statement cautions the addressee on the dosage. This act as a commissive tends to commit the manufacturer to the addressee where the manufacturer presents himself as having the best interest of the addressee at heart and building credibility.

*“...There is Koflin Junior for children from 2-12 years.
If symptoms persist for 5 days, consult your doctor.
It is not for children below 2 years.” PA 013*

This statement also warns the addressee of a probable future outcome after taking the medicine.

The manufacturer seeks to indemnify itself against any uncertainty and build credibility.

4.1.3. Directive Acts

Directive acts include commands, requests, advice, pleadings, and invitations. In this act, the speaker uses a conventional communicative force to create an utterance by getting the addressee to do something by expressing it. Directive acts use performative verbs such as can, get, take, call, bet, declare, etc. which are imperative in nature, and thus subtly command the consumers to act. From the data gathered on the forty adverts in Table 1, 40 (17.70%) directive acts were found to have been employed by advertisers. Table 4 indicates that, of all the subtypes under directives, questions and guides were mostly used. Other acts like advice and commands were rarely used whilst challenge was never used.

Table 4: Occurrences of Directive acts subtypes used in the 40 pharmaceutical adverts.

DIRECTIVE ACTS		
SUBTYPES	TOTAL OCCURRENCE	PERCENTAGE
REQUEST	0	0%
QUESTION	22	55%
CHALLENGE	0	0%
GUIDE	16	40%
COMMAND	2	5%
TOTAL	40	100.00%

4.1.3.1. Questions

A question is an illocutionary act that has a directive illocutionary point of attempting to get the addressee to supply information or make a point. The analyzed data revealed that the questions posed in these pharmaceutical adverts were mostly used rhetorically to make a point rather than to seek a response. From table 4, most directive acts used

were questions, which occurred twenty-two (22) times in the data. Here are some examples from the data:

“Do you have Lydia?.. Do you mean the post-pill or the oral contraceptive?”

PA 014 In the first part of PA014, the advertiser seeks information from the addressee by using questions to introduce the product to the addressee. It goes further to ask a specific question (“Do you mean the post-pill or the oral contraceptive?”) here the manufacturer uses this kind of questioning to introduce to the addressee the different kinds of Lydia available to choose from.

“Mr. Actilife, explain further what Actilife is” PA 015

In this advert PA 015, the advertiser is asked a question about his product and this allows him to give more vital information about what the product is, what it does to the body, and why it is the best out of the lot. Here the question is meant to spark curiosity about the product and further feed information to satisfy that curiosity. The persuasive force lies in the information.

4.1.3.2. Guide

This illocutionary act provides information that is intended to direct the activities of the addressee. In Pharmaceutical adverts, guides are usually directions on how to use a product and where to buy the product. From the data, guides were mostly used by advertisers to invoke a response from consumers. Table 4 shows sixteen (16) out of the forty adverts used guides. Some examples are:

“You just purchase lumetrust and take it for 3 days within which you would feel better” PA 016

The advertiser gives a specific period within which one should be on the medication and this is a form of guidance so that one does not abuse the intake, thus; take it for 3 days.

“Available in all pharmaceutical shops” PA 017

The advertiser gives information by issuing a guide as to where exactly one can get to purchase the medicine.

KNUST

4.1.3.3. Command

Commands are used to stress and provoke urgent responses from the addressee. In pharmaceutical adverts, utterances using commands are usually used at the end of the advert to cause the addressee to act. Only two (2) adverts used such utterances as shown in table 4. This could be because advertisers of pharmaceutical adverts do not find commands persuasive enough.

“Get Tinpac Now”! PA 018

The use of the *exclamation mark* together with the adverb ‘*now*’ makes the utterance a command. The addresser uses it to stress the urgency that the addressee needs to get the medicine without hesitation.

“Headache, joint ache, general body pains..with these take Atarol tablets ” PA 019

Here the advertiser uses the verb ‘*take*’ imperatively in this context to subtly command the addressee to grab the said tablet when the pain arises.

4.1.3.4. Advise

Advise is an illocutionary act that informs the addressee to decide on a proposed product. From the data analyzed, the verb “advise” was used in only one advert.

“I advise that individuals suffering from these symptoms to get sinuset tablet” PA 020

The advertiser uses the verb ‘advise’ to express that it will be in the best interest of the addressee to buy the medicine.

4.1.4. Expressive Acts

Expressive acts are those that appreciate, congratulate, greet, welcome, or apologize. They are speech acts because, through language, the speaker or writer can perform actions by involving his mood. Expressive acts were the least used in the data with 17 occurrences, constituting 7.30% as shown in Table 1. From the data, the most used expressive acts were thanksgiving or gratitude which occurred 10 times, followed by concern (6 times), and encouragement which was used once as shown in Table 5.

Table 5: Total occurrences of subtypes under Expressive Acts.

EXPRESSIVE ACTS		
SUBTYPES	TOTAL OCCURRENCE	PERCENTAGE
GREETING	0	0.00%
CONCERN	6	35.30%
CONGRATULATIONS	0	0.00%
THANKSGIVING/GRATITUDE	10	58.82%
ENCOURAGEMENT	1	5.88%
TOTAL	17	100.00%

4.1.4.1. Thanksgiving

The use of words or expressions that result in gratitude, appreciation, and praise. In some adverts, advertisers use testimonies from persons claiming to have tried the product as a tool to persuade the addressees to patronize their products. Others also use praise singing and bragging to sell.

“Thank you, APC, Thanks APC, thank you, APC” PA 021

“Not all ailments are spiritual. Ibudol, you have relieved me indeed.” PA 021

Malar-2 Forte DS, Ernest Chemist ... “Yes, I did and thanks to malar-2, I kicked out malaria one time.” PA022

PA 020, 021, and 022 are expressive acts (thanksgiving), performing some implicit illocutionary act of extolling the products rather than emphasizing their quality or effect. The addressee is not told to buy the products or anticipate any form of pleasure from their use.

Rather, it exalts the product's uniqueness, even though the advertiser's criteria for judgment are not known. "I kicked out malaria one time" and "you have truly relieved me" may sound like claims (representative acts), but instead it is praising and admiring the good the drug has done for her as a way of drumming its effectiveness in the ears of the addressee to create a sense of desire to influence him to purchase them too. This same strategy is employed in the APC advertisement (“Thank you, APC, Thanks APC, thank you, APC”- a directed act Disguised as a gesture of gratitude, subtly conveying a persuasive intent.

4.1.4.2. Concern

Advertisers use acts of concern to relate their products to the world. The act employs words that show feelings of empathy or care towards the addressee and tend to offer a “helping hand” by offering their product. In pharmaceutical adverts, the advertisers show concern about a particular ailment by sympathizing with the addressee and offering them the power to cure that ailment through their products. Some examples of these adverts are:

“A bad stomach ruins your day. Don’t let it. Take Gastrone” PA 023

“Babies and toddlers with coughs and colds are so uncomfortable that they can hardly sleep at night. But Pofakof Baby is here to save you”.PA 024

Extract PA 023 and 024 are performing the Illocutionary act of exploiting the addressees’ anxiety by sharing their concerns about a particular ailment to cause a desire in them to purchase their product. “a bad stomach ruins your day” and “Babies and toddlers with coughs and cold are so uncomfortable that they can hardly sleep at night” express the advertiser’s concern for the addressee’s health issue. The advertiser is seen as showing care and genuinely wanting to help, that act of care is extended by offering their product as a solution. It could be seen that after the expression of concern, the advertisers further recommend their product.

4.1.5. Declarative Acts

Table 6: Total occurrences of declarative Acts subtypes

SUBTYPES	TOTAL OCCURRENCE	PERCENTAGE
FIRING	0	0%
BAPTISM	0	0%
ARREST	0	0%
DEFINITION	44	100%
BLESSING	0	0%
TOTAL	44	100.00%

Yule (1996) defines declarative as the kind of illocutionary act that changes the world via their utterances. It brings into existence the state of affairs to which it refers. The words that can be indicated in this type are the curse, announce, declare, define, appoint, call, bless, nominate, and authorized. The data on pharmaceutical adverts showed the only declarative act advertisers used was the one that defined their product.

Acts such as curse, bless, appoint, call, nominate, etc. were not used in these adverts. It is not surprising that advertisers do not use such acts but it seems appropriate to define their product to their addressees. Advertisers need to specify what their products are composed of and their functions to establish the credibility and efficacy of their medicines.

KNUST

4.1.5.1. Definition

This illocutionary act uses utterances or expressions to, explain, give meaning to, or outline the existing state or nature of a product. In the adverts analyzed, this act was used 44 times. Here, the main act of persuasion is the advertiser's authority or position to bring out the best description that will attract addressees. In other words, how well they persuade the addressee to buy their product is dependent on how well they define their product. Below are some examples of how the definition act was used in the pharmaceutical adverts:

“KCS, if you have a chesty cough, a cold, or a runny nose, KCS will relieve you whether it is day or night ... Helps you maintain health and vitality, effective support for your nutritional needs, soft gel capsules for easy swallowing, gentle on the stomach, contains no preservatives or artificial colors” PA025

“It is a good drug for kids for headaches, fever in children, and general body aches, Pokumol syrup is an effective pain reliever. For teething and feverishness that come with malaria, it contains, acetaminophen, USP, and paracetamol. Therefore, every good parent needs Pokumol.” PA 026

In the PA025 and 026 above, the advertisers define the functions of their products in an attempt to persuade addressees. *“KCS, if you have a chesty cough, a cold or a runny nose....”* this first part of the statement provides information on what the medicine does. The second part reads *“KCS will relieve you whether it is day or night”* This expression is where the advertiser hopes to persuade the addressee that there could be

drugs with similar functions, but the advertiser sets his product apart from others by defining its efficiency throughout all times in the day while some works only during the day or just at nights. In the second and third adverts, the advertisers set the tone of the advert by solely defining in detail what the medicine is and what it cures. As a declarative act, the information given through the advertisers' definition of their product acts as a compelling force to persuade their addresses in choosing their product. The work done so far on pharmaceutical advertisements generally employs the act of representation as the strongest selling point. From the literature, it can be adduced that most acts that seek to sell a product or render services are largely geared toward the representative speech act. This is evident in Chiluwa (2007) who investigated the speech acts employed in soft drinks adverts in Nigeria. His findings concluded that the acts of representatives such as asserting, claiming, and appealing, and directives such as suggesting, guiding, and requesting are mostly used.

Also, Novianti and Malyiyani (2018) in assessing the speech acts used in child's milk advertisements on TV found that sellers mostly employ representative acts the more. To add to it this Fitriana's (2010) work on speech act in telecommunication advertisements and Strizhkova et al (2018) work on food advertisement discourse all concluded the fact that representative acts are mostly used and this is because sellers use claims and assertions to put themselves up there in the market space as being the best out of the lot.

4.2. How does the use of the various speech acts facilitate the achievement of persuasion in the adverts?

According to Rank (1991), the purpose of every advert is persuasion: to persuade or to lure addressees to respond in some way, to do something, or to believe something, now

or later. Speech acts such as representative, directive, commissive, declarative, and expressive are all elements of the pragmatics of advertisements used for persuasion. This section seeks to analyze how these speech acts aid in persuasive advertisements. The model of analysis for this work is done by using Rank's (1991) work on persuasion in advertising. In his 1991 book 'The Pitch', Rank's study showed that the persuasive goal of the language of advertisement was generally achieved through attention-getting, confidence-building, desire-stimulating, urgency-stressing, and response-building.

Persuasive Goals of Adverts

Table 7: Advert Analysis Scheme using Rank's model of persuasion.

ADVERT ANALYSIS SCHEME	TOTAL	PERCENTAGE (%)
ATTENTION-GETTING	111	47.23
CONFIDENCE BUILDING	34	14.47
DESIRE STIMULATION	72	30.64
URGENCY STRESSING	2	0.85
RESPONSE SEEKING	16	6.81
TOTAL	235	100

The total occurrence was derived by adding the number of times each illocutionary act under each persuasive act occurred in all the forty adverts. From table 7, advertisers used more illocutionary acts to seek Attention (47.23%).

4.2.1. Attention-Getting

According to Rank (1991), the first approach by which advertisers convince their targets is by capturing the audience's attention. Attention-getting is a persuasion device that involves appealing to senses such as sight and hearing, emotions, and intellect.

Pharmaceutical adverts catch the attention of an audience by hinting at providing relief from the discomfort associated with ailments. From table 7, it is observed that 111

utterances were used to appeal to the addressee's senses. These utterances mainly came in the form of declaration (definition) and directive (questions) and some instances, dramatizations were used by the actors to portray the supposed symptoms. It was also observed that answers to the questions asked and remedies for the ailments came in the form of a directive (advice), commissive (promises), and representative (claims) which reinforced the potency of whatever drug or product is being advertised. Advertisers used these speech acts to seek audiences' physical attention, emotional attention, and psychological attention as identified by Rank (1991).

4.2.1.1. Physical Attention-Getters

According to Rank (1991), the first major category refers to the simple perception of signals, the basic incoming stimuli received by our senses. Our sense of vision, for example, responds to shapes, sizes, colors, lights, and motion. Our hearing responds to the intensity, frequency, and duration of sounds; we note their regularity, context, and backgrounds. Acts that gained the addressee's attention through the sense of hearing are analyzed as a physical attention getters. For the pharmaceutical adverts, advertisers appealed to the hearing of consumers through utterances or illocutionary acts that defined or made claims about the medicine. Some examples are highlighted below:

“Amatem soft gel – Makes treating malaria easy.” AD 001

KCS, if you have a chesty cough, a cold or a runny nose, KCS will relieve you whether it is day or night” AD 002

“Lydia Oral contraceptive -With Lydia oral contraceptive pill, you can have all the pleasure without the unwanted pregnancy”. AD 003

In extract AD 001, the speaker claims that *“Amatem soft gel, makes treating malaria easy”*. This claim highlights the simplicity of the product. In extract ii. The speaker defines the function of the medicine in the utterance, *“if you have a chesty cough, a*

cold or a runny nose”, while in the case of Lydia’s oral contraceptive, the reliability of the product is emphasized.

Nath and Gardner (1986), argue, that effective advertising is concerned with the campaign's influence on its audience. It should be able to entice readers or hearers to the product being advertised and convince them that they truly need it. The advertiser uses these speech acts to get such attention.

4.2.1.2. Emotional Attention-Getters

The second major category refers to the use of words that have strong emotional associations.

Below is an example of an advert that has an emotional association:

“There are some moments that last forever because they happen only once. Like your very first step, your first day of school, and your first successful bike ride... What’s your child’s next milestone”? AD 004

In the extract AD 004, the advertiser tries to poke an emotional response by recalling nostalgic moments that can be perceived as special to anyone. By creating an emotional response, the advertiser seeks to connect that to the medicine and that’s an act of persuasion.

4.2.1.3. Cognitive Attention-Getters

The third major category refers to those attention-getting devices which have certain patterns, appealing to our intellect, which leads us to a message, curious to find out more. Advertisers use illocutionary acts such as questions and claims to leave consumers curious about a product.

An example of such an advert is highlighted below:

“Lydia Oral contraceptive -With lydia oral contraceptive pill, you can have all the pleasure without the unwanted pregnancy”. AD 005

The advertiser’s “wild” claim “*you can have all the pleasure without the unwanted pregnancy*” is a daring invitation intended to leave the consumer curious. The curiosity sparked in the consumer will move her to purchase the product to satisfy this curiosity.

Advertisers of pharmaceutical products make use of illocutionary speech acts to persuade consumers into buying their products. These acts include definitions, claims, promises, questions and advice that appeal to the sense of hearing of consumers.

4.2.2. Confidence Building

Another way by which advertisers seek to achieve their persuasive goals is through confidence-building. Confidence-building is achieved by putting the audience at ease, in a trusting and receptive mood toward the speaker (advertiser) before the main part of "the pitch" begins (Rank, 1991, p. 49). The core of confidence-building is establishing trust. Advertisers’ attempts to persuade can be analyzed by the image they project. We believe in and buy from people we trust. In the pharmaceutical adverts, Advertisers used acts such as guarantee, Trust, assurance, and description to create the environment needed to build confidence. The data analyzed from table 7 shows 34 (14.47%) utterances were made by advertisers which seek to build confidence. Below are some examples of how advertisers build confidence from the corpus analyzed.

4.2.2.1. Guarantee

From the data, this illocutionary act was used 15 times. The persuasive force of this illocutionary act is its ability to create an unwavering trust in the product that is being

advertised. The trust built is the confidence builder advertisers need to advertise their products. This could be utterances of words of trust or stating the approval of the food and drugs authority (FDA). Examples are highlighted in table 8 below:

Table 8: How the act of guarantee is used in pharmaceutical adverts by advertisers.

Advert	Words that appeal to the agency such as FDA (approved/vetted)	Verbs that establish trust (Trust, guaranteed)
1. Aunty Mary's Baby Gripe Mixture, Ernest chemist	1 This advertisement has been vetted and approved by the FDA	1 Aunty Mary's Gripe Mixture is here to ensure they smile through it all
2. Kidivite Multivitamin Tonic and Drops, Ernest Chemist	This advertisement has been vetted and approved by the FDA	
3. Stopkof, Ernest Chemist	This ad has been vetted and approved by the FDA.	
4. Honeykof, Ernest Chemist	This ad has been vetted and approved by the FDA.	
5. Gastrone	This ad has been vetted and approved by the FDA.	
6. Lufart, Tobinco Pharmaceuticals	This ad has been vetted and approved by the FDA.	
7. Malar-2 Forte DS, Ernest Chemist	This ad has been vetted and approved by the FDA.	
8. Luzatil, Amponsah-Effah Pharmaceuticals Ltd	This ad has been vetted and approved by the FDA.	
9. Lumetrust Forte, Kinapharma Ghana Ltd		We can trust it
10. Babyvite, Pharmatrust Ltd	This ad has been vetted and approved by the FDA	
11. Cellgevity		Guarantees effect in 90days
12. Medisoft Mosquito Repellent		Guarantees 8hr protection against mosquitoes.
TOTAL OCCURRENCE	09	4

To build confidence in the audience, advertisers in the examples above use words such as trust, vetted, approved, and guaranteed. From the table, advertisers referred to the approval of recognized agencies such as the Food and Drugs Authority. This builds the trust that their product is credible since it has met all requirements. On the other hand, the use of words such as trust, guaranteed, and ensured appeared only 4 times in the table. In comparison, advertisers tend to use utterances that refer to the approval of authority figures because it creates a sense of trust since it would mean their company is certified and an expert in what they do also, these agencies of authority must be recognized by the addressee.

4.2.3. Desire- Stimulating

In advertising, the main motive is to pique the audience's interest in whatever is being advertised. Advertisers use ads to stimulate consumers' desires by promising benefits, a pleasure to be gained, a pain to be relieved, a possession to be safeguarded, and a problem to be avoided. In Pharmaceutical adverts, advertisers promise 'pain to be relieved' or 'pleasure to be gained' or any other benefits to be gained from patronizing their product by employing directive (commands and suggestions), representative (assertion and suggestion), and expressive (thanksgiving or testimonies) acts. The data from table 7 shows that the second most used form of persuasive advertising is desire stimulating. Its Occurrence was 72 (30.64%). Below are some examples:

4.2.3.1. Suggestions

Advertisers of pharmaceutical products propose their products to consumers as a way of creating a desire for them. From the data, suggestions were employed 16 times. Below are some examples of how it was used:

“I know how painful aches and pains can be that’s why I recommend Ibudol” AD 006

Panacin, DAS Pharma for Severe headaches, take panacin Toothache, take panacin Bodily pains; take panacin Fever; take panacin AD 007

The advert AD006 and AD007 above use the illocutionary act of suggestion to create a desire in the listener. The promised benefit is that the pain will be relieved by taking the respective medicine. The advertisers’ use of the verbs “*recommend*” and “*take*” in the adverts respectfully, make marks them as suggestions.

4.2.3.2. Assertions

Advertisers affirm the positive functions of a drug through claims and statements to stimulate a desire for their product. Assertions were employed 24 times in the adverts analyzed.

Examples are highlighted below:

“APC for quick relief of cold and sinus pain.” AD 009

“Kidivite Multivitamin Tonic and Drops, Ernest Chemist- Yes. 12 essential vitamins that growing bodies need”. AD 010

In advert AD 009 and AD 010, the function of the drugs is uttered to persuade consumers by mentioning what the drug does.

4.2.3.3. Testimonies

The use of words or expressions that expresses gratitude, appreciation and praise to extol a health product rather than directly tell the addressee to buy the product. Advertisers use the words of praise as a means of persuading consumers using illocutionary acts of praise to create a desire for a product. Example:

“My child is 2 years older than your child but yours is older healthier than mine and overtaking him in growth. I can’t believe my eyes. Then you better believe. Babyvite multivitamins drops is what my wife has been administering to the kids.” AD 011

In the advert above the advertiser gives testimony about the effectiveness of the medicine juxtaposing the health of her child to that of another. This attempts to create desire, by using words of praise to persuade addressees.

4.2.3.4. Question

Questions were the second most used subtype under desire stimulation with twenty-two occurrences. Advertisers raise the curiosity of the addressee about a product and then answer it with statements, claims, or words of assurance intended to persuade the addressee. Some examples are outlined below:

“Cold symptoms on a busy day? flu symptoms while at work? Take Kwik action. AD 012

In AD 012, the advertiser opens with a question about an ailment to get the addressee’s attention and then afterward suggests the medicine Kwik action as the answer to the question.

Magacid? Magacid takes care of heartburn and stomach discomfort. AD 013

In advert AD 013 the addresser is asked the question ‘Magacid?’ which is the name of the drug. The question supposedly stemmed from a curiosity to know about the product. This gives the addresser the chance to define what the drug is to create a desire for the product.

4.2.4. Urgency Stressing

This technique works psychologically by increasing one's anxiety about losing a benefit (Rank, 1991). Creating a sense of urgency is common in some, but not all, advertising. The data analysis in Table 7 showed that urgency stressing was the least used pattern of advertising. Its occurrence was twice 0.85% of the overall data. Urgency can be expressed in common words (hurry, rush, now, last chance) or in "crossroads" metaphors (decision time, critical point, junction, now-or-never, either/or), or in nonverbal cues (clocks, beating drums, quickening tempo in music, staccato sounds, countdowns, or images of motion). From the data, this pattern of persuasive advertising employed the illocutionary act of command and conditions (directive).

4.2.4.1. Command

A command used here means persuasion which seeks an immediate response, often using an urgency appeal. (NOW!). The use of command is shown below:

“Get Tinpac Now!” AD 014

The advert sets the urgency appeal by using the word now! This is to stress the urgency of the need for consumers to get the medicine.

4.2.4.2. Conditions

Condition, as used here, means persuasion which seeks to mold public opinion, assumption, belief, and attitude on a long-term basis, as the necessary climate or atmosphere for a future response. None of the adverts employed this act. This is because, in the pharmaceutical market, products are produced on a 'now' basis to solve new ailments, there's little or no chance to condition consumers for ailments that will occur in the future and hope to create a medicine to suit that need for a cure.

The use of urgency stressing was the least because urgency appeals seek an emotional response, often this tactic is used to sell items people would not buy after thoughtful consideration, or listening to advice from others. In a market like Pharmaceuticals, drugs are a need and it is not something to give a second thought to since lives depend on them. Using such a pattern of advertising could meet the wrong reception from consumers because they might question the credibility and effectiveness of the medicine.

4.2.5. Response seeking

Response-building is deemed the most important aspect of advertisement, if an audience is not responsive even after viewing or listening to an ad, then the ad was ineffective (Rank, 1991). The response could be going out to buy the product, recommending the product, or researching more on the product. From the data, response-seeking was employed using acts of recommendation. Its occurrence in the data was 16 representing, 6.81% of the data analyzed. It may sound surprising since the purpose of an advert is to seek a response from addressees. However, the data from the pharmaceutical adverts show advertisers use various subtypes such as guarantee, assertion, claims, question, and definition to stimulate the necessary response from consumers. The minimal use of this persuasive method of the advertisement from the data collected showed advertisers only used the illocutionary act of recommendation in acts such as promotions and contests which also seek responses from addressees. Not many companies use promotions or contests to sell health products. In this data, the act of recommending products wasn't as many compared to that of questioning or claim. Recommendations occurred 16 times in the data. Such words of recommendations include "*for bulk purchase call*", "*order now*", and "*for more information call*".

Some examples of recommendations used in the data are shown below:

- a. *Lonart – For bulk purchases, contact Tobinco AD 014*
- b. *Lumether - For bulk purchases call AD 015*
- c. *Longrich Superbklean – Order from AD 016*

In the adverts AD 014, 015, and 015, respectfully, utterances are made to get a response from the addressee s. Here the response from the addressee is to call the manufacturer. Addressers' attempt to seek a response from addressees employs specific illocutionary acts described by Searle (1979). For example, 'call', is a command which is a key example of a directive speech act. Again, most of the adverts indicated where the audience could get the products to purchase.

The phrase "*Available in all leading pharmacies nationwide*", therefore, plays a double role in adverts as it elicits a response from the audience and also prompts them to patronize the drugs.

From the afore, it can be adduced that just as found by Adegaju (2008), in his work on Herbal Medicine ads, Pharmaceutical Companies' adverts also employ similar assertions aimed at captivating the attention of the addressees, Herbal medicines ads were found to use the citing authorities, their depth in the pathology of disease, definitions, sophisticated laboratory and diagnostic equipment among others. Comparatively, Pharmaceutical adverts use claims, regulatory approvals, guarantees, etc. to woo their addressees.

More so works done in this area saw advertisers refuting the negative assertions made by detractors to cast a slur on their work by using rhetoric in portraying their depth and wells of knowledge in the subject area. As captured by Adegaju (2008), herbal medical practitioners in their adverts refute such by indicating the veracity of research conducted before the formulation. Likewise, Pharmaceutical adverts as found in this

work employ acts that tend to assert, claim and describe the rich composition of their formulations, their efficacy, etc.

In addition, Dickson (2015), in working on Herbal Medicine ads in Ghana, found the use of figurative expressions and exaggerated claims, humor among others in persuading their audience. These findings are no different from what has been analyzed in this study as addressers rely on such tools in persuading their addressees.



CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5. Introduction

This chapter presents a summary of the study, the conclusions derived from the findings, and the recommendations for further studies.

5.1. Summary

The study set out to investigate how speech acts are employed in pharmaceutical adverts in Ghana and how these various speech acts facilitate persuasion. A total of 40 pharmaceutical adverts were collected from selected media sources (i.e., radio and TV) for the study. In answering the first research question on what speech acts are employed in the selected pharmaceutical adverts, Searle's illocutionary classification of speech acts was used. In answering the second research question, that is, how these various speech acts facilitate the achievement of persuasive intents of an advertiser, Rank's (1991) postulation on moods of persuasion in adverts was considered for the classification.

5.2. Key Findings

From the data gathered to ascertain speech acts that are employed in pharmaceutical adverts in Ghana, this study revealed that speech acts play major roles in pharmaceutical adverts. For instance, representative speech acts such as 'claims', 'assertions', 'suggestions', etc. were predominantly used in pharmaceutical adverts. Again, declaratives predominantly 'definition' were found to be used by most pharmaceutical advertisers. Thus, it can be asserted that as a key ingredient in pharmaceutical adverts, advertisers make known to their prospective customers what

they have to offer by defining their products. Furthermore, advertisers also deploy acts of directives mainly 'questioning' and 'guiding' to lead and direct their addressees to where and what they can get from patronizing their products. They tend to guide them with leading questions that inform and influence their choice and preference of the products. Again, advertisers use commissive acts that give comfort and assurances in the form of a 'guarantee' to establish an unwavering trust. These assurances play a major role in their adverts as they sort to draw credence from regulatory agencies such as the FDA. Such inferences boost the confidence and trust of the would-be customers. Finally, speech acts that seek to 'congratulate', 'give thanks', 'testify', and among others being expressive acts were found to be the least used. Unlike other advertisers, pharmaceutical advertisers were seen to be mindful of making the public aware of their products by defining and directing their use as means to persuade rather than use threats, pledges, promises and warnings.

On the second research question, which focused on how speech acts facilitate persuasion in pharmaceutical adverts, findings were tied to the assertion that the main import of adverts is to persuade a targeted audience and that pharmaceutical advertisers employ various forms of speech acts to achieve this intention. Based on Rank's (1991) model of persuasion, attention-getting was found as the most frequent technique used by pharmaceutical advertisers. This is evident in the use of various speech acts such as 'definitions', 'claims', 'assurances', 'suggestions', etc. by advertisers that seek to draw the addressee's attention.

Desire stimulation came as the second most used technique to persuade. Speech acts such as 'assertions', 'testimonies,' 'commands', etc. were employed as the means of arousing customers' interest by assuring them of the benefits to be derived from the product, a pleasure to be gained or a pain to be relieved. Adding to all the facts

presented, this work agrees with Allwood's (2000) work speech act which states that a single utterance can carry more than one illocutionary force.

5.3 Conclusion

The study collected 40 pharmaceutical adverts from some selected Ghanaian media namely, TV and Radio to identify how speech acts are employed in these sampled pharmaceutical advertisements using J. R. Searle's (1969) speech act classification theory. It went further to investigate in what ways the identified speech acts facilitate the achievement of the various persuasive intentions proposed by Rank, (1991). The study results from the analysis show as follows; Representative, Declarative Declaratives (19.47), Directives (17.70%), Commissive (16.37%) and Expressives (7.52%). The study concludes that indeed various speech acts are encoded in adverts as persuasive strategies by advertisers and that these advertisers tend to employ acts that they find to possess the highest form of persuasion needed in the context of the pharmaceutical adverts and conditions at play in Ghanaian market to sell themselves above their competitors.

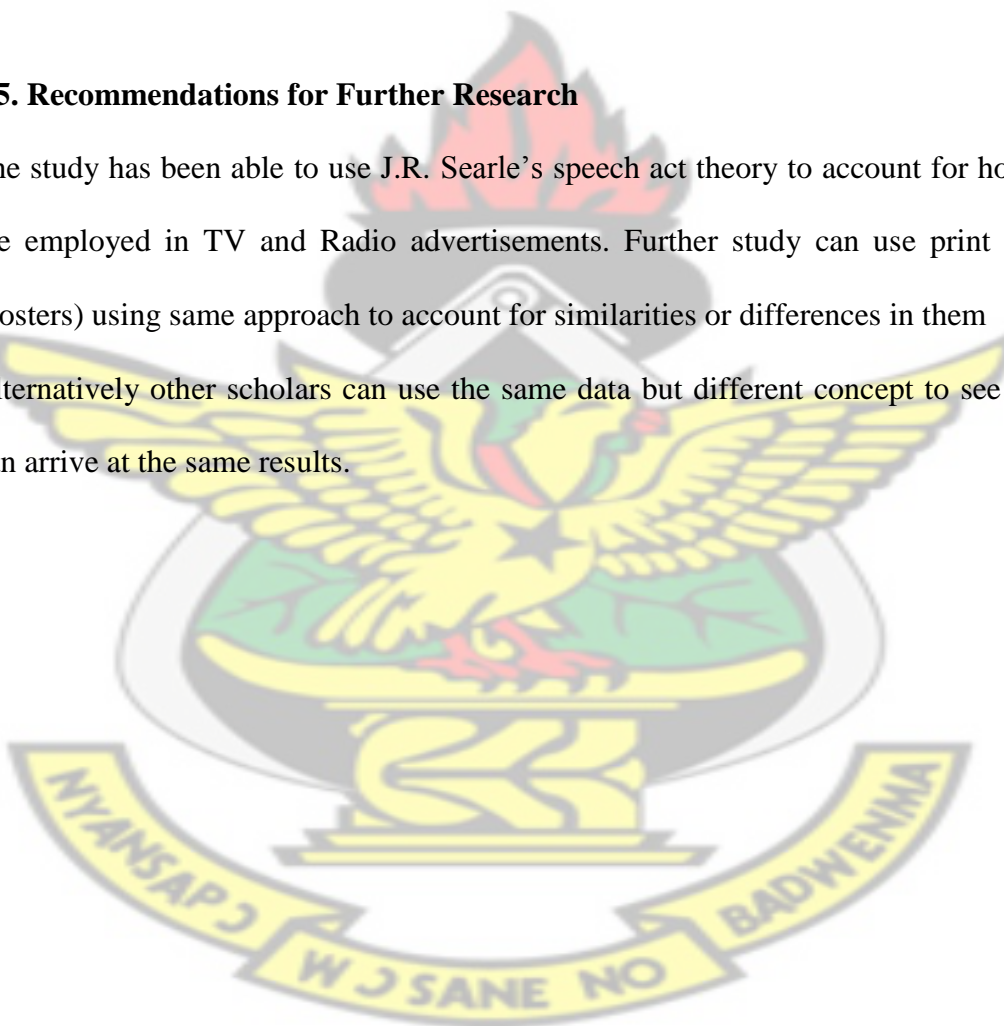
5.4. Implications of the Study

The study revealed important implications that must be addressed. These implications apply largely to the diction employed by advertisers for pharmaceutical adverts with its attendant effect on students of English, educators, and research. The implication is that pharmaceutical advertisements should be created in such a way that they are free of ambiguity preventing misinterpretation of words or sentences used. This indicates that people responsible for structuring pharmaceutical adverts should be mindful of both language use and the targeted audience for better communication, rather than

abstractly presenting them. This reaffirms Kasiyan's (2008) assertion that language encompasses not just the meaning of written or oral language, but also other social phenomena associated with the larger culture in society, such as clothing, food menus, and rituals. From the findings, Advertising discourse in mass media could be viewed as a single-language phenomenon. Therefore, it is expected that content makers of pharmaceutical adverts will evaluate the implied meanings of their texts rather than writing texts solely to encourage people to purchase the products.

5.5. Recommendations for Further Research

The study has been able to use J.R. Searle's speech act theory to account for how they are employed in TV and Radio advertisements. Further study can use print adverts (posters) using same approach to account for similarities or differences in them. Alternatively other scholars can use the same data but different concept to see if they can arrive at the same results.



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APPENDICES

APPENDIX A

FORTY (40) SAMPLED PHARMACEUTICAL ADVERTS.

1. APC Fast-acting Tablets, Kinapharma Ghana Ltd

Thank you, APC, Thanks APC, Thank you, APC

APC for quick relief of cold and sinus pain.

Available in all leading pharmacies and chemical shops throughout Ghana.

2. Aunty Mary's Baby Gripe Mixture, Ernest Chemist

Some moments last forever because they happen only once. Like your very first step, your first day of school, your first successful bike ride.

What's your child's next milestone?

Aunty Mary's Gripe Mixture is here to ensure they smile through it all- Aunty Mary's Gripe Mixture has been keeping children smiling for more than a decade by relieving them from gastric pain, flatulence, minor digestive upset, and teething discomfort

Aunty Mary's Gripe Mixture is manufactured and distributed by Ernest Chemist Ltd. This advertisement has been vetted and approved by the FDA

3. Coaterm 80/480- Novartis

When you can't afford any sick breaks or days off, the last thing you want to deal with is that nasty headache, awful body pain and horrible fever. Now, you have the power to fight back and stop malaria in its tracks.

When you left the office yesterday, you weren't looking so good but right now, you're very jumpy. I never get sick but just the other day I started feeling very feverish and I had body aches. And then I went home and my headache got worse.

It was confirmed later to be malaria to be honest.

Malaria? Yes. So how come you're at work today?

I took Coaterm 80/480 and just like that, I'm back at work like nothing ever happened.

So, wait, it really works?

Bro, it works.

Take one tablet of Coaterm 80/480 immediately and take another tablet after 8 hours. Then take one tablet twice every day, morning and evening for the next 2 days. If symptoms persist after 3 days, please consult a doctor

NO SICK BREAKS

4. Fine Life Blood tonic, Kinapharma Ghana Ltd

My name is Papa Kwamena. Like most Ghanaians, making money is my topmost priority even at the expense of my health. After years of stress, I had to make my health my number 1 priority.

I realized that several vitamins and minerals are essential to our immune system. Healthy principles such as physical exercises and intake of food supplements are not adhered to by many. The biggest secret however is that every healthy family uses Fine Life Blood Tonic as a food supplement and also assists them in quick recovery from ailments. Fine Life Blood Tonic is available in all pharmacies and chemical shops nationwide.

5. Kidivite Multivitamin Tonic and Drops, Ernest Chemist

Mum, so Kidivite contains 12 vitamins?

Yes. 12 essential vitamins that growing bodies need.

So, we'll grow healthy and strong? And Smart?

Absolutely

KMT contains all the essential vitamins and nutrients needed for the healthy development of children from ages 1-12 years.

Also available, is KMD for babies under 12 months.

Grow strong, grow healthy with Kidivite.

Distributed by Ernest Chemist Ltd. This advertisement has been vetted and approved by the FDA

6. Ibudol Plus, Tobinco Pharmaceuticals

God should make you great and a blessing in ways.

I know how painful aches and pains can be that's why I recommend Ibudol. Ibudol Plus is a trusted name for the effective relief of joint pains and muscle aches associated with headache, toothache and menstrual cramps.

Not all ailments are spiritual. Ibudol, you have relieved me indeed.

Ibudol Plus is another quality product from entrance Pharmaceuticals and research center, marketed and distributed by Tobinco Pharmaceuticals For bulk purchases, contact Tobinco.

7. Lydia Daphne Oral Contraceptive Pill, DKT International

Do you have Lydia?

Do you mean the post-pill or the oral contraceptive?

The oral contraceptive pill. That's what Ohemaa wants and I don't have any "I'm not safe" so I'm buying it myself.

Anyway, how does it work?

Starting from the 1st day of her menses, Ohemaa should take 1 white tablet each day and continue with 7 brown tablets.

If she does this, you won't have to worry about pregnancy.

No pregnancy?

That's what I love to hear.

With LOCP, you can have all the pleasure without unwanted pregnancies. -
Lydia, you decide.

8. Koflin Cough Syrup, Ernest Chemist

KCS, if you have a chesty cough, a cold, or a runny nose.

KCS will relieve you whether it is day or night.

Why not take some and stop coughing?

With KCS, the cough will stop.

There is Koflin Junior for children from 2-12 years.

If symptoms persist for 5 days, consult your doctor.

It is not for children below 2 years.

KCS is available in all pharmacies. For bulk purchases, go to Ernest Chemist.

9. Stopkof, Ernest Chemist

When stubborn coughs, colds, and catarrh interrupt your life, get fast relief with stopkof.

The stopkof range is suitable for adults, children and babies

(If symptoms persist after 3 days, consult your doctor).

There is a stopkof for every cough and for everyone.

Ask your pharmacist about the right stopkof for you.

Manufactured and distributed by Ernest chemist. This ad has been vetted and approved by the FDA.

10. Honeykof, Ernest

Chemist Are they still coughing?

In our days, cough couldn't survive in our house. When we hear a cough, we mix and grind ginger, grains of Selim and others to treat it. But thankfully, we now have honeykof.

Introducing the new Honeykof, a non-drowsy herbal cough syrup made with honey and extracts of herbal origin such as ginger, basil, long pepper, violets, and liquorice.

Effective for relief from coughs, sore throats, and throat irritation.

New honeykof, clears coughs away. -

Manufactured and distributed by Ernest chemist Ltd. This ad has been vetted and approved by the FDA.

11. Gastrone

A bad stomach ruins your day. Don't let it. You should Take Gastrone.

...your most effective antacid for the relief of symptoms of peptic ulcer, heartburn, gas pain, flatulence and indigestion.

Gastrone, effective relief from stomach discomfort.

This ad has been vetted and approved by the FDA.

12. Lufart, Tobinco Pharmaceuticals

The groom is suffering from malaria.

What? Malaria?

Lufart, lufart.

Don't allow malaria to keep you indoors.

Lufart is the only assured medicine against malaria.

Lufart eliminates malaria quickly.

Made by entrance pharmaceuticals and research center. This ad has been vetted and approved by the FDA.

13. Malar-2 Forte DS, Ernest Chemist

Welcome back

The malaria knocked you down.

No jokes. I experienced Fever, headache, vomiting, loss of appetite But I hope you got tested before the malaria treatment.

Yes, I did and thanks to malar-2, I kicked out malaria one time.

(Get tested for malaria before taking malar 2, if symptoms persist after 3 days, consult your doctor)

When malaria strikes, take malar 2

...containing artemether and lumefantrine, comes in tablets and suspension for effective treatment of malaria.

Malar 2 is suitable for adults and children. Manufactured and distributed by Ernest chemist Ltd. This ad has been vetted and approved by the FDA.

14. Kwik Action, Kinapharma Ghana Ltd

“Cold symptoms on a busy day? flu symptoms while at work?

Take Kwik action,

...non-sedating tablets for quick relief from cold, flu and sinus pain

If symptoms persist after 3 days, consult your doctor

Made in Ghana by Kinapharma Ghana ltd

15. Liverplex B, Kama Industries Ltd

I have vitamin A; we have Vitamin A too. Together, we give you a good vision and help your children have normal growth. We have nicotinic acid; converting food to energy, copper and zinc for the absorption action of B-complex, vitamin D to give your strong teeth and bones. We have vitamin B and together, we are B-complex. Anaemia; iron helps nervous system disorders. We give you healthy skin and the minerals that are essential for the human metabolism, for the young and old. Altogether, we are Liverplex B. Also available is Liverplex b for infants and children. Manufactured by Kama industries Ltd. Available in all leading pharmacy shops nationwide-

16. Lonart DS, Tobinco Pharmaceuticals Ltd

But for Lonart, I would be dead
Lonart, an effective treatment for malaria.
Marketed and distributed by tobinco pharmaceuticals. For bulk purchases,
contact
Tobinco pharmaceuticals.

17. Magacid, Kinapharma Ghana Ltd

(Family scene)
Magacid?
Magacid takes care of heartburn and stomach discomfort

18. No. 10 Liver salt, Ernest Chemist Ltd

Is it that rumble in your tummy when you've had too much to eat? Or that
headache you had from yesterday's party?
Then No. 10 liver salt is for you.
No. 10 liver salt gives you quick relief from nausea, indigestion, heart
burns, hangovers and hyperacidity.
And with different flavors of fruity sweetness, it's a pretty tasty way to end
an uncomfortable situation.
No. 10 liver salt from Ernest chemist, because everyone needs a chemist

19. Luzatil, Amponsah-Effah Pharmaceuticals

Because the malaria parasites keep changing form within the body in the
course of their life, it can be difficult to eliminate. You need luzatil.
With 2 active ingredients to mount a double attack on the malaria parasites.
You need to fight it blow by blow, you need luzatil.
Luzatil with 2 active ingredients makes it difficult for the malaria parasites
to develop resistance. Luzatil mounts a double attack to clear malaria
effectively.
Take luzatil today and clear your malaria
You must make sure you have a positive test for malaria parasites before
taking anti-malarial medication.
Luzatil, double attack on malaria parasites.
This ad has been vetted and approved by the FDA.

20. Tinpac, Pokupharma Ltd.

Do you have a cold, flu, or sinus pain?
Then I recommend Tinpac to you
A non-sedating tablet for the relief of all these symptoms to get the best out
of your day
Get Tinpac Now!

Your effective relief from cold, flu, and sinus pain
If symptoms persist after 3 days, consult your doctor
Made in Ghana by Pokupharma Ghana Ltd.

21. Pofakof, Pokupharma Ltd.

Babies and toddlers with coughs and colds are so uncomfortable that they can hardly sleep at night.

But Pofakof Baby is here to save you
Guanfacine, diphenhydramine, sodium citrate, and menthol have been combined to make this good drug.

Pofakof junior is also for toddlers

For Sore throats, itchy throats, and prolonged coughs, take Pofakof lozenges

Pofakof adult is for adults

For bulk purchases, contact Pokupharma ltd, Fumesua
Pokupharma, your health connosseieur

22. Zinol Suspension, Amponsah-Effah Pharmaceutical

When your child is aching, and suffering in pain let the child take Zinol; the child's champion pain fighter.

Give your aching child sweet-tasting orange-flavored Zinol

...to relieve aches such as headaches and pains associated with sore throats, feverishness, flu, and rheumatic aches.

23. Pocumol Extra, Pokupharma Ltd

Kyerewaah, were you not the one lying in bed unable to do anything? -

So how are you able to be here on the farm working so hard?

Give me a minute

Pocumol extra is my secret.

Share this secret with me then

No way, get one yourself

Will you be stingy with something available in all pharmacies?

Pocumol extra, whether it is a toothache, joint aches, headache, or back pain
...your only solution is pocumol extra.

As the adults take pocumol extra, let the children take pocumol syrup for teething pain

For bulk purchases, contact Pokupharma ltd, Fumesua
Pokupharma, your health connoisseur

24. Prowoman Capsules, Exeter Pharmaceuticals

Welcome to Vigor Gh, for your convenience and affordability

Prowoman includes a range of vitamins and trace elements designed specifically with the needs of women in mind.

The special pro-woman formula includes; evening primrose and starflower oils - Helps you maintain health and vitality, effective support for your nutritional needs, soft gel capsules for easy swallowing, is gentle on the stomach, contains no preservatives or artificial colours

25. APC Fast-Acting Tablets, Kinapharma Ghana Ltd.

Thank you, APC, Thanks APC Thank you, APC,
APC for quick relief of cold and sinus pain
Available in all leading pharmacies nationwide

26. Lumetrust Forte, Kinapharma Ghana Ltd

I will always take you seriously
What has made you trust me that much?
The malaria drug lumetrust you introduced me to is effective and it works perfectly-
So, is there a malaria drug that works effectively?
I told you that lumetrust forte, lumetrust DS (for adult) and lumetrust suspension
(For children)
If you test for malaria and comes out positive, don't be afraid
You just purchase lumetrust and take it for 3 days within which you would feel better
Lumetrust forte and suspension
We can trust it
For bulk purchase call...

27. Actilife, OA and J Pharmaceutical Ltd
Mr. Actilife, explain further what Actilife

Essential nutrients from the food we eat are very necessary, but in most cases, we do not get these nutrients from the food we eat. When it happens like that, the cells become weak. That is why you need Actilife.
It contains nutrients such as vitamin A, C, E and zinc. It helps strengthen the cells.
The presence of vit. D help strengthens the bones and muscles.
Then if I get tired throughout the day, can I take Actilife?
Yes, it contains ginseng and so it gives you extra vitality. The presence of vitamin B helps in brain functioning its good for convalescence. It's good for men and women.
It can be found in all pharmacy shops.
Bulk purchase call

28. Babyvite, PharmaTrust Ltd

My child is 2 years older than your child but yours is older healthier than mine and overtaking him in growth. I can't believe my eyes. Then you better believe.

Babyvite multivitamins drops are what my wife has been administering to the kids. Baby vit is available in 25ml drops and 200ml which contains vitamins, minerals, and iron tonic.

I will let my wife get some for our kids.

If a child will grow well and then it emanates from his childhood

It contains certain essential vitamins and minerals.

BabyVite syrup and drops for a healthy baby

Available in all pharmacies. Contact pharmaTrust for bulk purchase

This ad has been vetted and approved by the FDA

29. Pokumol Syrup, Pokupharma Ltd.

It is a good drug for kids

For headaches, fever in children and general body aches, Pokumol syrup is an effective pain reliever.

For teething and feverishness that comes with malaria. it contains, acetaminophen, USP, and paracetamol

Therefore, every good parent needs Pokumol

Note: Children above 3 months are the only ones who can take the Pokumol syrup

For adults in hard labor

Take Pokumol extra. For joint aches, back pain, waist, and knee pains, and migraines, take Pokumol extra.

30. Panacin, DAS Pharma

For severe headaches, take panacin

For toothache, take panacin

Bodily pains; take panacin

Fever; take panacea.

Available in all pharmaceutical shops

If symptoms persist after a week, consult your doctor.

31. Samalin Cough Mixture, Aryton Drug Manufacturing Ltd.

Samalin cough mixture

Parents recommend

It helps children. Coughs and colds, stuffy nose

Samalin is the best cough mixture known by all

Samalin junior for kids, samalin adult for grownups and samalin lozenges

The lozenges are great and effective against coughs and cold

From Aryton drug manufacturing company

32. Atarol Tablet, Success Pharmacy Ltd

Headache, joint ache, general body pains, with these take Atarol tablets
It will give a speedy recovery
It can be purchased at any pharmaceutical shop

33. Sinuset tablets, Success Pharmacy Ltd

Research has shown that about 4,000,000 people get sinusitis in this world. When you get sinusitis, you get symptoms such as catarrh, both adult and children, experience blocked nose, sneezing running nose, and sleeplessness. I advise individuals suffering from these symptoms to take sinuset tablet
Why sinuset? It deals with the above-mentioned symptoms.
Sinuset is a homeopathy drug. It's not difficult to swallow and leaves no aftertaste
It only brings healing.

34. Kinaphin Express, Kinapharma Ghana Ltd

It's the quickest painkiller
Always speeds to action for speedy pain relief;
The super painkiller
By Kinapharma

35. Cellgevity, Advanced Riboceine Technology, 120 Vegetable Capsules

Cellgevity from Max International contains RiboCeine.
RiboCeine helps promote optimal levels of Glutathione. Removes harmful toxins and eliminates cellular inflammation. Neutralizes free radical damage and slows the aging process. RiboCeine helps promote optimal levels of Glutathione. Removes harmful toxins and eliminates cellular inflammation. Neutralizes free radical damage and slows the aging process. Use cellgevity for 90 days and thank me later!

36. Pro-tonic Syrup

Protein with Vitamin B-complex
Restores lost proteins due to sickness or an imbalanced diet.
Provides energy and vitamin.
Made in Ghana by KINAPHARMA Limited.

37. Vigorix Forte

Blaster pack of 3 x 10 capsules.
Appetite stimulant with essential amino acids, multivitamins, and calcium.
For vitality, power, and more appetite.
Made in Ghana by KINAPHARMA limited. North industrial area, Accra
Ghana.

38. Medisoft Mosquito Repellent

It's been a long while since anyone suffered from malaria in this house, Medisoft mosquito repellent has been so good to us.

Medi Soft mosquito repellent lotion is for all skin types, it can be applied evenly over every exposed body part that needs protection against every insect before sleep.

It has two wonderful Fragrances Lemon and Rosemary That make it a pleasure to put on, it contains more than the average repellent, The power in the lotion is guaranteed to give you a full 8hr protection against the world's most prolific killer The mosquito.

Your favorite Medisoft mosquito repellent is the same in quality and now in smart new packaging.

39. Diclofen- Forte, Ernest Chemist Ltd.

Diclofen forte has active ingredients of paracetamol and diclofenac sodium. Provides relief from severe pain of varied origin.

Manufactured and distributed by Ernest chemist Ltd. This ad has been vetted and approved by the FDA.

40. Nexcofer Blood Tonic, Ernest Chemist Ltd.

Can't eat? Loss of appetite?

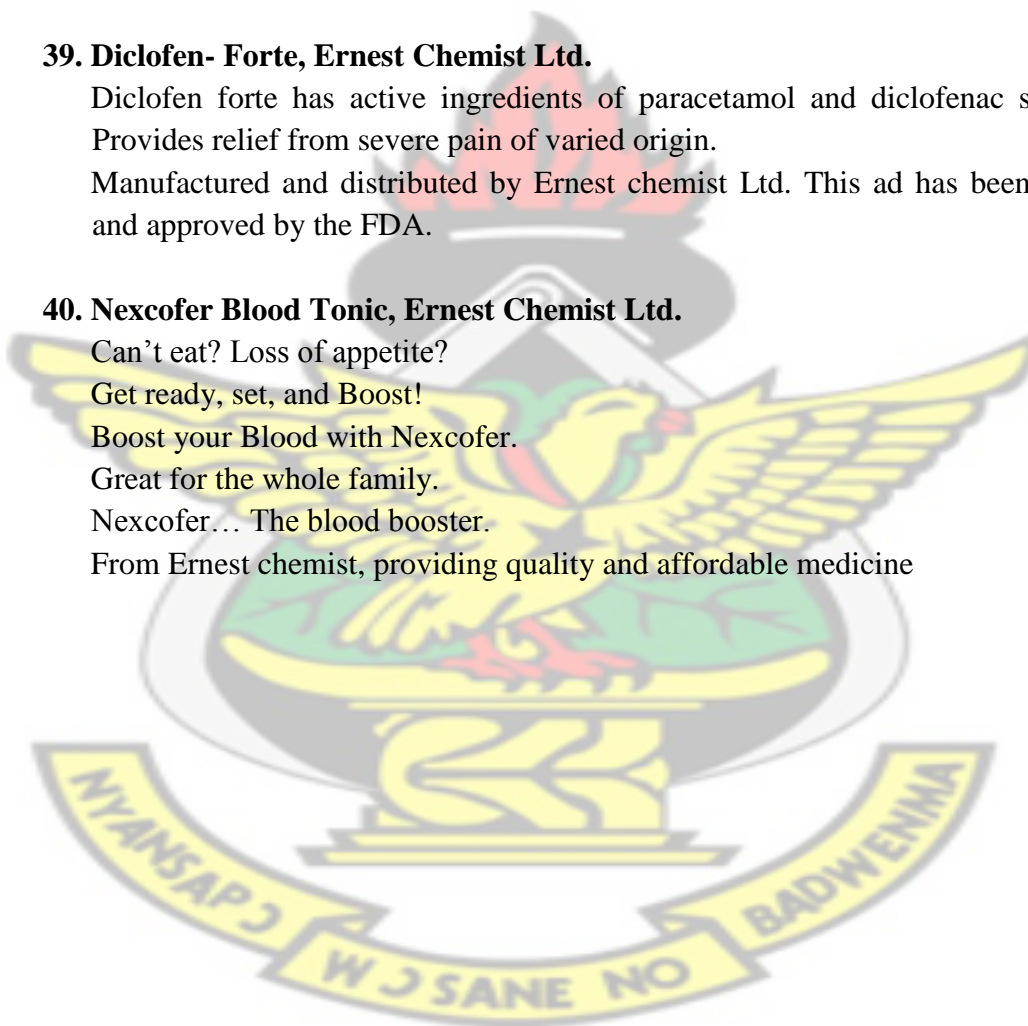
Get ready, set, and Boost!

Boost your Blood with Nexcofer.

Great for the whole family.

Nexcofer... The blood booster.

From Ernest chemist, providing quality and affordable medicine



APPENDIX B: DATA ANALYSIS OF SPEECH ACTS IN PHARMACEUTICAL ADVERTS USING SEARLE'S (1969) SPEECH ACTS THEORY

DATA ANALYSIS OF SPEECH ACTS USED IN PHARMACEUTICAL ADVERTS																									
NO.	ADVERTS	REPRESENTATIVE				COMMISSIVE					DIRECTIVE					EXPRESSIVE				DECLARATIVE					
		ASSERTION/ STATEMENT	CLAIMS	DES CRI PTION	SUGGES TION	ASSURS NCE /PROMISE	PLEDGE	THREATS	GUARANTEE	OFFER	CAUTION	COMMAND	REQUEST	QUESTION	CHALLENGE	GUIDE	GREETING	CONCERN	CONGRAT ULATION	TESTIMONY/ THANKSGIVIN	ENCOURA GEMENT	BLESSING	FIRING	BAPTISM	DEFINITION
1	APC Fast-acting tablets, Kinapharma Ghana Ltd	1													1				1					1	
2	Aunty Mary's Baby Gripe Mixture, Ernest chemist	1		1		1			2															1	
3	Coasterm 80/480-Novartis		1							1							1								
4	Fine Life Blood tonic, Kinapharma Ghana Ltd	1	1																						
5	Kidivite Multivitamin Tonic and Drops, Ernest Chemist		3	2		1			1										2						
6	Bandol Plus, Tobinco Pharmaceuticals		1	1	1	1											1							1	
7	Lydia Daphne Oral Contraceptive Pill, DKT international		1							1									3						
8	Koffin Cough Syrup, Ernest Chemist	2	2							1	2													2	
9	Stopkof, Ernest Chemist		1		1	1				1	2													1	
10	Honeykof, Ernest Chemist		1	1						1									1					2	
11	Gastrone	1	1							1	1								1					1	
12	Lufart, Tobinco Pharmaceuticals	1	2			1				1									1						
13	Malar-2 Forte DS, Ernest Chemist									1	1								1					2	
14	Kwik Action, Kinapharma Ghana Ltd									1	1								1					1	
15	Liverplex B, Kama Industries Ltd																							1	
16	Lonart DS, Tobinco Pharmaceuticals Ltd	1																	1						
17	Magacid, Kinapharma Ghana Ltd	1	1																1						
18	No. 10 Liver salt, Ernest Chemist Ltd	1	1			1					1								1					2	
19	Lazatil, Amponsah-Effah Pharmaceuticals Ltd				3				1		1													2	
20	Timpac, Pokupharma Ltd.	1			1						1				1				1					1	
21	Pofakof, Pokupharma Ltd.		2	1							1								1					3	
22	Zinol Suspension, Amponsah-Effah Pharmaceuticals Ltd	1	1	1	1	1																		2	
23	Pocumol Extra, Pokupharma Ltd		2																1					2	
24	Prowoman Capsules, Exter Pharmaceuticals			1																				3	
25	APC Fast-acting tablets, Kinapharma Ghana Ltd																								
26	Lumetrust Forte, Kinapharma Ghana Ltd		1		1				1										1					1	
27	Actilife, OA and J Pharmaceutical Ltd		1		1														1		1			1	
28	Babyvite, Pharmatrust Ltd				1				2															2	
29	Pokumol syrup, Pokupharma Ghana Ltd	1	2	1	2					1									1					4	
30	Panaclin, DAS Pharma				4																				
31	Samalin Cough Mixture, Aryton Drug Manufacturing Ltd.	2	2																						
32	Atarol Tablet, Success Pharmacy Ltd	2		1																				1	
33	Sinuset tablets, Success Pharmacy Ltd		3								1													1	
34	Kinaphin Express, Kinapharma Ltd.		3																						
35	Cellgevity, Advanced Ribocaine Technology, 120 Vegetable Capsules	1																						2	
36	Pro-tonic Syrup	1	1																						
37	Vigorix Forte	1		1																				1	
38	Medisoft Mosquito repellent	1	1																1					1	
39	Diclofen- Forte, Ernest Chemist Ltd.	1	1																						
40	Nexcofer Blood Tonic, Ernest Chemist Ltd.	2	1												1										
TOTAL		24	36	12	16	8	0	0	12	5	12	2	0	22	0	16	0	6	0	10	1	0	0	0	44

APPENDIX C: DATA ANALYSIS ON HOW SPEECH ACTS FACILITATE PERSUASION USING RANK'S (1991) MODEL

ANALYSIS OF ADS USING RANK HUGH'S AD ANALYSIS																	
NO.	ADVERTS	ATTENTION GETTING				CONFIDENCE BUILDING					DESIRE STIMULATING					URGENCY STRESSING	RESPONSE SEEKING
		DEFINITION	CLAIMS	ASSURANCE	QUESTIONS	ADVICE	DESCRIPTION	GUARANTEE	TRUST	ASSURANCE	TRUTH	SUGGESTIONS	ASSERTIONS	TESTIMONIES	FEAR	QUESTION	COMMAND
1	APC Fast-acting tablets, Kinapharma Ghana Ltd	1											1	1			
2	Aunty Mary's Baby Gripe Mizture, Ernest chemist	1		1	1		1	2	1				1		1		
3	Coaterm 80/480-Novartis		1	2	2								1		2		
4	Fine Life Blood tonic, Kinapharma Ghana Ltd		1										1				
5	Kidvite Multivitamin Tonic and Drops, Ernest Chemist		3	1	2		2	1	1						2		
6	Ibudol Plus, Tobinco Pharmaceuticals	1	1	1			1		1			1					1
7	Lydia Daphne Oral Contraceptive Pill, DKT international		1		3										3		
8	Koffin Cough Syrup, Ernest Chemist	2	2									2					
9	Stopkof, Ernest Chemist	1	1	1				1	1			1					1
10	Honeykof, Ernest Chemist	2	1		1		1	1					1		1		
11	Gastrone	1	1					1					1				
12	Lufart, Tobinco Pharmaceuticals		2	1	1			1	1				1		1		
13	Malar-2 Forte DS, Ernest Chemist	2			1			1					1		1		
14	Kwik Action, Kinapharma Ghana Ltd	1			1										1		
15	Liverplex B, Kama Industries Ltd	1															
16	Lonart DS, Tobinco Pharmaceuticals Ltd				1							1	1		1		
17	Magacid, Kinapharma Ghana Ltd		1		1							1			1		
18	No. 10 Liver salt, Ernest Chemist Ltd	2	1		1							1	1		1		1
19	Luzatil, Amponsah-Effah Pharmaceuticals Ltd	2						1				3					3
20	Timpac, Pokupharma Ltd.	1			1							1	1		1	1	1
21	Pofakof, Pokupharma Ltd.	3	2				1										
22	Zinol Suspension, Amponsah-Effah Pharmaceuticals Ltd	2		1			1		1			1	1				1
23	Pocumol Extra, Pokupharma Ltd	2	2		1								1		1		
24	Prowoman Capsules, Exeter Pharmaceuticals	3					1										
25	APC Fast-acting tablets, Kinapharma Ghana Ltd	1											1				
26	Lumetrust Forte, Kinapharma Ghana Ltd	1	1		2			1				1	1		2		1
27	Actilife, OA and J Pharmaceutical Ltd	2	1		2							1			2		1
28	Babyvite, Pharmatrust Ltd	2					1	2					1				
29	Pokumol syrup, Pokupharma Ghana Ltd	4	2				1					2	1				2
30	Panacin, DAS Pharma											4					4
31	Samalin Cough Mixture, Aryton Drug Manufacturing Ltd.	1	2										2				
32	Atarol Tablet, Success Pharmacy Ltd	1					1		1						2		
33	Sinuset Tablet, Success Pharmacy Ltd		3			1											
34	Kinaphin Express, Kinapharma Ltd.		3														
35	Cellgevity, Advanced Ribocaine Technology, 120 Vegetable Capsules	2											1				
36	Pro-tonic Syrup		1						1				1				
37	Vigorix Forte	1					1						1				
38	Medisoft Mosquito repellent	1	1										1				
39	Diclofen- Forte, Ernest Chemist Ltd.		1										1				
40	Nexcofer Blood Tonic, Ernest Chemist Ltd.		1		1								2	1	1		1
	TOTAL	44	36	8	22	1	12	12	0	10	0	16	24	10	0	22	16

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