

Research in English and Applied Linguistics
REAL Studies 9

Essays on
Language in Societal
Transformation:

A Festschrift in Honour of
Segun Awonusi

edited by

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Cuvillier Verlag Göttingen
Internationaler wissenschaftlicher Fachverlag

Bibliografische Information der Deutschen Nationalbibliothek
Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der
Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet
über <http://dnb.d-nb.de> abrufbar.
1. Aufl. - Göttingen : Cuvillier, 2015

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1. Auflage, 2015
Gedruckt auf umweltfreundlichem, säurefreiem Papier aus nachhaltiger Forstwirtschaft.

ISBN 978-3-95404-921-9
eISBN 978-3-7369-4921-8

A Morphological Study of the Use of Pidgin in Selected Nigerian Electronic Media Advertisements

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Introduction

Nigerian Pidgin is one of the languages that is being patronised in Nigeria today. Existing studies on the English Language in Nigeria have concentrated on features of Nigerian English (NE) and Nigerian Pidgin (NP) English. In this paper, we believe that NP is not a variety of English, but a separate language which evolved from the contact between English and the indigenous languages in Nigeria. Previous studies that were carried out on the morphological features of Nigerian English did not pay much attention to NP in relation to adverts while studies related to advertisement jingles in NP only examined the lexico-semantic features. Against this backdrop, the concern of this paper is to illustrate the significance of NP in advertisements, by examining the morphological features of NP in advertisement, not because the area has not been examined at all, but because the language has not been fully subjected to a systematic description. This paper uses selected Radio/TV jingles with emphasis on the features of NP which characterise advertising. Our analysis demonstrated that NP and English do not operate identical morphological systems. NP is significant for advertising purpose since it combines the systems of both English and the Nigerian indigenous languages. It also fulfills, to some extent, the communicative needs of both the literate and the illiterate persons in major cities in Nigeria.

Some scholars (Jolayemi, 2004; Teilanyo, 2004) claim that Nigerian Pidgin (NP) is a variety of English. According to them, while the domestication of English in Nigeria gave birth to a variety of English which is today known as Nigerian English, the pidginisation of English in the Nigerian environment gave birth to the variety which is termed Nigerian Pidgin English. However, more recent studies (for instance, Akande, 2008) support the views of scholars like Elugbe and Omamor (1991) and Elugbe (1995) that NP is not a variety of English. Existing studies on the domestication of the English Language in Nigeria have concentrated on the Nigerian variety of English and the Nigerian pidgin, with emphasis on the features of Nigerian English usage and Nigerian pidgin (Jowitt 1991, Banjo 1996, 2004, Bamgbose 1995, Awonusi 2004, Osoba 2004, Adegbiya 2004, Egbokhare 2001, Osisanwo W. 2005, Osisanwo A. 2012 among others). These studies delved into the phonological, grammatical, lexical, morphological, semantics and pragmatic peculiarities of the language(s).

Nigerian pidgin is fast becoming a lingua franca in Nigeria. It has been well employed in social and informal discourses including music, advertising, radio programmes (see Esizimotor 2004:202). A critical observation of the status and functions of Nigerian pidgin shows that it has the tendency to perform the domestic/cultural functions which neither Standard English nor Nigerian English can perform. In the light of this, it is obvious that advertisers do not only aim at introducing a product/service to a people, rather they intend to inform and sensitise them to patronise the product/service, since the whole essence of advertising is to reach the audience in the language they understand best by making them aware of the existence of a product. Therefore, in an attempt to ensure the intended message (as regards the product) is well delivered, advertisers have now resolved to indigenise, domesticate,

and, perhaps, 'pidginise' their messages, with the hope of reaching both the educated and the non-educated audience(s).

A number of works have been carried out on both the morphology and the syntax of NP, and probably, the best known of such research is Elugbe and Omamor (1991), while Osoba (2004) was carried out in the area of morphology. Another related study was carried out by Osisanwo (2012) on the lexico-semantic features of Nigerian Pidgin in selected media advertisement jingles. However, the morphological features of NP in relation to advertisement jingles have not really been subjected to analysis. In fact, most of the earlier analyses have been conducted on disjointed sentences, that is, sentences that do not form a discourse. The concern of this paper, therefore, is to provide a morphological analysis of the NP used in a given chain of discourse within the field of advertising. We hope to carry out this analysis by examining how the peculiarities of NP at the morphological level have aided the domestication of messages meant for the audience in advertisements. The paper uses selected Radio/TV jingles to describe the features of NP which characterise advertising and discuss the significance of NP in advertisements.

Nigerian Pidgin (English)

Nigerian Pidgin specifically means Nigerian Pidgin English (see Mafeni, 1971; Elugbe and Omamor, 1991; Elugbe (1995). According to Elugbe (1995:284), a pidgin is described as a minimal makeshift or marginal, which suggests that it is not a 'full' language, does not have a long history and is not central to the communicative codes available to its users. Nigerian Pidgin arose from contact between multilingual coastal communities of Nigeria and visiting European explorers/traders (Elugbe 1995:285). The superstrate of Nigerian Pidgin is English with Hausa, Yoruba and Igbo as the main substrate languages (Osisanwo 2012). The language also borrows from other foreign languages such as French and the Caribbean language and the Jamaican Creole. Ihemere (2006) reports that Nigerian Pidgin is the native language of approximately 3 to 5 million people and is a second language for at least another 75 million. Nigerian Pidgin is also spoken across West Africa, in countries such as Ghana, and Cameroon. Since NP is seen as a contact language, that is, a language which arose from the contact between English and Nigerian indigenous languages; Elugbe (1995:286) claims that the vocabulary of Nigerian Pidgin is English while its grammar is Nigerian. Hence, we see the features of both English and Nigerian indigenous languages in Nigerian Pidgin. Nigerian Pidgin is no longer a pidgin, since a pidgin is a language that is derived when "men of different speech are thrown into contact and must reach an understanding" (Reinecke 1964:534). A pidgin is "a marginal language which arises to fulfill certain restricted communication needs among people who have no common language" (Todd 1974:1). In the same vein, Ofulue (2004:267) opines that pidgin is characterised by the fact that (i) it is a contact language, and (ii) it is used in highly multi-lingual context/setting. Our argument in respect of pidgin borrows largely from Elugbe and Omamor (1991) and supports the view that there is more to pidgin (English) than just Nigerian pidgin (English). Since pidgin is a language that evolves out of contact situations, it therefore follows that every contact between two mutually unintelligible speakers is capable of yielding to Pidgin.

Following the submission that pidgin is the linguistic outcome of contact between two or more mutually unintelligible speakers, the origin of Nigerian pidgin can be traced to the contact between the Portuguese and the Nigerian peoples along the coastal region. Elugbe and Omamor (1991:3), Banjo (1996) and Bamgbose (1995) have pointed out that the first contact was made by the Portuguese in 1469. This was followed by the arrival of the Dutch in 1539 as pointed out by Egbokhare (2001:106). In Ofulue's

(2004:267) view, the birth of NP can be traced to the contact between the British, who had their first contact along the Nigerian coast in 1553 and their trading partners.

Disparities have evolved among historians and linguists on the facts about NP and how it has actually come to be, whether it first came through and developed from trade contact between Europeans and Nigerian traders or from the influence of missionaries from Sierra Leone. (Faraclas, 1996:3). If we consider all the claims from the viewpoint of dates, the Portuguese contact obviously predates the British contact. However, the emphasis given to the British contact may not have been unconnected with Egbokhare's (2001:106) view that all the previous contacts soon faded away while the (British) English dominated trade from 1650.

Since we do not intend to add to the problems already created by these different convictions, beliefs and reports, we therefore conclude that NP arose out of a contact between visiting European groups (including the Portuguese, British, Dutch etc) and Nigerians. Hence, NP is a product of contact between English and the other Nigerian indigenous languages. On the one hand, the variation that we have in NP can be traced to the various European countries; for instance, the name 'Lagos' today is traceable to the contact with the Portuguese. On the other hand, it may be connected with the contact the European languages had with the indigenous language in Nigeria. Hence, each indigenous Nigerian language has at least a word or more contributed to the vocabulary of the NP. The varieties of the NP which evolve from these have further posed a great difficulty in agreeing on a particular orthography for the language.

Functions of Nigerian Pidgin

Pidgin in Nigeria as earlier said is gradually becoming the country's lingua franca, though it is yet to be assigned any official role. It has basically been restricted to unofficial settings. Nigerian pidgin has suffered a major setback from criticisms raised by linguists which have greatly militated against its possible adoption as the lingua franca. From the observations re-echoed by Jolayemi (2004:53) and Teilanyo (2004:243), although the language has been acknowledged as a neutral language which cuts across the six geopolitical zones in Nigeria, it has been pointed out as a variety of English, therefore, a foreign language to Nigeria, which cannot (properly) express any of the Nigerian cultures. In the same vein, though it is a language spoken by both the literate and illiterate persons, it has been referred to as the language of the dropouts. NP, which is seen as an easy language to acquire has been bedeviled by its inability to enjoy recognition in the educational sector. Though it is spoken by a large percentage of Nigerians, it is not recognised in formal occasions. It is about the only popular language in Nigeria which is not taught in secondary schools. Finally, following the arguments presented by Esizemeter (2004: 250), Elugbe and Omamor (1991:168), there are too many disparities in the orthographic representation of the NP. Hence, it is characterised by linguistic differences.

In spite of all the criticisms on the NP, scholarly attempts have been made to standardise and popularise the language; for instance, Ken Saro Wiwa's *Soza Boy*, *Dis Nigeria sef*, etc. Apart from literary writings, journalistic attempts have as well been made to popularise the language. In the same vein, unlike earlier submissions and criticisms that NP is a foreign language to the Nigerian environment, it could be argued that since it is a contact language which evolved from the Nigerian coast, with many lexical items (including *wahala* (Hausa), *sebi* (Yoruba), *Ogbonge* (Igbo) etc., it can be accommodated as a language which is more indigenous than foreign.

Furthermore, as argued by Teilanyo (2004:242), a substantial part of the phonological, lexical and grammatical structures of the NP has its roots in the

indigenous languages. In addition, although the government's and the elitists' prejudice against the NP has contributed to the low function which the language is still accorded, the Nigerian president between 1999 and 2007 (President Olusegun Obasanjo) often eases tension in very serious discourses in official settings (however, within Nigeria), for instance, during the Presidential media Chat on the NTA (Nigerian Television Authority) with his occasional use of NP. In fact, the language, despite its status, is fast becoming the language of the educated since it has become the lingua franca among the students in virtually all our university campuses (although, outside lecture rooms and other official gatherings). It is obvious that more Nigerians drawn from different strata are beginning to recognise the unifying nature of the language. In fact, in translating any of the indigenous languages to English, it has often been observed that the weight, flavour, originality and intended message are lost. However, the NP which is yet to be accorded any high function has been observed to be capable of preserving these messages and originality since it shares many forms with the indigenous languages. Hence, we find more people making jokes in NP, particularly those translated from any of the indigenous languages. Comedians in programmes such as *Night of a Thousand Laughs*, *AY Live* also explore the language to widen their audience.

Advertisement in Nigeria

Advertising is a strategy or a technique used in bringing products, services and even opinions to public notice such that the public can react in a certain way to the advertised commodity. In spite of the various scholarly considerations of the negative impact of advertisement, since it is believed to be mainly geared towards monopoly and the enrichment of the capitalist (Ariaga 1984:54, Janus 1982:4-6), it has, however, become a significant factor in negotiating between consumers and the product or service. According to Ude (1996:6), advertising does not only help to sell ideas, goods and services through persuasion, it also tries to persuade with emphasis on the qualities of the product which is hopefully desirable. As a result of the group of people targeted by the advertised products, consumer/retailer adverts are used. Odeunmi (2007:103) identifies six types of adverts which include consumer, retailer, industrial, financial and classified adverts. While consumer adverts invite members of the public to purchase goods and services, retailer adverts seek that consumer should buy products (Adegbija 1982, Oyeleye 1997, Odeunmi 2007). While the other advert types seem restricted to the educated for instance public service adverts, classified and industrial adverts are mostly rendered in English; our chosen advert types, that is, consumer/retailer are meant for the general public whether lowly or highly placed. Hence, the advertisers wish to cover a wider audience. However, in situations where the government places public service adverts which bother on both the educated and non-educated, like the NAFDAC advert which bothers on the health of the Nigerian people, a language which gives room for more audience is used, for instance NP or some other Nigerian Indigenous languages. NP is used in advertisement today to sell out human and material resources to the public. There is a variety of NP which Elugbe and Omamor see as incorrect English that is that of Zebrudayya, the hero of *Masquerade*. Zebrudayya's language has been so successful that it creates fun and is often employed by giant and multinational companies. In fact, the Federal government uses him, especially when touchy matters of public concern are considered. The Obasanjo-regime once used him when the regime was campaigning for oil deregulation policy but the masses were against the policy. Zebrudayya then campaigned for the policy to be supported.

In this paper, we conceive the idea of **advertisement jingles** as songs which are composed for the purpose of making the public aware of an existing product, and are aired on the radio/TV for the purpose of public consumption. Elugbe (1995) reports the

Morphology as a branch of grammar studies the structure of word. In essence, it deals with the way morphemes operate in language (see Crystal 1987: 90, McArthur 1996: 604). Lehman (1992: 217) posits that the elements of the morphological system have meaning as well as form, thereby making the system more tightly structured than the phonological system. On the typological classification of morphology, we have the inflectional morphology which is concerned with the study of inflections, that is the way words vary in order to express grammatical contrast in sentences; derivational morpheme, which studies word formation, that is the principles governing the formation of new words, without making reference to the grammatical role of the words in a sentence. Word formation processes include compounding, derivation, conversion, blending, clipping, backformation, root-creation, reduplication. Compounding has to do with adding one base to another individual bases are put together to form a new lexical unit with a special meaning. Compounding is also basically found in content words. Hence, nouns, verbs, adjectives and adverbs are the major word classes often used in compounding. Derivation/affixation has to do with deriving a new word from an existing word by adding a suffix or a prefix; an affix is either a prefix (unusual) or a suffix (eaten). Conversion is a process of changing a word from one word class into another, for example, nouns can be converted into verbs and sometimes vice-versa. Blending involves merging two words together or blending two separate words into one, with a change from the previous individual meanings. Clipping has to do with a situation where one or more syllables are deleted from either the initial or final part of a word. Extension has to do with a situation where the meanings of words are expanded or extended beyond their original or initial meaning. Reduplication is a process of duplicating a word by doubling a given syllable or a whole word. In other words, it is a process of repeating a particular word twice either together or separated by hyphen. In relation to our study therefore, at the morphological level our attention shall be drawn towards what type of words are formed in the NP texts, and probably how they are formed. In addition, we hope to consider the import of such choices to advertising in relation to this study.

Methodology

The data used in this study were collected through random sampling and instrumentation. The main research instrument used was tape-recording. The NP medium adverts were tape-recorded from two media houses NTA, that is, Nigerian Television Authority and Radio Nigeria; and a total of fifty NP medium adverts were collected and sampled. Our choice of these two stations was motivated by our need of an advertisement jingle which has a wide audience in the country. The question of 'which model of orthography is used?' is simplified since we mainly copied the data from the TV screen in order to actually promote the belief of the advertisers. The data were collected over a period of two years, precisely between 2004 and 2006. The jingles started ringing on air before 2004 and rang beyond 2006. Only the jingle by Zebrudaya for UTB rang between 1989 and 1992. The data were analysed under the identified morphological processes: compounding, derivation, conversion, blending, reduplication, while we pay a particular attention to the type of words formed in the NP texts, and how they are formed.

Data Analysis

The data collected for this study were analysed based on the morphological features of Nigerian Pidgin such as borrowing, reduplication, blending, compounding, clipping,

extension and conversion. Out of the fifty tape-recorded adverts, ten of them (named texts 1-10) which are representative of the others were subjected to critical analysis.

Data

TEXT 1 (Sensitisation Advertisement on NAFDAC)

NP

English Translation (Direct)

O Naijiria pipu wetin de apun fo taun	(Nigerian! What is happening?)
Sain yo ai, sain am wel wel	(Shine your eyes very well/Be vigilant)
Wiked pipu don full taun o	(Wicked people are now around)
Dem no dey valu human bin laif at ol at ol	(They don't value human life)
Na dem dey sel fek fek drogs	(They sell fake drugs)
Wey de kil awa pipu fo taun.	(That kill our people)
O Naijiria pipu mek yu join di fos	(O Nigerians! Join the force)
Mek yu join NAFDAC chase fek drogs comot	(Join NAFDAC to chase fake drugs away)
Milions of pipu don dai trowe	(Millions of people have died)
Yu wey de sel fek drog a sori fo yu	(You, fake drug seller, I pity you)
If NAFDAC kash yu, yu go smel pepe.	(If NAFDAC catches you, you are in trouble)

TEXT 2 (Sensitisation Advertisement on NAFDAC)

NP

(Intro.) Naijiria pipu sain yo ais, sain yo ais, sain am wel wel.

(main) Dis won don pas sain yo ais o, NAFDAC no go rest until fek fek drogs don comot patapata fo wi contri.

Bifo yu drink sashe wota shek deit wey dem do am, bikos wai, NAFDAC tok se afta tu monts, di wota don bikom disisd bi dat. Eni bred wey no get lebel, eh! eh! eh!, bros no bai bikos dey fit don yus bromet wey de cos kansa an kidni felio do am.

Dokita ! noosi ! injekson no beta pas tablets, na onli emagensi o wen pesin wey de sik no fit swalo tablet, na in yu fit giv injekson. If dem giv yu medisin and dem no rait di nem of di medisin, reject am bikos na yo rait tu no di nem of di medisin wey yu kolet.

Brosie, na onli di medisin wey dokita rait na in yu fit bai. If yu si pesin wey won po asid fo pesin bodi sek of se dem bin don kworel, ripot am kiakia go giv NAFDAC. No tek yo moni bai wetin go kil yu o. If we stop tu de bai medisin from ol dem pipu wey de sel insaid bus, dem bad bisnes don stop bi dat.

No bai eni prodot wey no get NAFDAC registreson nomba,espairi det plos including nem an adres of di manufaktora, Naijiria pipu, na onli won laif wi get o, mek wi protet am wel wel.

NAFDAC- safeguarding the health of the nation.

(Source – NTA 2004-2006)

TEXT 2 English Translation (Direct)

(Intro.) Nigerians, shine your eyes, shine you eyes very well

(main) This one has passed the level of shine your eyes o. NAFDAC will not rest until all fake drugs are chased away from our country.

Before you drink sachet water check the date of production, because NAFDAC has said after two months, the sachet water would have expired. Any bread without label, my brother, do not buy because they could have added bromate which causes cancer and kidney failure.

Doctor! Nurse! Injection is not superior to tablet, use injection only when it is an emergency case or when the patient cannot swallow drugs. If you are given medicine without the name of the medicine, reject it because it is your right to know the name of the medicine.

My brother! Buy the doctor's prescription alone. If you see anybody that wants to pour acid on another person because of disagreement, quickly report to NAFDAC. Don't purchase death with your money. If we stop buying medicine from hawkers in the bus, we would disrupt their bad business.

Do not buy any product without the NAFDAC registration number, expiry date and the name and address of the manufacturer. Nigerians, we only have one life. Let us protect it very well.

NAFDAC- safeguarding the health of the nation.

TEXT 3 (Advertisement on Bento teeth Mixture for children)

NP

- Intro. Bento tit miksto.
Iya Iya o!
I de rilif sidren from fiva an pein
Iya Iya o!
- Main Bento tit miksto
En hen, mama pikin
Not tu hala agein o
As yo pikin won begin gro tit
Bento tit miksto don stan bai to komot ol kain pein an fiva
Wey de waya smol bebi as dey won bigin gro tit.
bento tit miksto na di spesial bebi titin fomula wey bento's famasitical prodot
ilimited mek fo yo bebi dem. And na so o, yo bebei go de ple-ple, ple-ple, smail
smail gro tit jeje kule.
Dayua! An if kondison no beta afta tu deis nko, go si yo dokto.

(Source: Radio Nigeria, Ibadan March 2006)

TEXT 3 English Translation (Direct)

- Intro. Bento teeth mixture
E-I-E-I-O!
It relieves children from fever and pain
E-I-E-I-O!
- Main Bento teeth mixture
Yes, mummy
Don't worry again
As your child is about to start growing teeth,
Bento teeth mixture is standing by to remove all kind of pain and fever
That disturbs small children as they are about to start growing teeth
Bento teeth mixture is the special baby teething formula that Bento
Pharmaceutical product limited produced for children. And so, your baby will
be playing and smiling with ease while growing teeth.
However, if condition persists after two days, see your doctor.

TEXT 4 (Advertisement on Bentcof Syrup for children and adults)

NP

- Intro Bent cof sirop na ogbonge cof milisi e
Eni kain cof wey de hala fo yu
Yus bent cof sirop mek cof vamusu won taim,
Bent cof sirop, na yu bikko.
- Main (coughs) eehe, na big wahala o wen smol pikin de cof, mama go hala papa go
taya. An if na mama and papa sef com cash cof, pa huuun na so evribodi go de
brit laik moto wey no fit klaim monten. Slip no dey, rest don go

Tru tok, cof na wahala o. Bot sha, cof get masta.
Bent cof sirop. E hen! Bent cof sirop na di spesia cof miksto wey go klia ol di wahala of cof won taim. Weda na smol pesin cof o na old pesin cof, bent cof sirop go comot di trobl kwik-kwik.
Bent cof sirop na di spesia cof formular wey bent cof famasitikal limited mek fo una beta helt. If yu no beta after tiri des, go see dokto.

(Source: Radio Nigeria, Ibadan March 2006)

TEXT 4 English Translation (Direct)

Intro. Bentcof syrup is an original cough mixture
For any kind of cough that disturbs you
Use Bentcof syrup so that the cough can disappear
Bentcof syrup! You are the master.

Main (coughs) Eeh! It is always a big problem when little children cough, the mother will be troubled, the father will be tired.
And if it is the father and mother that contract the cough, everybody will be breathing like a vehicle that cannot climb a mountain. Sleeping becomes difficult, resting disappears.
Truly, cough is a serious problem. But, it is curable. Bentcof syrup is the master. Yes! Bentcof syrup is the special cough mixture which will clear all the infections of cough at once. Whether that of a child or an adult, bentcof syrup will remove the problem quickly.
Bentcof syrup is the special cough formula that Bentcof Pharmaceutical limited produced for your health.
If condition persists after three days, see your doctor.

Others:

NP
Jepele o as you fo mi njakata, wot hapen to my family?
(Zebrudaya for Utb on NTA, 1991)
English Translation (Direct)
Ooh! As you have wounded me, who takes care of my family?

NP
New Macleans tooth paste – na oga kakaraka.
(Source: Radio Nigeria, Ibadan March 2006)

English Translation (Direct)
New Macleans tooth paste – the original master.

NP
Glo- with pride ogrirrirrii
(Source: Radio Nigeria, Ibadan March 2006)

English Translation (Direct)
Glo- with pride you are too much

NP
Panadol extra ... ai de kampe.
(Source: Radio Nigeria, Ibadan March 2006)

English Translation (Direct)
Panadol Extra ... I am fit.

Data analysis

The word formation process in any language normally applies to the base or the root form of the given word. The derivational and inflectional morphemes which have been observed in English and other languages are also found in NP. The base forms are often modified in a number of ways including blending, borrowing, affixation, extension and reduplication.

Borrowing: The NP has been greatly criticised for borrowing largely from the standard English. However, this does not mean that it only borrows from Standard English; other languages such as Portuguese and indigenous languages in Nigeria are also involved in the word formation processes of the NP. Since NP is a product of contact, it tends to borrow from all the languages that came into contact before it was formed. Some of such words in our texts are contained in table 1 below.

Text	Word	Meaning	Source
Text 2	pesin	person	English
Text 2	dokita	doctor	English
Text 2	wahala	trouble	Hausa
Text 2	kiakia	immediately	Yoruba
Text 3	kpatakpata	totally	Yoruba
Text 3	sef	self	English
Text 4	pikin	child	Portuguese
Text 4	dayua	however	English
Text 4	ogbonge	original	Igbo

Table 1: Borrowed Words

Compounding

The uniqueness of NP as a language for advertising purpose has been observed at the level of compounding. Following the views of Quirk et al (1972), a compound word can be seen as a unit of word which consists of two or more bases. The two base words or free forms of a word which form a compound word may be strung together, hyphenated or even separated. Compounding is also basically found in content words. Hence, nouns, verbs, adjectives and adverbs are the major word classes often used in compounding. However, we have few instances of the other word classes in our data, as contained in table 2:

Text	Word	Meaning	Word class	Word composition (in NP)
Text 1	trowe	throw away	adverb	verb + adverb
Text 2	plos inkludin	together with	conjunction	verb + verb
Text 2	won – taim	at once	adverb	adjective + noun
Text 2	eni-kain	any type	noun	adjective + noun

Table 2: Compound Words

In the examples in table 2, most of the NP words occur in everyday discourse. However, the word 'plos-inkludin' is more restricted to advertisers, jesters, comedians and dramatists.

Blending: Blending, which involves merging together two or more words such that at least one of them loses, at least, a part of its original form, is not uncommonly found in NP. NP blends two English words together by removing some sounds of either or both words, as contained in the samples in table 3.

Text	Word	Formation
Text 1	trowe	throw + away
Text 1	comot	come + out
Text 2	wunjo	wound +injure

Table 3: Blended Words

The examples of blending in table 3 also do occur in everyday discourse. However, the word 'wunjo' often used in NAFDAC advert is a vital contribution to the vocabulary of NP since it is yet to find a place in the NP lexicon.

Reduplication

Unlike English which duplicates words by doubling a syllable, NP duplicates by doubling the given word and, at times, syllables. In other words, it repeats a particular word twice either together or separated by hyphen. As noted in compounding, NP is highly characterised by reduplication, and for advertising purpose, it tends towards emphasis, as we have in the following:

Text	Word	Meaning	Word class
Text 1	wel-wel	Very well	adverb
Text 1	at ol at ol	Not at all	adverb
Text 2	kpata-kpata	Totally	adverb
Text 2	kia-kia	Quickly	adverb
Text 2	fek-fek	Fake	adjective
Text 3	ple-ple	Easily	adverb
Text 3	smail – smail	Happily	adverb
Text 3	ojigbijigbijigbi	Exclamations	exclamation

Table 4: Reduplicated Words

An initial look at the last two examples taken from the English words 'play' and 'smile' depicts them as verbs, however, their functional meaning(s) in NP and linguistic meaning in English (when translated) show that they are adverbs. In addition, the word Ojigbijigbijigbi is not commonly used in everyday discourse in NP. The word is often used by advertisers and comedians. It is a word which amuses the audience and softens a touchy issue; it is often used to humorously call the attention of the consumers to the benefits of an advertised product. The word is also a pointer to the view that the target audience is ordinary, uneducated, while the medium of communication is unofficial.

The use of adverbial words to modify verbs is also evidently preponderant. They are used to show that the extent, degree, period etc of the action are very significant. For instance, the following NP adverbs 'kpatakpata', 'kiakia', 'welwel' which mean 'totally', 'immediately' and 'very well' respectively, are used to modify verbs as we have in the following sentences from text 2:

1. NP → Ontil fek fek drogs don comot kpatakpata fo wi contri.
English → Until we have totally eradicated fake drugs from our country.
2. NP → ripot am kiakia
English → Report him/her immediately

3. NP → mek wi protect am wel wel
English → Let us protect it very well.

Extension and Conversion

By extension, we mean the expansion of the meanings of words beyond their original or initial use. In particular, more words in English have had their meanings extended. For instance, in our data, we have the words: go, get etc. which are extensions of meaning. By conversion, we mean the process of changing an item into a new word class that is converting a word from a word class into another word class, as we have in the following:

Text	Word	Meaning	Word class	Word class
Text 3	NP	English	NP	English
Text 3	Ple-ple	Easily	Verb	Adverb

Table 5: Conversion

Formation of Grammatical Words: Pronouns

The NP words which borrow largely from English and the other indigenous languages in Nigeria are classified into various word classes. Despite the fact that the NP words: *pesin, pikin, dokto, medisin* which mean *person, children, doctor, medicine* respectively, already considered as nouns in the initial analysis do not change form in any situation (even to show plurality), it is obvious that pronouns change in form depending on the context or the syntactic environment it occurs. Some of the pronouns we have in our data are listed in table 6 below:

Text	Word (NP)	Meaning	Case	Person	Number
Text 1	Am	it	objective	Third	singular
	Dem	they	subjective	Third	plural
	Na	it	subjective	Third	singular
	Yu	you	objective	second	plural
	A	I	subject	First	singular
Text 2	Yo	your	possessive	second	plural
	Dey	they	subjective	Third	plural
	In	him/her	objective	Third	singular
	Wi	our	possessive	First	plural
	Wi	us	subjective	First	plural
	Dem	their	possessive	Third	plural
Text 3	I	it	subjective	Third	singular
Text 4	Na	it is (it's)	contraction	Third	singular

Table 6: Grammatical Words – Pronouns

The table above shows the pronoun formation of the NP. Since it is a language which is yet to be fully codified, one discovers inconsistency even in a user's choices. For instance, the speaker who uses the pronoun 'dem' for 'they' at the subject level in text 1

goes ahead to use 'dey' for another subject 'they' in the same text. Some of the pronouns are personal pronouns used at either the subject or object level, while others are used to show possession.

In addition, we discover that the English word 'it' has about three realizations in NP, that is 'am' 'i' and 'na'. 'They' also has two realizations, that is, 'dem' and 'dey'. On the other hand, the NP item 'dem' has two realizations in English, that is 'they' and 'their'. Likewise, the NP item 'wi' has two substitutes in English, that is, 'our' and 'us'. It is noted that the choices here depend on the function the word performs in a given sentence. The syntactic import of these choices for advertising purpose is, however, not far-fetched; it derives from the need to reach out to both the literate and illiterate persons.

Formation of Grammatical Words: Determiners

The formation of the NP's determiners and adjectives are not without their complexities and overlapping tendencies. In essence, as shown in table 7, just like we have in our analysis of verbs and pronouns, the NP word 'dem' is used in place of the English words 'those', 'these' and 'all'. In the same vein, the English word 'that' has two interpretations in pidgin, that is, 'dat' and 'wey'. However, while 'dat' is mostly used as a modifier or pronoun in the subject position, 'wey' is used as a relative pronoun, which relates to antecedent nouns. Hence, the overlapping function of the NP words is not only restricted to words that belong to a word class, but also words that belong to different classes. In addition, the word 'all' can also be interpreted as 'dem'. However, this can only be observed in context, for example, in text 3, we have:

NP – mek fo yo bebi dem (made for all your babies).

Text	Word	Meaning
Text 1	dis	This
Text 1	dat	that
Text 1	dem	those
Text 2	dem	these
Text 2	wey	that
Text 2	dem	all

Table 7: Grammatical Words – Determiners

Formation of Grammatical Words: Verbal Items

A look at the verbal formation of the texts shows that a word in English may have about two or three interpretations in the NP and vice versa, depending on the context of usage. Some of the samples in table 8 below exemplify this view.

Text	Word	Meaning	Verb
Text 1	don	have	auxiliary
Text 1	don	has	auxiliary
Text 1	de	in	auxiliary
Text 2	no	can't	auxiliary
Text 2	bi	is	lexical
Text 2	no	doesn't	auxiliary
Text 2	get	have	auxiliary
Text 3	go	will	auxiliary
Text 4	get	has	auxiliary
Text 4	na	is	lexical
Text 4	no	are	lexical

Table 8: Verbal Items

In table 8, we discover that the word 'don' is used in place of the English words 'have' and 'has', that is, regardless of the number. This shows a disregard for the number of person(s) involved in a given situation in NP. In the same vein, we discover that the word 'is' has at least three realizations/forms, just as obtainable in an indigenous language like Yoruba, that is, 'de', 'bi' and 'na'. This may be passed on for overlapping tendencies of words in NP if considered in isolation. However, a look at the contextual usage of the verbs shows that, the word choice(s) depends on the syntactic function. For instance, when it is meant to serve the auxiliary function, it is realised in NP as 'de', while it is realised as 'na' when it serves as a lexical verb. Likewise, we have 'no' in the NP which means 'can't', 'doesn't' and 'are' in English. In other words, 'no' in NP can serve both as auxiliary and lexical verbs.

In the formation of the lexical verbs in NP, regular and irregular verbs are not prominently observed since the inflectional ending, 'ed' is not indicated on the lexical item. This points to the fact that NP does not observe tense inflections as we have in English. Nevertheless, it is expressed at the auxiliary level in some cases; for instance in text 2 we have:

NP - 'sek of se de bin don kworel' (Because they have quarreled.)

Interjections and ideophones

Unlike English which does not accommodate many interjections, NP, as we have in other Nigerian indigenous languages, makes good use of interjections, particularly in the speaker's bid to draw the listener's attention to the topic of discussion. The interjections in our data are largely borrowed from indigenous languages in order to get the message closer to the audience. For instance, in text 4, we have: 'E hen!' which is borrowed from Yoruba. To a reasonable extent, therefore, since NP borrows freely from the Nigerian indigenous languages, the use of NP in advertisements helps to reduce the question of a word losing its originality and weight when translated from an indigenous language to English. In addition, most of the sentences are ended with 'o' which is quite typical of the Yorubas. For instance, in text 3, we have:

'Na so o!', 'Not to hala again o!, I ya I ya o!, 'Pa humm!.

The use of NP in advertisement is therefore listener friendly, more so that it does not only cater for the adults, the children are also inclusive. From the examples above, we have 'I ya I ya O!'. This is a sort of adlibbing which forms part of children's rhyme. Surprisingly, this may be the only interesting aspect of the advertisement to a child.

Once attention is drawn to it, a child may begin to develop flare for the product or commodity being advertised, thereby influencing the parents towards patronising such products.

An ideophone is a word that utilises sound symbolism to express aspects of events that can be experienced by the senses, like smell, colour, shape, sound, action or movement. This is an area in which advertisement jingles have unique traits. NP words which are not commonly used in everyday discourse(s) are used by advertisers in a bid to become listener friendly. Such words include: *Jepele*, *njakata*, *kakaraka*, *ogrirrirrii*, *kampe* etc, as we have in the following:

Jepele o! as yu fo mi **njakata** (Zebrudaya for Utb)

New macleans tooth paste – na oga **kakaraka**.

Glo- with pride **ogrirrirri**

Panadol extra ... ai de **kampe**.

The expression, *Jepele o! as yu fo mi njakata, wot hapen to mai famili* was in vogue in the late 1980s and the early 1990s during the era of the defunct Universal Trust Bank (UTB). It was an advert rendered by Zebrudaya, and meant to call consumers to action, to have a life-insurance policy. The essence is to protect their family in the event of an accidental death. In the same vein, the NP word, *kampe*, speaks to the sense of movement. It tries to convince the listeners that if they use Panadol Extra, they will have strength, which will in turn ease their body movement.

A major function of ideophones is that since they have no universal appeal, they fulfill the central role of a given advertisement, which has to do with creating awareness for the particular product or service. NP words like *jepele*, *njakata*, *kakaraka*, *ogrirrirri* and *kampe* are unique humour-creating and attention-catching words which speak to the various aspects of the audience's senses of smell, sound, action and movement.

Conclusion

From our analysis, we observed that Nigerian pidgin has the tendency to perform the cultural functions which neither Standard English nor Nigerian English can perform. Since advertisers really wish to persuade the audience to patronise their product or service, they use NP to indigenise, domesticate, acculturate and, of course, pidginise their messages, with the hope of reaching out to both the educated and the non-educated. Our examination of the Nigerian Pidgin and the illustration of the morphological features of Nigerian Pidgin, as used in advertisement jingles show that new vocabulary are created into the Lexicon of NP. While the NP words fit into morphological processes in English and other languages, we observe a steady overlap in the spellings of the grammatical items formed. Grammatical items such as pronouns and determiners consistently use the same spelling for words that have different meanings. NP pronouns change in form depending on the context or the syntactic environment it occurs.

The morphological features such as blending, borrowing, affixation, extension and reduplication, are evidently deployed in our data. Significantly, NP blends two English words together by removing some sounds from either or both words; it duplicates by doubling a given word and, at times, syllables. The NP words used for advertisement purpose (like *Ojigbijigbijigbi*) are mainly words which are not found in everyday discourse. Such words are mainly used to amuse the audience, soften a touchy issue, and humorously call the attention of the consumers to the benefits of an advertised product. Adverbial words (like *kpatapata*, *kiakia*, *welwel*) are preponderantly reduplicated to show the significance of the extent, degree or period of the action. NP,

as we have in other Nigerian indigenous languages, makes good use of interjections, particularly in the speaker's bid to draw the listener's attention to the topic of discussion. The interjections in our data are largely borrowed from indigenous languages in order to get the message closer to the audience. Ideophones are also a significant morphological feature found in advertisement jingles. Although ideophones have no universal appeal, they fulfill the central role of a given advertisement, which is, creating awareness for a particular product or service.

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