

An Ethno-Statistical Analysis of Direct and Indirect Acts in Catchy HIV/AIDS Campaign Messages in Benin Metropolis

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Abstract

Catchy HIV/AIDS campaign messages in Benin metropolis exhibit the characteristics of direct and indirect acts. These acts play pragmatic roles in peoples' understanding of catchy HIV/AIDS campaign messages in Benin metropolis. This paper investigates direct and indirect acts in HIV/AIDS catchy campaign messages in Benin metropolis from an ethno-statistical perspective; it assess respondents' understanding of the campaign messages with the features of directness and indirectness. The data for the study were collected using the questionnaires from five LGAs in Benin metropolis. These are Oredo, Ikpoba-Okha, Ovia-North-East and Ovia-South-West and the data was analysed using the simple percentages. The paper reveals that some respondents could not understand some of the messages because of the pragmatic indirectness. It was also observed that background characteristics (age, education, gender, and ethnic group), understandable language for reading and writing of respondents and how HIV/AIDS messages were known play a major role in understanding the direct and indirect acts in the messages. The paper concludes by advising the message provider to write in simpler form for the effectiveness of these campaign messages, creating of messages in native languages is also encouraged.

Keywords: Direct and indirect acts, HIV/AIDS campaigns, Pragmatic function, Benin metropolis Nigeria

1. Introduction

The prevalence of HIV in sub Saharan Africa as well as Nigeria and even Edo State has become imperative that the campaign messages should be researched on. HIV/AIDS campaigns are as old as the disease itself. It can be traced from the 1980s when the disease surfaced. Following the first case of AIDS in 1986, the National Expert Advisory Committee on AIDS (NEACA) was formed in 1987 to eradicate the disease. Another body known as the National AIDS and STI Control Program (NASCP) was established in the Federal Ministry of Health in 1988. With the era of the democratic rule in 1999, a Presidential Committee on AIDS (PCA) and the National Action Committee on AIDS were formed in 2001 at the federal level to oversee the activities of the state and local government through the State Action Committee on AIDS (SACA) and Local Government Action Committee on AIDS (LACA). In other to improve the national response to HIV/AIDS, all the "three ones" principles was utilised in 2005. NACA was the coordinating body for this national response to AIDS through the National Response Information (NSF) and the Monitoring and Evaluation System-Nigeria Response Information Management System (NNRIMS). All these tiers worked hand in hand with one principle. But it is shocking that the government often create these bodies without creating any establishment that looks into the culture and language of the people for proper campaign on HIV/AIDS for behavioural change and prevention of new infections which they claimed to be their objectives for 2010-2015.

Due to the spread of the disease, for the past ten years, a lot of campaigners in Nigeria both governmental and non-governmental have increased campaigns which geared towards creating awareness that can help curb the spread of the disease, thus sensitizing the masses on the danger of the disease as well as the mode of infection and prevention. This sensitization campaigns are carried out in various ways via the media, orally and outdoor in written documents or materials with the intention to effectively disseminate information on the disease to the targeted population that comprised the literate, the poor illiterate and the poorest of illiterate in Nigeria of which Benin metropolis is not left out.

It is alarming that with the high level of awareness campaigns, the disease is still spreading at a very high rate in some region of which Benin metropolis is among. It is pertinent to note that several factors contribute to the spread of this disease. Such factors may include; lack of access to information materials, traditional beliefs and practices, human trafficking, lack of interest in reading published (written) materials, social attitudes and the use of foreign language (English) as against local languages and Pidgin which are indigenous to the inhabitant in Benin metropolis. This foreign language (English) exhibits the features directness and indirectness which establishes the focus of the study.

Piot *et al*, (1999)'s findings claim that in various parts of Africa HIV has become endemic and the estimated number of persons affected are in millions; who die between the ages of 5-10 years. They detected that HIV cases has become a serious public health challenge in various part of Africa just like malaria, diarrhoea as well as malnutrition. Benin metropolis is not exempted from this claim. Thus, the prevalence rate of HIV/AIDS in the five local government areas (LGAs) runs as follows: Oredo (7.3%), Egor (3.4%), Ovia-

North-East (6.6%), Ikpoba-Okha (1.6%) and Ovia-South-West (1.6%). (Edo State HIV/AIDS Survey Report 2007:47). The GARPCPR (2012) report on HIV prevalence rate by state revealed that Edo State which is the Mother State of Benin metropolis had the prevalence rate of (5.3%) as against (5.2%) in 2008-Sentinel Survey Report. All this motivated this research to see if the coinage of campaign messages is a factor.

2. Literature review and statement of problem

A few studies have investigated the language use in HIV/AIDS campaign in Nigeria. They include Kolawole (2006), Komolafe (2010) and Olatunji and Robbin (2011). For instance, Kolawole (2006) addresses lack of effective communication strategy, which involves the use of indigenous languages in advocacy, awareness, and education on transmission, effect and prevention of HIV/AIDS in Nigeria, a major problem to the campaigns on HIV/AIDS in Nigeria. Olatunji and Robbin (2011) investigated Nigerian undergraduates' preferred expressions for HIV/AIDS campaigns. They found that both scary and mild expressions in campaigns are effective in arresting the spread of HIV/AIDS among Nigerian graduates. Komolafe (2010)'s work is only restricted to a description of HIV/AIDS in the Yoruba language, with interest on forming Yoruba terminology for HIV/AIDS. Works on HIV/AIDS campaigns have never given much attention to direct and indirect acts especially from the quantitative point of view.

This study complements the existing work by investigating the pragmatic role of direct and indirect acts in catchy HIV/AIDS campaign messages in Benin metropolis from an ethno-statistical perspective; thus the emphasis is on assessing the respondents' understanding of the campaign messages with the features of directness and indirectness. It is interested in the factors that contribute to respondents' understanding of HIV/AIDS campaign messages.

3. Direct and Indirect Acts in Pragmatic

A lot of scholars have defined Pragmatics from different angles. The first amongst them was Morris (1938). Morris avers that Pragmatics is one of branch of semiotic, the study about the relation of sign and its interpretation (see also Levinson, 1983; Bach and Harish, 1979; Leech, 1983; Thomas, 1995; Yule 1996; Adebija, 1999; Mey 1993; 2001 etc.).

The direct and the indirect acts are properties of Speech acts Theory in Pragmatics. Searle (1969) developed the notion of indirect speech acts in pragmatics. He describes an indirect speech act as "one performed by means of another," (Seale 1969:19) which means that, when there is no correlation between the structure and function there is indirect speech act. Indirect speech act is often associated with greater politeness in most languages, including the English language.

In indirect speech acts, the speaker communicates to the hearer more than he actually says by way of relying on their mutually shared background information, both linguistic and non-linguistic, together with the general powers of rationality and inference on the part of the

hearer. The apparatus necessary to explain the indirect part of indirect speech acts include a theory of speech acts and certain general principles of cooperative conversation. Osisanwo (2003:65) describes the direct and indirect act as the correlation between the structure and the function of the structure, where this relationship is grammatically established the utterance amounts to a direct speech act. While the indirect acts shows no correlation between the structure and function of the message, which means that the intended message is implicit (i.e not given clear explanation).

Mey (2001) treated the issue of the direct and indirect acts as interactants aspect of the activity part of the pragmme in the pragmatic acts theory. His assumption is that the direct and the indirect acts are not directly built into a separate speech acts theory but they are grouped as the interactants that influence a particular situation or communication type in the pragmatic acts theory.

4. Methodology

The method for this study is a descriptive survey conducted among the populace in Benin metropolis the Edo State capital in South-Southern Nigeria, with a population of about 1,147,188 (NPC 2006 Census). Benin metropolis the domain of this study comprised of five local government area namely: Oredo, Egor, Ovia-North-East, Ikpoba-Okha and Ovia-South-West. The participants for this research were male and female youth and adult between 15 and 65 years of age. These participants spoke different native languages, namely: Edo, Isan, Urhobo, Hausa, Ika, Isoko, Igbo, Ibibio, Itsekiri, and English, which is the official language in their various places of duty, schools as well as NP which is the lingua franca in the metropolis.

The quantitative method of data collection was utilised through the use of the research instrument, which is a semi-structured questionnaire designed to elicit data from the populace on the study. The questionnaire was composed of both close-end and open-ended questions and was divided into two sections. Section I (closed-ended) consisted of questions on socio-demographic data of the respondents while section II (open-ended) contained questions on catchy outdoor HIV/AIDS campaign messages. Copies of a questionnaire were administered to 1,660 randomly selected respondents aged between 15 and 65 years in the five local government areas slated for this study as follows: Egor (403), Oredo (394), Ikpoba-Okha (409), Ovia-North-East (96), Ovia-South-West (415). The data were analysed with descriptive statistical methods in simple percentages on table and displayed on charts.

5. Presentation of the data

In analysing the data, assessment of respondents' understanding of HIV/AIDS catchy campaign messages were based on their selected background characteristics, how HIV/AIDS was known and understandable language for reading and writing. The table 1.1 below displayed various HIV/AIDS catchy campaign messages and how respondents could associate the catchy words to the disease (HIV/AIDS) based their understanding of the

campaign messages. The campaign messages displays in the table are in two groups the direct and the indirect messages.

Table 1.1: Respondents' association of selected HIV/AIDS awareness catchy words with the disease

Catchy words	Frequency	Percentage (%)
Heart to Heart	Total = 1660	
Yes	410	24.7
No	1250	75.3
Ùigíéágbè "a disease without cure"		
Yes	575	34.6
No	1085	65.4
Choose life		
Yes	330	19.9
No	1330	80.1
Zip up play safe love carefully		
Yes	950	57.2
No	710	42.8
Skin to skin can kill		
Yes	225	13.6
No	1435	86.4
Others-HIV/AIDS message not displayed in the table.		
Yes	250	15.1
No	1410	84.9

Source: Researcher's field survey, (2013).

Table 1.1 shows the level of respondents' ability to associate selected catchy words of HIV/AIDS messages with the disease based on their understanding of the messages. Data related to such actions or ability is imperative for a pragmatic analysis of HIV/AIDS messages as these catchy words either come in the form of indirect or direct speech acts which could be rightly or wrongly understood based on the socio-cultural background (SCK) or the shared-situational knowledge (SSK) of the audience. "Heart to Heart" is a popular catchy expression in most of the HIV/AIDS campaign messages that abound in both indoor (TV, Radio, etc.) and outdoor (billboard, flyers and posters) media. However, only (24.7%) of the sampled respondents could associate it with HIV/AIDS. The fact that over (75%) of the respondents could not associate "Heart to Heart" with HIV/AIDS shows that these catchy words are not explicit enough. An implication of this finding is that indirect speech catchy words should be made more explicit with back-up direct speech catchy word(s).

Among the catchy expressions *Ùigíéágbè* is synonymous with something that cannot be killed in the Bini language. This word as a direct word is only used orally not in

documents in Benin. Thus, when used to create awareness of HIV/AIDS, it may not be very effective because it is a stigmatizing. Only (34.6%) of the respondents could associate it with HIV/AIDS. The reason for this is that a sizeable percentage of the populations Benin metropolis are non-native. It is also observed that among the natives, especially the younger populaces, were not too good in their native language because they are taught mostly in English in their various school. This suggests that native word(s) representation of the HIV/AIDS may not be effective except teaching of native language is encouraged in schools to enhance effective HIV/AIDS sensitisation campaigns in Benin which is very imperative.

Similarly, as for “choose life” over (80%) of the respondents could not associate it with the disease. “Choose life,” which is intended to sensitise people about the risk of contracting HIV/AIDS, appears to be ambiguous and indirect. Also in the table are “zip up, play safe, and love carefully.” The majority (57.2%) of the respondents could associate these words with HIV/AIDS. This suggests that these messages were understood by the audience even though there were indirect messages without their direct counterparts, such as “AIDS has no cure” or “HIV is everywhere.” The fact that (42.8%) of the respondents could interpret the messages or associate the message with HIV/AIDS shows that the messages are not bad. This implies that these messages should continue to be used in creating awareness messages for the inhabitants of the metropolis together with the direct messages which often pinpoint the main idea of the messages.

“Skin to skin can kill” is an indirect speech act. A total of (80.6%) of the respondents could not associate it with the disease without its direct counterpart. An implication of this is that varied interpretations might have been given to the message. This suggests that the message should be rephrased to make it more explicit for more understanding. “Others” presented in Table 1.1 refers to other catchy words that are used in HIV/AIDS awareness messages which were not represented. Respondents were requested to indicate in the questionnaire if they are aware of other HIV/AIDS catchy words in campaigns, apart from the ones in the table. A majority (84.9%) of the respondents claimed that they could not associate any other catchy words with the disease apart from the ones presented in the table, while (15.1%) of them claimed that they could. This suggests that most of the HIV/AIDS messages are not very popular and perhaps more indirect. It also suggests that the respondents could not understand other messages due to their complexity, since some may not be able to read and understand on their own. Therefore, message providers should be more explicit in their messages or use oral campaigns so that the audience will get used to the words, understand the messages and probably recall them on their own.

The table 1.2 below presents respondents’ ability to associate catchy HIV/AIDS words to the disease based on their understanding of the campaign messages according to their background characteristics of respondents via: age group, gender, educational qualification and ethnic group.

Table 1.2: Ability to associate selected catchy HIV/AIDS awareness word(s) with the disease according to background characteristics

Background characteristics	Catchy HIV/AIDS awareness word(s)					
	Heart to Heart	Úgíéágbè	Choose life	Zip up/play safe/love carefully	Skin to skin can kill	Others
<i>Age group</i>						
15-25 years	170(20.0%)	190(22.4%)	185(21.8%)	455(53.5%)	100(11.8%)	185(21.8%)
25-34 years))))	90(17.1%)	60(11.4%)
35-44 years	160(30.5%)	215(41.0%)	100(19.0%)	335(63.8%)	25(12.2%)	5(2.4%)
45-54 years))))	5(7.7%)	-
55-65 years	60(29.3%)	95(46.3%)	40(19.5%)	110(53.7%)	5(33.3%)	-
	20(30.8%)	60(92.3%)	5(7.7%)	40(61.5%)		
	-	15(100.0%))	10(66.7%)		
			-			
<i>Gender</i>						
Male	170(19.5%)	270(31.0%)	140(16.1%)	515(59.2%)	145(16.7%)	135(15.5%)
Female))))	80(10.1%)	115(14.6%)
	240(30.4%)	305(38.6%)	190(24.1%)	435(55.1%)		
))))		
<i>Highest educational qualification</i>						
None	10(25.0%)	10(25.0%)	5(12.5%)	15(37.5%)	-	5(12.5%)
Primary))))	10(8.3%)	15(12.5%)
Secondary	25(20.8%)	45(37.5%)	-	35(29.2%)	65(8.8%)	145(19.6%)
OND/NCE	110(14.9%)	190(25.7%)	145(19.6%)	410(55.4%)	25(11.9%)	35(16.7%)
B.Sc./HND))	6%))	110(24.2%)	40(8.8%)
Postgraduate	60(28.6%)	90(42.9%)	50(23.8%)	125(59.5%)	15(15.8%)	10(10.5%)
	165(36.3%)	205(45.1%)	115(25.3%)	320(70.3%)		
))))		
	40(42.1%)	35(36.8%)	15(15.8%)	45(47.4%)		
<i>Ethnic group</i>		5(12.5%)			15(37.5%)	10(25.0%)

Hausa	10(25.0%)		5(12.5%)	20(50.0%)	20(9.8%)	35(17.1%)
Igbo		40(19.5%)		135(65.9%)	30(16.7%)	50(27.8%)
Yoruba	60(29.3%))	115(12.2%)	105(11.1%)
Edo		25(13.9%)	55(26.8%)	120(66.7%)	45(15.5%)	50(17.2%)
Others	40(22.2%)	415(43.9%))		
	250(26.5%))		510(54.0%)		
)		40(22.2%))		
		90(31.0%)		165(56.9%)		
	50(17.2%)		160(16.9%))		
			70(24.1%)			

Source: Researcher's field survey, (2013).

Table 1.2 presents respondents' ability to associate selected outdoor catchy HIV/AIDS awareness word(s) with the disease based on campaign messages heard or read according to background characteristics of the respondents. The respondents who were able to associate the catchy expression "Heart to Heart" with HIV/AIDS according to age groups were those between the ages of 45-54 years (30.8%), 25-34 years (30.5%). Those who could also associate the catchy expression to HIV/AIDS (20-29%) were in ages 45-54 years (29.3%) and 15-24 years (20.6%). None of the respondents between the age group 55-65 years could associate "Heart to Heart" with HIV/AIDS. "Heart to Heart" is supposed to be a very popular HIV/AIDS campaign expression. This is because it is there at every HIV counselling unit, and is even used frequently in medical adverts. But from this data the percentage of the respondents who could associate the expression to HIV/AIDS is very low (30% and below). This implies that "Heart to Heart" is very complex for the people, because of its pragmatic indirectness.

All (100%) the respondents within the age group of 55-65 years could associate *Úigíéágbè* to HIV/AIDS. Also, (92.3%) of the respondents within the age group of 45-54 years could associate this word to the disease. Over 40% of the respondents between the age group of 35-44 years (46.3%) and 25-34 years (41%) could associate the word with the disease. Only (22.4%) of the respondents who were within the age group of 15-24 could associate the word with the disease. *Úigíéágbè* is a popular word for HIV/AIDS in the Edo language. Although it is not yet used in the coinage of messages, it is used orally in campaigns. But only the older respondents were able to associate the word with HIV/AIDS (92-100%). This implies that, most of the respondents within Benin metropolis knew the meaning of the word and its applied meaning in HIV/AIDS issues. This suggests that the meaning of the words need to be explained to the people before it is included in campaign messages both in oral and written formats.

Among the respondents who could associate "choose life" to HIV/AIDS, (21.8%) of them were between the age group of 15-24 years while those between the age group of 35-44 years (19.5%) and 25-34 years (19%) could associate "choose life" with HIV/AIDS. None of

the respondents between the age group of 55-65 years could associate “choose life” with the disease. This suggests that a direct message that will point to HIV/AIDS for a clearer understanding is required.

The respondents who mainly could associate the words “zip up, play safe and love carefully” were the age groups 55-65 years (66.7%), 25-34 years (63.8%), and 45-54 years (61.5%), and 35-44 years (53.7%). Thus the messages are effective because over (53%) of the respondents could associate the words to HIV/AIDS. But it is clear from the figures that those older in age were able to associate the words to the disease more than the younger respondents. Altogether, (33.3%) of those 55-65 years old could link the expression “skin to skin can kill” to HIV/AIDS. Also, (17.1%) of the respondents who were within the 25-34 years age group could associate “skin to skin can kill” to the disease, while the respondents whose age groups were between 35-44 and 15-24 years (12.2%) and (11.8%), respectively could associate “skin to skin can kill” with HIV/AIDS. Only (7.7%) of the respondents between the age group of 45-54 years could link it to HIV/AIDS. In all, respondents in the age group of 55-65 years could interpret the message. This implies that the message is not effective because of its pragmatic indirectness.

“Others” in the table refers to those HIV/AIDS messages respondents would have heard or read, but which were not stated in the table. Respondents were able to associate “others” with HIV/AIDS as follows: 15-24 years (21.8%), 25-34 years (11.4%) and 35-44 years (2.4%). None of the respondents within the age groups 45-54 and 55-65 years, respectively, could associate “others” with HIV/AIDS. The fact that very few of the respondents were able to associate the “others” with HIV/AIDS implies that most of the words used in HIV/AIDS messages are very indirect and complex to the respondents. This suggests that words that are more direct should be used in HIV/AIDS campaigns messages in the metropolis.

The data on gender reveals that (30.4%) of the female respondents could associate “Heart to Heart” with HIV/AIDS, while (19.5%) of the male respondents could associate “Heart to Heart” with HIV/AIDS. This implies that female respondents understood the message more than male respondents. This applies to the words, *Úigíéágbè* and “choose life,” as (38.6%) and (24.1%) of the female respondents, respectively could associate these words with HIV/AIDS, while (31%) and (16.1%) of the male respondents, respectively could link these words to HIV/AIDS. This also implies that the female respondents had a grasp of the meaning of the word *Úigíéágbè* and understood the message “choose life” more than the male respondents. On the other hand, more male respondents (59.2%) could associate “zip up, play safe and love carefully” with HIV/AIDS than the female respondents (55.1%), although the difference in percentage was not too much, which implies that both male and female respondents understood these messages. Moreover, more male respondents (16.7%) could associate “skin to skin can kill” with HIV/AIDS than the female respondents (10.1%). This also applies to “others;” more male respondents (15.5%) could associate other words with HIV/AIDS than female respondents (14.6%). However, the difference was also not too much. Thus, both genders could understand the messages equally.

Ability to associate selected catchy expressions with HIV/AIDS according to highest educational qualification is also displayed in Table 1.2. Most of the respondents whose qualifications were higher were able to associate “Heart to Heart” with HIV/AIDS: postgraduate (42.1%), B.Sc/HND (36.3%), and OND/NCE (20.6%). Only (2.5%) of those without qualification and (20.8%) of those with primary school qualification respectively could associate “Heart to Heart” with HIV/AIDS. But only (14.9%) of the respondents with secondary school qualification could associate “Heart to Heart” with HIV/AIDS. The foregoing findings show that the higher the educational qualification of the respondents, the more they understood “Heart to Heart.”

The percentages of the respondents who could associate *Úigíéágbè* with HIV/AIDS according to educational qualification were B.Sc/HND (45.1%), OND/NCE (42.9%); these respondents could associate this word with HIV/AIDS more than respondents with primary qualification (37.5%) as well as postgraduate respondents (36.8%). Also, (25.7%) of the respondents with secondary school qualification could associate the word with HIV/AIDS, while (25%) of the respondents without educational qualification could associate it with HIV/AIDS. Associating *Úigíéágbè* with HIV/AIDS was not very easy for all the respondents irrespective of their educational qualifications. This could be as a result of the word not being used in documented campaign yet.

The respondents with B.Sc/HND and OND/NCE, (25.3%) and (23.8%), respectively, could associate the message “choose life” with HIV/AIDS while (19.6%) of the respondents with secondary school qualification could associate the message with HIV/AIDS. While (15.8%) of the respondents with postgraduate qualification could associate “choose-life” with HIV/AIDS, none of the respondents with primary qualification could associate it with HIV/AIDS. Only few of the respondents could associate “choose life” with HIV/AIDS, which implies that the message is very indirect. Even those with higher qualifications who understood it were not up to half. This suggests that the messages should be re-coined if possible for a clearer understanding.

The majority (70.3%) of the respondents with B.Sc/HND qualification could associate “zip up, play safe and love carefully” with HIV/AIDS; while respondents with OND/NCE and secondary qualification, (59.5%) and (55.4%), respectively, could associate them with HIV/AIDS. Also, (47.4%) of the respondents with postgraduate qualification could associate the message with HIV/AIDS; while (37.5%) of the respondents without qualification could associate the messages with HIV/AIDS. Furthermore, (29.2%) of the respondents with primary school qualification could associate the message with HIV/AIDS. This message is very effective. This suggests that the messages should be used continuously by message providers. Moreover, in associating “skin to skin can kill” with HIV/AIDS, Table 1.2 indicates that (24.2%) of the respondents who had B.Sc/HND, (15.8%) of those with postgraduate qualification, (11.9%) of those who had OND/NCE qualification, (8.8%) of those who had secondary school qualification, and (8.3%) of those who had primary school qualification could do it. None of the respondents without educational qualification could associate “skin to skin can kill” with HIV/AIDS. This percentages reveal that, despite the educational qualifications of the respondents, the association of “skin to skin can kill” with

HIV/AIDS is still at a low level. This implies that the message is indirect and complex to interpret by the audience. More so, ability to associate “others” (that is other outdoor catchy words not displayed in the table) was in the following order: respondents with secondary school qualification (19.6%), those with OND/NCE (16.7%), those with primary school qualification (12.5%), those without qualification (12.5%), those with postgraduate qualification (10.5%), and those with secondary school qualification (8.8%). The respondents ability to associate “others” with HIV/AIDS was not very impressive. This implies that most of the words used in campaigns apart from the ones shown in the table are not audience-friendly.

Association of the message “Heart to Heart” with HIV/AIDS based on ethnic group revealed that the Igbo respondents (29.3%), Edo respondents (26.5%), Hausa respondents (25.0%), and Yoruba respondents (22.2%) could associate it with HIV/AIDS. The ability to associate “Heart to Heart” to HIV/AIDS was not effective. This was because of the indirect nature of the message. Furthermore, (43.9%) of the respondents from the Edo ethnic group could associate *Ugiégbè* with HIV/AIDS. Also (31%) of “other” ethnic groups could associate it with HIV/AIDS, while (19.5%), (13.9%) and (12.5%) of respondents from the Igbo, Yoruba and Hausa ethnic groups, respectively, could associate it with HIV/AIDS. Respondents from the Edo ethnic groups were in the majority among the respondents who could associate it with HIV/AIDS. The reason is because the word is an Edo word. Over (20%) of the respondents from the ethnic groups: Igbo (26.8%), Yoruba (22.2%), and “others” (24.1%) could associate “choose-life” with HIV/AIDS; while (16.9%) and (12.5%), respectively; from the Edo and Hausa groups could associate the message with HIV/AIDS. Regarding the association of “zip up, play safe and love carefully” with HIV/AIDS, (66.7%) of the Yoruba and (65.9%) of the Igbo respondents could do it. Over (50%) of the respondents from the remaining ethnic groups: Edo (54.0%), Hausa (50.0%) and “Others” (56.9%) could associate them with HIV/AIDS. These messages were the most effective of HIV/AIDS messages used in Benin metropolis.

A total of (37.5%) of the respondents from the Hausa ethnic group could associate “skin to skin can kill” with HIV/AIDS; while respondents of the ethnic groups Yoruba (16.7%), Edo (12.3%), and “Others” (15.5%) could associate it with HIV/AIDS. Only (9.8%) of the respondents of the Igbo ethnic group could associate “skin to skin can kill” with HIV/AIDS. This message was poorly related to HIV/AIDS because the respondents did not understand the message owing to its indirectness. Among the Yoruba respondents, (27.8%) could associate “Others” with HIV/AIDS, while (25%) of them the Hausa ethnic group could associate “Others” HIV/AIDS. Also, (17.2%) of the other ethnic groups and (17.1%) of the Igbo respondents could associate other catchy words with HIV/AIDS. A total of (11.1%) of the Edo respondents could associate “others” with HIV/AIDS. The figures revealed that most of such messages were not understood by the respondents. The table 1.3 below display respondents’ understanding of outdoor HIV/AIDS catchy words and their ability to associate the words to HIV/AIDS according to how campaign messages were heard or read (known).

Table 1.3: Catchy words associated with HIV/AIDS according to how HIV/AIDS messages was known

Knowledge of catchy word(s)	How HIV/AIDS was known						Total
	Sensitisation campaigns	TV and Radio	Newspapers/ Posters/ Bill Boards	Health personnel/ NGOs	School teachers relatives/ friends	Others	
<i>Heart to Heart</i>	60 (14.6%)	155 (37.8%)	20 (4.9%)	50 (12.2%) 105 (8.4%)	105 (25.6%)	20 (4.9%)	410 (100%)
Yes	195 (15.6%)	505 (40.4%)	95 (7.6%)		295 (23.6%)	55 (4.4%)	1250(100%)
<i>Uigiéagbè</i>	115 (20.0%)	250 (43.5%)	50 (3.5%)	60 (10.4%) 55 (5.1%)	70 (12.2%)	60 (10.4%)	605 (100%)
Yes	140 (12.9%)	410 (37.8%)	55 (5.1%)		85 (7.8%)	340(31.3%)	1085(100%)
<i>Choose life</i>	50 (15.2%)	110 (33.3%)	30 (9.1%)	30 (9.1%) 125 (9.4%)	100 (30.3%)	10 (3.0%)	330 (100%)
Yes	205 (15.4%)	550 (41.4%)	85 (6.4%)		300 (22.6%)	65 (4.9%)	1330(100%)
<i>Zip up play safe love carefully</i>	130 (13.7%)	375 (39.5%)	85 (8.9%)	90 (9.5%) 65 (9.2%)	235 (24.7%)	35 (3.7%)	950 (100%)
Yes	125 (17.6%)	285 (40.2%)	30 (4.2%)		165 (23.2%)	40 (5.6%)	710 (100%)
<i>Skin to skin can kill</i>	40 (17.8%)	95 (42.1%)	20 (8.9%)	35 (15.6%)	35 (15.6%)	- 75 (5.2%)	225 (100%)
Yes	215(15.0%)	565 (39.4%)	95 (6.6%)	120 (8.4%)	365(25.4%)		1435(100%)
<i>Others</i>	25 (10.0%)	65 (26.0%)	10 (4.0%)	15 (6.0%) 140 (9.9%)	95 (38.0%)	40 (16.0%)	250 (100%)
Yes	230 (16.3%)	595 (42.2%)	105 (7.4%)		305 (21.7%)	35 (2.5%)	1410(100%)

Source: Researcher's field survey, (2013).

Table 1.3 displays the catchy words associated with HIV/AIDS by respondents according to how they got to know about the catchy words and understood them. Among the 410 respondents who could associate the catchy expression “Heart to Heart,” (14.6%) knew about HIV/AIDS through sensitisation campaigns. A total of (40.4%) of the respondents claimed they did not know about “Heart to Heart” through TV and Radio, while (37.8%) knew about it through TV and Radio. Also, (7.6%) of the respondents knew about “Heart to Heart” through newspapers, posters and billboards, but only (4.9%) of them knew about it through newspapers, posters and billboards. Similarly, (12.2%) of the respondents knew about “Heart to Heart” through health personnel and NGOs, while (8.49%) of them claimed not to know about it through health personnel and NGOs. However, (25.6%) of the respondents had knowledge of “Heart to Heart” through school teachers/relatives/friends, while (23.6%) of them did not get the knowledge about “Heart to Heart” through school teachers, relatives and friends. The respondents who had knowledge about “Heart to Heart” through other mediums apart from the ones listed in the table were (4.9%); but (4.4%) of them claimed otherwise. Thus, the most effective mediums through which respondents knew about “Heart to Heart” are the TV and Radio, and school teachers, relatives and friends.

As for the expression *Úigíéágbè*, (20%) of the respondents got the knowledge of the word through sensitisation campaigns, while (12.9%) of them did not. Also (43.5%) of them knew about it through TV and Radio, while (37.8%) of them did not know about the word through TV and Radio. Similarly, (12.2%) of the respondents had knowledge of it through newspapers, posters and billboards, while (5.1%) of them did not know about it through newspapers, posters and billboards. The respondents who knew about it through health personnel and NGOs were (10.4%) and only (5.1%) claimed not to know about it through health personnel and NGOs. Also, (43.5%) of the respondents had knowledge of it through school teachers, relatives and friends, while (37.8%) of them did not have the knowledge about it through school teachers, relatives and friends. But (31.3%) of the respondents claimed that they did not have knowledge about it through other media. While only (10.4%) of them had knowledge of *Úigíéágbè* through other media.

Also Table 1.3 shows that respondents who got to know about the message “choose life” through sensitisation campaigns were (15.2%) and (15.4%) of them also did not know about the message through sensitisation campaigns. Furthermore, (33.3%) of the respondents had knowledge of “choose life” through TV and radio, while (41.4%) of them did not. Also, (9.1%) of the respondents had the knowledge of “choose life” through newspapers, posters and billboards, while (6.4%) of them did not. The percentage of respondents who knew about “choose life” through health personnel and NGOs were (9.1%) while (9.4%) of them claimed not to have knowledge of the message through the same medium. Most (30.3%) claimed to have had knowledge of “choose life” through school teachers, relatives and friends, but (22.6%) of them did not. Also, (4.9%) of the respondents claimed not to have heard about “choose life” through other media, while (3.0%) of them claimed to have heard about the message through other media. For “Zip up, play safe and love carefully,” (17.6%) of the respondents claimed not to have known about the messages through sensitisation campaigns, while (13.7%) of them claimed to know about the message through sensitisation campaigns.

Altogether, (40.1%) of them did not know about “zip up, play safe and love carefully” through TV and Radio but (39.5%) of them knew about the messages through TV and radio.

However, (8.9%) of the respondents knew about “zip up, play safe and love carefully” through newspapers, posters and billboards and (4.2%) of them did not know about the messages through newspapers, posters and billboards. Also, (9.5%) of the respondents knew about “zip up, play safe and love carefully” through health personnel and NGOs, while (9.2%) of them claimed not to have known about the messages through health personnel/NGOs. Furthermore, (24.7%) of the respondents claimed to have known about “zip up, play safe and love carefully” through school teachers, relatives and friends, but (23.2%) of them did not know about the messages through school teachers, relatives and friends. Moreover, (5.6%) of the respondents claimed not to have known about “zip up, play safe and love carefully” through other media, while (3.7%) of them knew about the messages through other media.

The respondents who got to know about “skin to skin can kill” through sensitisation campaigns were (17.8%) while those who did not were (15%). Similarly, (42.2%) of the respondents knew about it through TV and Radio while (39.4%) of them did not. Also, (8.9%) of them knew about it through newspapers, posters and billboards, but only (6.6%) of them did not know about it through newspaper, posters and billboards. Only (15.6%) knew about “skin to skin can kill” through school teachers, relatives and friends while (25.4%) of them did not know about the message through school teachers, relatives and friends. Also, (5.2%) of them claimed not to have known about it through “Others”; none of them claimed to have known about the message through other media.

In the case of “others” catchy expressions, (16.3%) of the respondents claimed not to have known “others” through sensitisation campaigns, while (10%) of them claimed to have known them through sensitisation campaigns. Furthermore, (42.2%) of the respondents claimed not to have known “others” through TV and Radio, but (26%) of them claimed to have known them through TV and Radio. Some respondents (4.0%) knew other words or messages through newspaper, posters and billboards. Also, (9.9%) of the respondents did not know about other words or messages through health personnel and NGOs, while (6%) of them knew about other words or messages through health personnel and NGOs. Some (38%) of the respondents who knew about other words or messages did so through school teachers, relatives and friends while (21.6%) of them knew about other words or messages through school teachers, relatives and friends. Furthermore, (16%) of the respondents claimed that they did not know other words or messages through other mediums while (2.5%) of them claimed to have known other words or messages through other mediums.

The analyses so far reveal that most of the respondents knew about outdoor HIV/AIDS catchy words or messages through TV and Radio, and school teachers, relatives and friends. This implies that the most effective medium through which HIV/AIDS messages can be relayed is the TV and Radio as well as the school teachers, relatives and friends. This suggests that relaying messages through these media in Benin should continue. The table 1.4

below presents respondents' ability to associate understood catchy words to HIV/AIDS according to their various understandable language for reading and writing.

Table 1.4: Associating catchy word(s) with HIV/AIDS according to understandable language for reading and writing

Ability to associate catchy word(s)	Understandable language for reading and writing				Total
	My native language only	English language only	Both my native language, English and NP	Both my native language and English	
<i>Heart to Heart</i>					
Yes	5(1.2%)	270(65.8%)	90(22.0%)	45(11.0%)	410
No	25(2.0%)	815(65.2%)	260(20.8%)	150(12.0%)	(100%) 1250(100%)
<i>Ùígiéágbè</i>					
Yes	385(67.0%)	-	140(24.3%)	50(8.7%)	575
No	700(65.5%)	30(2.7%)	210(19.4%)	145(13.4%)	(100%) 1085(100%)
<i>Choose life</i>					
Yes	5(1.5%)	220(66.6%)	85(25.8%)	20(6.1%)	330(100%)
No	25(1.9%)	865(65.0%)	265(19.9%)	175(13.2%)	1330(100%)
<i>Zip up play safe love carefully</i>					
Yes	15(1.6%)	585(61.6%)	215(22.6%)	135(14.2%)	950(100%)
No	15(2.1%)	560(70.4%)	135(19.0%)	60(8.5%)	710(100%)
<i>Skin to skin can kill</i>					
Yes	-	140(62.2%)	55(24.4%)	30(13.3%)	225(100%)
No	30(2.1%)	945(65.8%)	295(20.6%)	165(11.5%)	1435(100%)
<i>Others</i>					
Yes	5(2.0%)	190(76.0%)	20(8.0%)	35(14.0%)	250(100%)
No	25(1.8%)	895(63.5%)	330(23.4%)	160(11.3%)	1410(100%)

Source: Researcher's field survey, (2013)

Table 1.4 presents the ability of associating catchy words with HIV/AIDS by respondents according to their understandable language for reading and writing. The respondents (65.8%) who had the ability to associate "Heart to Heart" with HIV/AIDS were those who could read and write only in English while (65.2%) of them who could not

associate the message with the disease were those who could also read and write in English only. Also, (22%) of the respondents who could associate “Heart to Heart” with HIV/AIDS could read and write in their native language, English and NP while (20.8%) of them who could not associate “Heart to Heart” with HIV/AIDS were those who could read and write in their native language, English and NP. Furthermore, (12%) of the respondents who could not associate “Heart to Heart” with the disease could read and write in both their native language and English, while (11%) of those who could associate the message with the disease were in the same category. Only (1.2%) of the respondents who could associate “Heart to Heart” with the disease could read and write in their native language only, while (2%) could not.

The majority (67%) of the respondents who could associate *Úgíéágbè* with HIV/AIDS could read and write in their native language only, (2.7%) of them who could read and write in their native language only could not associate the word with HIV/AIDS. Also, (65.5%) of the respondents who could not associate it with HIV/AIDS could read and write in English only, while none of them who could read and write in English only could associate it with HIV/AIDS. But, (24.3%) of the respondents who could associate it with HIV/AIDS could read and write in their native language, English and NP while (19.4%) of them could associate the word with the disease. However, (13.4%) of the respondents who could associate it with HIV/AIDS could read and write in both their native language and English while (8.7%) of this group could not.

Among the respondents who could associate the message “chose life” with HIV/AIDS were (66.6%) of those who could read and write in English only; (25.8%) of those who could read and write in native language, English Language, and NP, (6.1%) of those who could read and write in both native and English, and (1.2%) of those who could read and write in native language only. Regarding respondents who could not associate “chose life” with HIV/AIDS, (65%) of them were those who read and write in English only, (19.9%) were those who could read and write in native language, English, and NP, and (1.9%) were those who could read and write in their native language.

A majority (61.6%) of the respondents who could associate the messages “zip up, play safe and love carefully” with HIV/AIDS were those who could read and write in English, followed by (22.6%) of those who could read and write in native language, English and NP; the least of them (1.6%) were those who could read and write in native language only. Among those respondents who could not associate “zip up, play safe and love carefully” with HIV/AIDS, the majority were still from those who could read and write in English only, and they were followed by those who could read and write in native language, English and NP. While (8.5%) of them were those could read and write in both native language and English only, (2.1%) of the respondents were those who could read and write in their native language only.

On associating the message “skin to skin can kill” with HIV/AIDS, majority (62.2%) of the respondents who could do this were those who could read and write in English only, followed by (24.4%) of the respondents who could read and write in their native language, English and NP. Also, respondents who could associate ‘skin to skin can kill’ with

HIV/AIDS were (13.3%) of those who could read and write both in their native language and English. However, none of the respondents who could read and write in native language only could associate “skin to skin can kill” with HIV/AIDS. Coming top among those who could not associate “skin to skin can kill” with HIV/AIDS were (65.8%) of those who could read and write in English only, and the least were (2.1%) of those who could read and write in their native language only. On the ability to associate “Others” with HIV/AIDS messages according to respondents’ understandable language for reading and writing, (76%) of those respondents who could read and write only in English came top. They were followed by (14%) of those who could read and write in both native language and English; (8%) of those who could read and write in native language, English, and NP; and (2%) of those who could read and write in native language only. Claims of inability to associate “others” with HIV/AIDS was predominant among those who could read and write in English only (63.5%), followed by (23.4%) of the respondents who could read and write in their native language, English and NP; and by those (11.3%) and (1.8%) who could read and write in both native language and English, and in native language only, respectively.

The findings from the foregoing data indicate that most of the respondents who could read and write in only English could associate most of the catchy messages with HIV/AIDS. The word those who read and write in English could not associate with HIV/AIDS is *Ùigíéágbè*. The reason for this is that *Ùigíéágbè* is not yet used in HIV/AIDS campaign messages in Benin metropolis, but those who could read and write their native language only could associate it with HIV/AIDS because it is a popular word for HIV/AIDS in Benin metropolis. Conversely, the respondents who could only read and write in English could not associate words or messages like “Heart to Heart,” “choose life and skin to skin can kill” with HIV/AIDS. This implies that the words or messages are too complex and pragmatically indirect; thus, the respondents could not interpret them. Figures (1, 2, 3, 4, 5 and 6) below are cluster bar charts that display various catchy HIV/AIDS campaign messages according to how they were Known.

Figure 1: A cluster bar chart of Heart to Heart on HIV/AIDS according to how HIV/AIDS was known

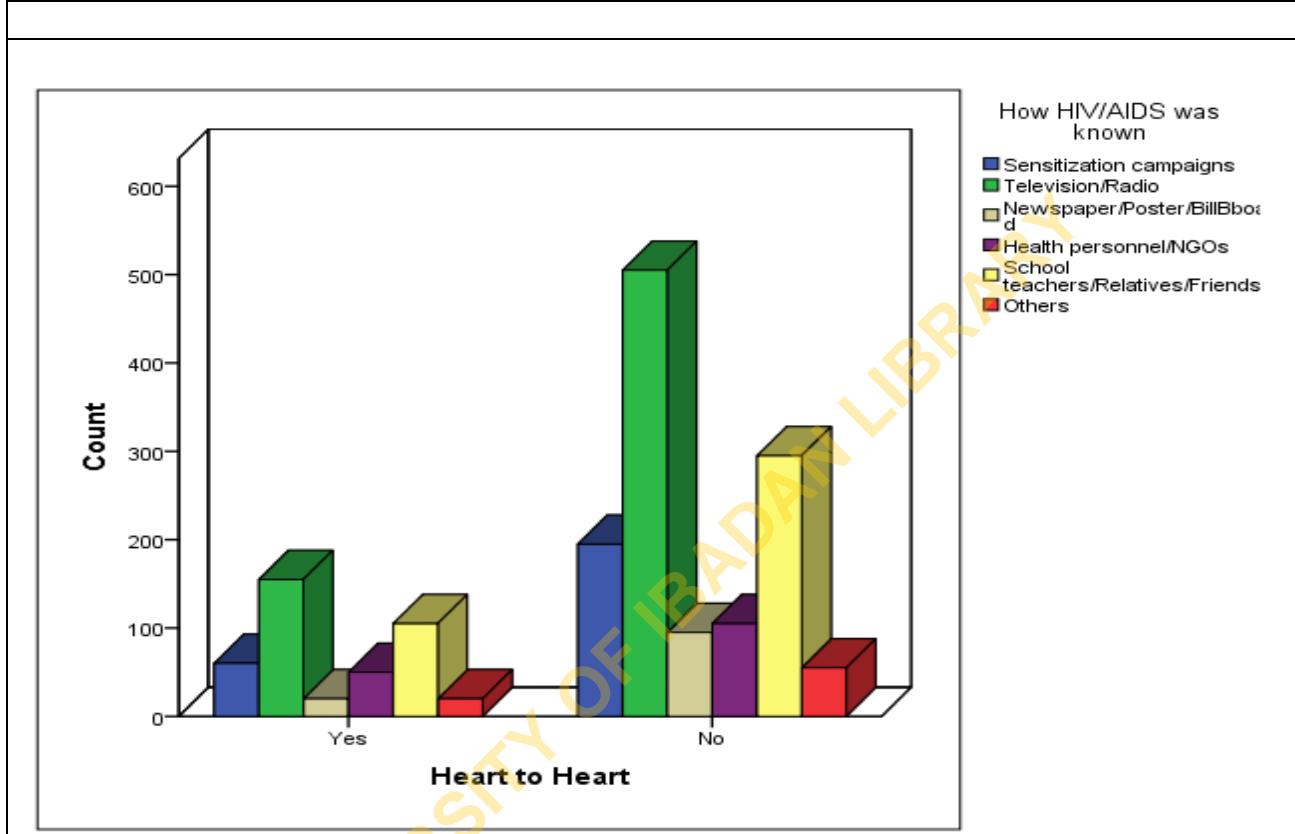


Figure 2: A cluster bar chart of *Uigiéágbè* on HIV/AIDS according to how HIV/AIDS was known

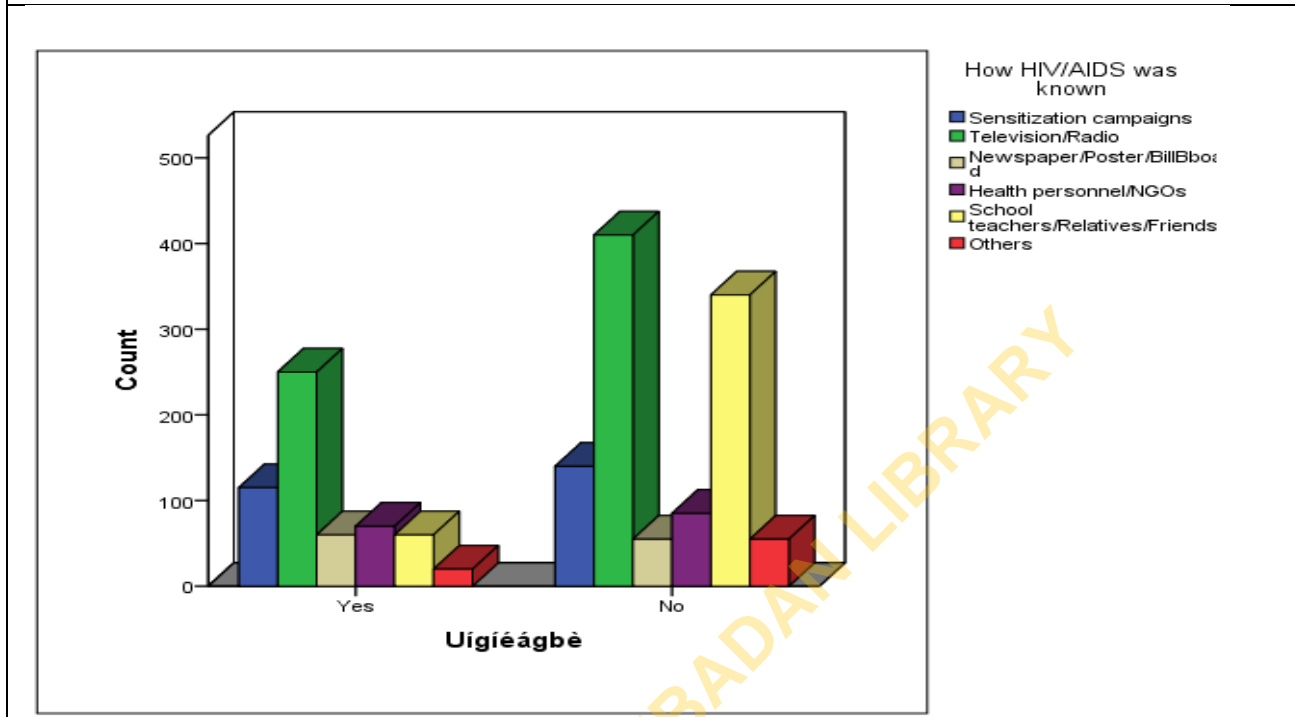


Figure 3: A cluster bar chart of choose life on HIV/AIDS according to how HIV/AIDS was known

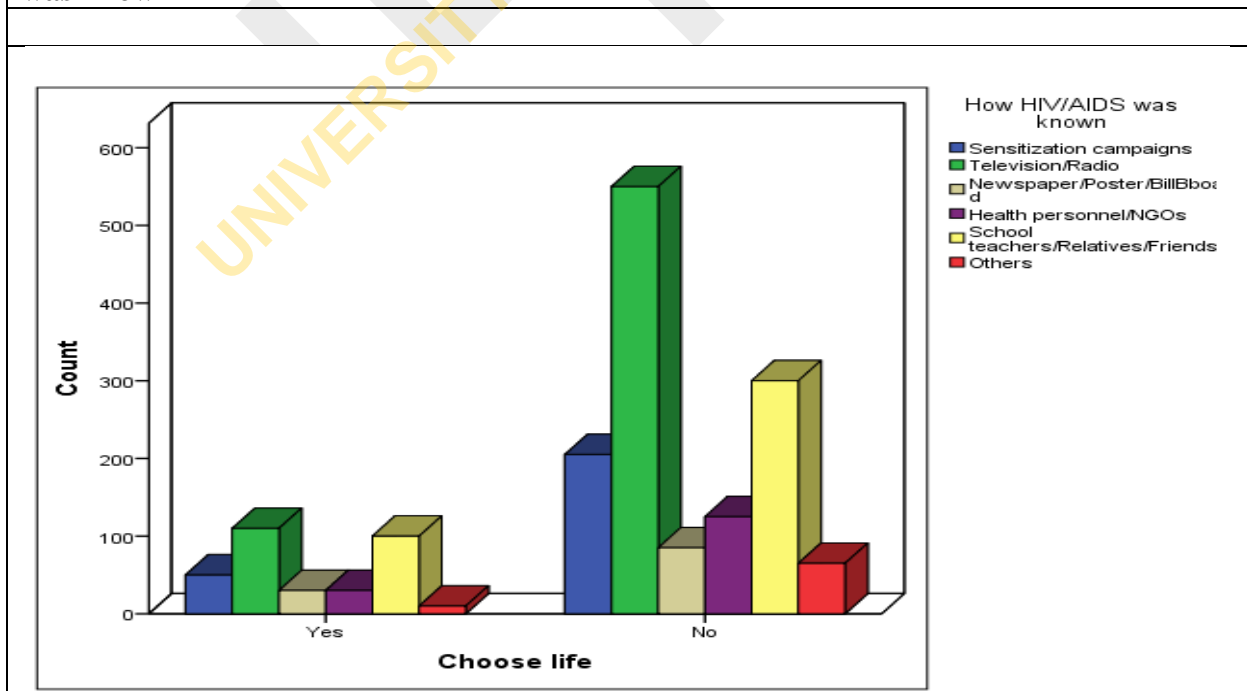


Figure 4: A cluster bar chart of zip up, play safe, love carefully on HIV/AIDS according to how HIV/AIDS was known

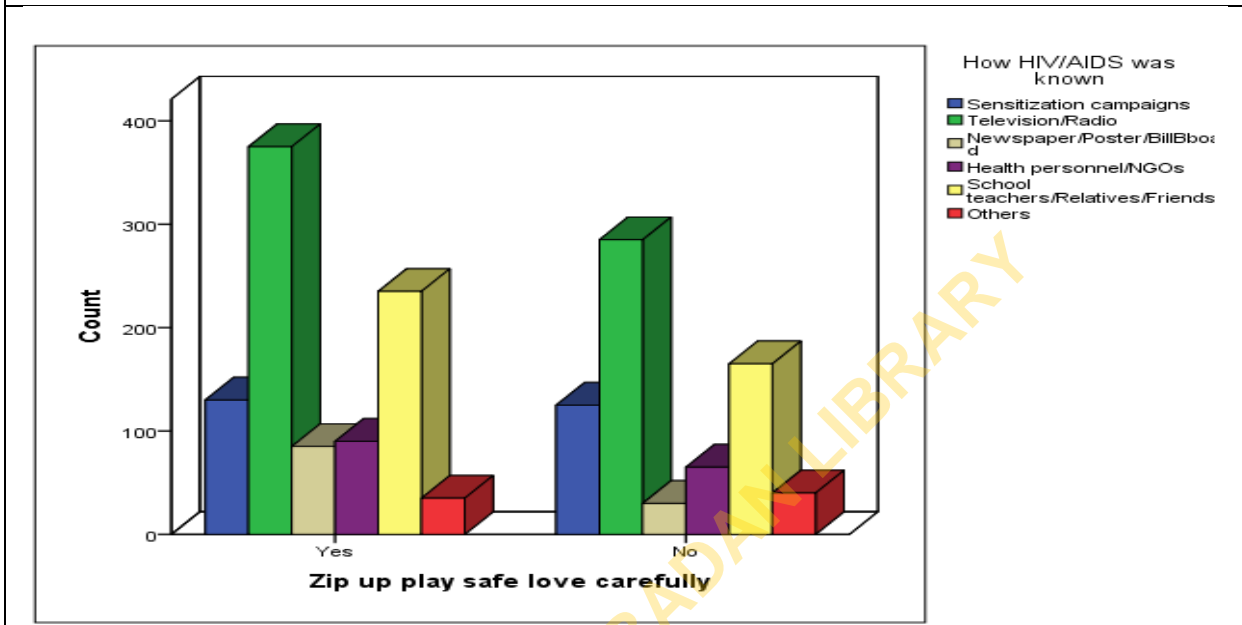
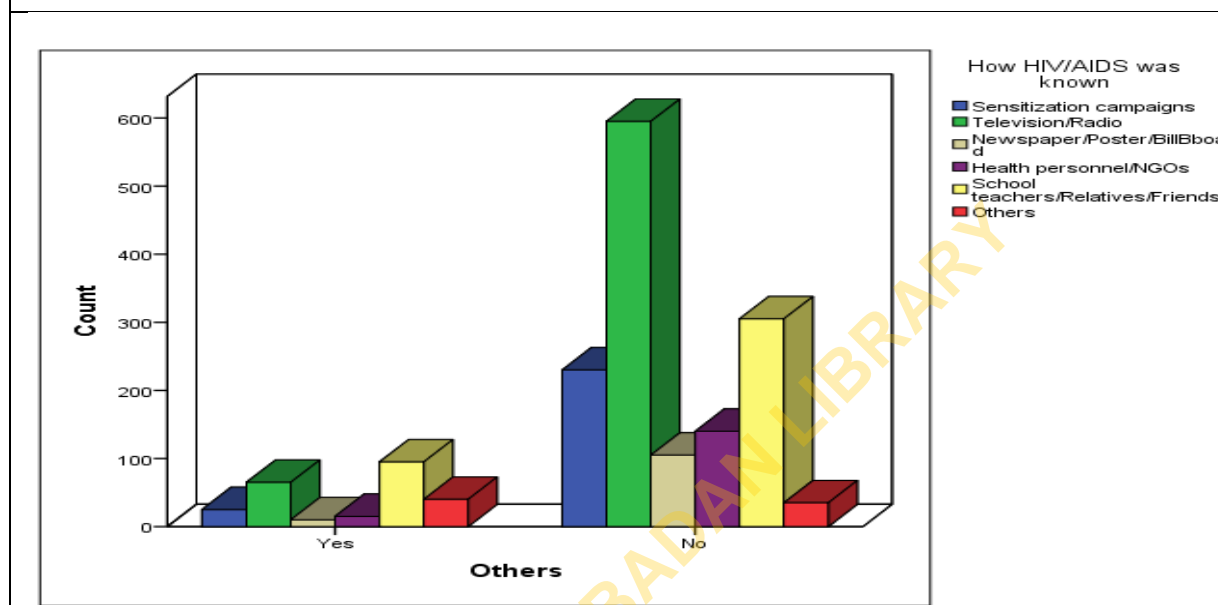


Figure 5: A cluster bar chart of skin to skin on HIV/AIDS according to how HIV/AIDS was known



Figure 6: A cluster bar chart of others on HIV/AIDS according to how HIV/AIDS was known



6. Findings and Conclusion

This study argues that various catchy HIV/AIDS campaign messages in Benin metropolis are characterized by the direct and indirect acts. The paper reveals that respondents could not understand some of the campaign messages because of the pragmatic indirectness. It was observed that respondents' background characteristics, understandable language for reading and writing and how HIV/AIDS messages were known play a major role in understanding the messages. Thus, in terms of age, older respondent (45-57years) could understand the messages better than the younger between the ages of (15-44years) despite its pragmatic implicitness. Also, the higher the educational qualification of the respondents the better their understanding of the messages, the respondents with (B.Sc/HND and Postgraduates) educational background understood the entire messages. Based on respondents understandable language for reading and writing generally, most of the respondents who could read and write in only English could associate most of the catchy messages with HIV/AIDS. Only (2.7%) of those who read and write in English could associate HIV/AIDS with *Ugiégbè* while (67%) of those who could read and write their native languages only could associate it with HIV/AIDS. The reason for this is that *Ugiégbè* is not yet used in HIV/AIDS campaign messages in Benin metropolis, but it is a popular word for HIV/AIDS in Benin metropolis. Respondents knew about HIV/AIDS catchy word mostly through the television, radio, school, relatives and friends. Finally, over (70%) of the respondents who could only read and write in English could associate catchy words or messages like "Heart to Heart," choose life and skin to skin can kill" with HIV/AIDS while

only (2.1%) of those who could read and write their native languages only could associate them with HIV/AIDS because these words or messages are too complex and pragmatically indirect; thus, the respondents could not interpret them.

So far, this paper has assessed the effectiveness of direct and indirect catchy HIV/AIDS campaign messages on the audiences in Benin metropolis, thus advise the messages providers on the need to improve on the messages by making them more explicit for a better understanding. They should also employ the use of native languages in writing messages in addition to English to make a balance impact both for the literate and illiterate populace.

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