A PRAGMATIC INVESTIGATION OF LANGUAGE USE IN HIV/ AIDS SOCIAL MANAGEMENT ADVERTISEMENTS IN OGUN STATE, NIGERIA

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CERTIFICATION PAGE

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DEDICATION

This work is dedicated to all women who are struggling to make their lives worthy of emulation.

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Ad   - Advertisements
Adverts   - Advertisements
YOU   -The sponsor of the media adverts 'it begins with you'

CHAPTER ONE
GENERAL INTRODUCTION

1.1 Background to the Study

Language, Stubbs (1989) opines, is a set of acceptable symbols and sounds written, signed or uttered to perform specific functions in society. In whatever form it takes, language has greatly helped human beings to meet different needs at all times. Very often, language is used to educate, inform, entertain, correct, influence, persuade, rebuke or pass down social values from one generation to another. In essence, utterances can be manipulated or deployed either by the ordering of words which make up the sentences or by the mood and tonal markers used in different situations where utterances are made to perform different functions in the society.

Austin (1962), one of the early scholars of pragmatics, argues that the characteristics of utterances suggest the functions language is meant to perform. He further sees utterances as actions; some of which can be performed only through language, while others can be performed either verbally or non-verbally. However, whatever form or signal employed by the speaker to communicate must be common, acceptable and shared by speakers and hearers (interlocutors) in the environment where communication takes place.

Stubbs (1989) further reiterates that a study of how language is used in social interactions makes it clear that communication is impossible without shared assumptions between speakers and hearers. Language and situation are, therefore, inseparable because it is the situation at hand that determines the language that is appropriate in every instance. Although Stubbs (1989) suggests that in some given situations it is possible to predict, to a great extent, the content, function and style of language used, one can argue that there are no predetermined relationships in many speech events except in highly ritualised

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situations such as sermon delivery, incantation, etc. In most instances, actual forms of words and everyday language usage are highly flexible, depending on the ability and creative instincts of the users and the influence of the context of interaction.

In human interactions, people do not just say things without having a purpose or a referent in mind. Hence, languages are purposed to address certain persons, or call attention to some fundamentals issues about healthy living in our society. However, the structuring of words, the way ideas are put forward and many other uses that the utterances may be directed at achieving will depend on the event at hand, the participants and the aim of the speaker. The language that will be used to advise for instance must not be harsh, punitive or commanding but must be as persuasive as possible so that it will encourage the hearer. Also, the kind of language that is relevant in creating awareness or is expected to give information about a product that is new and untested as in cases of advertising, even though creative must be easily accessible to the audience. This perhaps accounts for Lyons' (1977: 249) perspective about language usage that:

> Every language system is determined by the
> peculiar function it has to perform and that
> function of a language tends to be reflected in its
> grammatical and lexical structure which
> interrelates sentences with the feature of
> situation of the utterance.

In essence, Lyons (1977) projects that the choice of words a speaker employs in certain communicative events are chiefly determined by the functions they are to perform. This means that the function and situation of language use provide a better means of interpreting it, beyond its structural make up. However, it is important to note at this juncture that the structural display or formal features possessed by a text may not be enough in representing the intended meaning inherent in text; sometimes there are underlying meanings

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which a sentence may imply. This is the essence of pragmatics. Therefore, in some given utterances the structural or grammatical arrangements of words will only give a surface meaning whereas a further probe will reveal the underlying meaning and add more value to the utterance. Meaning based only on the surface value of an utterance might not be too rewarding in pragmatic analyses, such that this research intends to embark upon, rather language should be studied in relation to the purpose it serves in its environment of use.

It can be deduced from the foregoing that language can be adopted to serve different purposes depending on the intentions of the speaker. It could be used to communicate healing processes in medical discourse, persuasion in advertising discourse, correct certain societal ills as evident in HIV campaign or perform a simple function as an interactive agent. We shall, therefore, attempt to investigate language use in advertising context pragmatically to determine how language is employed by the advertisers to achieve their aims. The role of language in information dissemination, particularly in educating the teeming populace about life-threatening issues like the menace of HIV and AIDS in our society cannot be underestimated. As indicted earlier the interpretation and understanding that people have about facts surrounding certain phenomenon is a product of how well the information is packaged, presented and readily available to the target audience. This understanding, which is as a result of interaction of speakers' intention and hearers' ability to identify speakers' intention can only be achieved if language is well manipulated to function in a manner where the 'speaker and hearers find their affordances' Kesckes (2010: 2289).

In essence, the problem associated with HIV and AIDS world over is a phenomenon that requires urgent attention particularly because of its deadly nature and attached stigmatisation. It is clear that efforts have been directed at creating awareness about the existence of the virus through various multimedia

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campaigns in the meantime while further research are on-going with a view to proffering solutions to curb its spread. Adeyi (2006) remarks that the rate at which the HIV virus spreads is quite alarming. This research, in its contribution to assist in the process of finding a lasting solution to the HIV and AIDS scourge will attempt an investigation of the language of some selected advertisements directed at the social management of the virus. The researcher holds the view that advertising, as an educator, speeds up the adoption of the new and untried, and by so doing, accelerates awareness and hastens the realisation of a yearn for a better life. In other words, advertising is a process of bringing to public awareness information about services, goods and ideas in order to persuade the audience to make 'a wise decision' by accepting and endorsing the product.

It is, therefore, the intention of this research to do a pragmatic study of language use in HIV and AIDS in social management advertisements transmitted on the Television to inhabitants of Ogun State, Nigeria.

1.2 History of HIV and AIDS in Nigeria

The human immunodeficiency virus (HIV) is the organism that causes AIDS. It is a member of a group of viruses called retroviruses. HIV infects human cells and uses the energy and nutrients provided by those cells to grow and reproduce. AIDS, the acquired immunodeficiency syndrome is described by world health organisation (WHO 2008) as a disease that breaks down the body immune system so much that the body is unable to fight "opportunistic infections." As a result of the breakdown of body antigens, other illnesses will take advantage of a weakened immune system and totally damage the body resistance. The infection with the virus, HIV, does not automatically lead to AIDS, but it will, if necessary treatments and precautions are not taken early enough. In Nigeria, the first case of AIDS was diagnosed in a 13-year-old girl in

1986, and Ogun State the focus of our study, recorded its first case in 1990. (WHO 2008)

Fact sheets published by National Expert Advisory Committee on AIDS (NEACA) in 1987 indicates that the main opinion of many people before now was that AIDS was a disease of the Western world associated with men who had sex with men. Hence, some people did not believe in its existence and many were not aware of its existence. The first guard survey conducted in Nigeria in 1991 showed the HIV prevalence to be 1.8%. Even then, because there was very little visible evidence of AIDS, the country took only a few essentially cosmetic actions. Public enlightenment campaigns sponsored by NEACA in the 1990s about HIV and AIDS which were directed at scaring people into adopting safer sexual practises were limited and not very successful. However, Adeyi (2006) reports that the death of the popular musician, Fela Anikulapo Kuti in 1996 and the public declaration by his elder brother, a former Minister for Health, that he died of complications of AIDS began a process that helped some Nigerians into accepting the fact that the pandemic was real and could be contacted by anyone who is careless about his/her sexual habits.

The HIV prevalence rose steadily in Nigeria until it reached 5.8% in 2001. Research by NAECA (1987) indicated that by 1996, when the prevalence was only 4.5%, the health authorities noticed this uncontrollable increase and that catalysed the creation of AIDS control units (SACA) in all the states of the federation. The essence was to create further monitoring outlets, administer HIV test on the people and create more public awareness about the disease.

The report of United Nations programme on AIDS to Africa (UNAIDS 2008) which states that about 3.9 % of adults between ages 15- 49 are living with HIV and AIDS in Nigeria is quite terrifying. Although the prevalence of HIV is much lower in Nigeria than in other African countries such as South Africa and Zambia, the size of Nigeria's population (around 135 million) meant

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that by the end of 2006, there were an estimated 2,900,000 people infected with HIV. Approximately 220,000 people died from AIDS in 2006 alone. With AIDS claiming so many lives, Nigerians' life expectancy has declined. In 1991, the average life expectancy was 53.8% years for women and 52.6 years for men. In 2007, these figures had fallen to 46.0% for women and 47.0% for men. In Ogun State, there was a steady increase in the number of HIV and AIDS victims, an indication that by May 2009, a total of 3.7% of 4 million inhabitants were already affected with HIV. This, according to the fact sheet presented by State AIDS Control Agency (SACA), makes the state the highest carrier of the virus in South Western Nigeria in that year. This high population of infected people in Ogun state informed our decision to make it our focus of research.

1.3 Contact and Spread of HIV/AIDS in Nigeria

In Nigeria, National Expert Advisory Committee on AIDS (NEACA 1987) reported that 80% of HIV infections are transmitted through heterosexual sex. Other factors contributing to the spread of the virus are lack of information about sexual health and HIV, low level of condom usage and high level of sexually transmitted infections (STIs), all of which make it easier for the virus to be transmitted. Until recently, there was little or no sexual health education for young people, sex being perceived as a very private subject in Nigeria and its discussion with teenagers often being regarded as inappropriate. This has been a major barrier in reducing the transmission rate of HIV and other sexually transmitted diseases. Surprisingly, UNAIDS (2008) estimated that only 18.0% of women and 21.0% of men between the ages of 15 and 24 years can correctly identify ways to prevent HIV. This lack of accurate information about sexual health indicated that there are many myths and misconceptions about sex without proper knowledge about how to handle their sexual habits can be said to have contributed immensely to the rate at which the virus is spread.

Another major way by which infection occurs is mother-to-child transmission. In 2005, it was estimated that 240,000 children were living with HIV. Most of these children, NAECA (2008) reported, became infected through their mothers. This is closely linked with problems emanating from blood transfusion. It has also been reported that blood transfusions account for up to 10% of HIV infections in Nigeria. The high demand for blood which stems out of blood loss from surgery and childbirth, road-traffic accidents, anaemia and malaria, could be held responsible for high demands for blood transfusion. It is observed that it is not all Nigerian hospitals that have the technology to effectively screen blood and, consequently, contaminated bloods are often used. The Nigerian Federal Ministry of Health has responded to this in 2003 by sponsoring a legislation that compels all hospitals to only use blood procured from the National Blood Transfusion Service, which has a far more advanced blood-screening technology. Daily Trust (2006, 15th March)

One other contributing factor to the spread of HIV in Nigeria as observed by WHO (2008) is the fact that people shy away from voluntary and routine HIV testing. In a 2003 survey, it was discovered that only 6 % of women and 14 % of men had ever been tested for HIV and received the results. In 2005, only around 1 % of pregnant women were tested for HIV. In order to encourage Nigerians to test their HIV status and to promote the services made available to people in Nigeria, President Olusegun Obasanjo in 2006 publicly received an HIV test and counselling on World AIDS Day. This was with the hope that a great majority of Nigerians will appreciate and accept the reality of AIDS.

In essence, the Nigerian government is saddled with the urgent need to scale up the rate of HIV testing in order to bring the epidemic under control. This could only be achieved by creating a massive awareness campaign that will sensitise the teaming public about issues surrounding the contact, spread and

prevention of the virus. To this end, the value of advertising in persuading, informing and influencing people's opinion about HIV and AIDS becomes pertinent.

1.4 Advertising Discourse

Advertising is a practice that has touched virtually every aspect of human lives. The presence of different advertisements that we encounter on a daily basis suggests that they are part of our everyday cultural experience and it is almost impossible to avoid them. Therefore, the study of advertising is not just about what manufacturers say to consumers, but it is about how it is said. Advertisements can have an influence far beyond a simple message about a product; they can as well introduce characters or new ideas to a willing audience and create new social icons out of actors used in the advertisement. They may have subtle compulsion on the audience thereby indirectly endearing a product or phrases used in the adverts and much more**.**

Advertisements can occur in diverse ways. Some can occur conventionally through the use of print media, electronic media, bill boards and postal. Other unconventional ways are through moving vehicles, clothing and even some underclothes. Lately, with the advent of the new information and communication technology, advertising is now relayed and transmitted on the Internet, a procedure known as 'netvertising'. Scholarship has also shifted to investigating this area. McMillan (2004)

Advertising, in its simplest form, is the way in which the vendor or manufacturer of a product communicates with consumers via a medium, or many different media. It is also a form of communication used by the sponsor(s) to encourage or persuade an audience (viewers, readers or listeners; sometimes a specific group of people) to continue with, discontinue or take some new action. Bovee and Arens (1992:7) avers, 'Advertising is the non-personal

communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media'.

Accordingly, four important features of advertising can be deduced from Bovee and Aren's definitions:

(i)   A message emanates from a vendor/manufacturer to a consumer (Speaker)

(ii) The message intends to give information which will influence consumer's choice (perform certain acts)

(iii) The message is aimed at a known (an unknown) audience (Hearer)

(iv) The message is paid for by a sponsor (because he/she has intentions)

      Pragmatically, the concept of advertisement can be explained to mean that every advertisement message is initiated from a source that stands for the speaker and that the message is expected to perform certain functions on the target audience (i.e. anybody that comes in contact with the advert (hearer). Consequently, the advertisement is paid for so that the intention of the speaker will be achieved. Hence, every advertisement is targeted at reaching a certain audience who would approve of the products by agreeing with the propositions stated as benefit(s) derivable from the product as well as endorse its usage by proposing to make a trial and eventually make a purchase or have a change of attitude. Thus, the perlocutionary effect of the advertisement is said to have been achieved at this point.

      Advertising helps consumers to resolve the choice of buying alternatives that confront them when they make economic decisions. In different unique instances, the value of each product that is hidden to the consumers is popularised in the adverts. This can come in form of highlighting the benefits of the products or the possible effects of not using the said product. This reiterates the International Advertising Association's (IAA 1998) summation that

'Advertising is the right to choose'. Abiodun (1990: 15) further notes that consumers must be persuaded to make 'wise decisions.'

The fundamental goal of advertising is to make the attributes or inherent benefits of a product known in order to sell goods, services or ideas and to influence the group of people for whom such are intended. The power of advertising depends very much upon the creative use of language and powerful planning skills through which the advertiser strategises on how to present the unknown values of a product in a familiar way to the audience in order to achieve its objectives which is usually sales . Jeweller (1992), therefore, agrees that it is only a message packaged with tremendous vitality, done with freshness, originality and a good graphic treatment that will reach the consumers and be accepted by them. Irrespective of whatever strategy one may adopt, the influence of culture, ethics and respected moral values that are acceptable within the context of the society must not be neglected Makinde (2002 and 2007). This is because whenever an advertisement is perceived as negating highly priced societal values, it will not be acceptable nor endear the product to the audience but it will literally kill the products.

McDonald (1998:6) observes that 'the most finely wrought advertisements are masterpieces combining stunning imagery, bracing speed, and compelling language to touch our innermost fears and fancies.' The social context determines what language catches the fancy of the people; therefore, advertising can be said to be one of the most powerful socialising forces in culture. To complement this, McDonald (1998: 3) further states that, 'ad sells images, values, goals, concepts of who we are, and who we should be…. They shape our thoughts, attitudes, shape our behaviours' . From this viewpoint, one can deduce that a well-planned advertisement is one that uses language to appeal, persuade, and stimulate interest towards the goods and services being offered for sale.

The deliveries of the message i.e. the language use as well as the impact of non-verbal aspect of interactions go a long way in creating acceptability and viable market for the product. A well-packaged message that presents its models in a way not culturally and ethnically acceptable to its target audience may not only "kill" the product, but also affect the corporate image of the manufacturer Bovee and Arens (1992).

Taflinger (1996: 6) avers that there are several types of advertisements:

(i)   Straight announcements (in which there is a simple statement about the product or service),

(ii)   Testimonial advertisement (in which someone tells the audience about their own experience with the product) and

(iii)   Demonstration technique (in which the product is shown actually doing what it is purported to do).

The basic way to present a sales message that Taflinger (1996) suggests is to appeal to the emotions of the audience. In doing an emotional presentation, the actual function of the product is often not its main selling point. Instead, the advertiser concentrates on other aspects of the consumer's bundle of values which may be social, psychological, or economical. This is done by emphasising how the product or service can enhance the audience's social life by improving their sex appeal or self-esteem, or how it will increase their earning power. It should be noted that reading or listening to advertisement and being able to discern the intentions of the advertisers is a cognitive exercise that dwells on our intellectual appeals, and which may provoke emotional reactions against the product or induce the audience to endorse the product. In other words, the ability of an audience to understand what a product has to offer depends on how well the message can be digested as well as how such message relates to personal and psychological make-up of the audience or an already set goal by the audience. Therefore any message that seems to support

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these internal set values of an audience (like living a good life, not being infected with any deadly disease, or those with a promise of a fulfilled dreams) will automatically be approved while those at par will be rejected by the target audience.

However, Fairclough (1989) indicates that advertising as a discourse is basically strategic, because it is goal-oriented and directed at achieving certain specific results. In order to achieve this intention, Moriyón (1994) suggests that every advert will undergo four main communicative stages of processing in the mind of the audience. These stages are:

(i)   Capturing the receiver's attention,

(ii)   Engaging his/her interest,

(iii)   Generating desire, and

(iv)   Obtaining the act/ purchasing the product, which is the ultimate purpose of advertising.

However, Vestergaard & Schroder (1985), like Del Saz (2000) characterise advertising as having two major communicative elements. These are information and persuasion. Although, it might seem at first sight that both functions are necessary for an advertisement to be effective, most studies in this area have shown that persuasion is the ultimate purpose of advertising, and that the informative function is thus secondary to the persuasive one. As Vestergaard & Schröder, (1985: 5) claim, "advertising [is] frankly and legitimately persuasive, but [...] it persuade[s] by being informative." Cook (2001), on the contrary, presents a slightly different perspective to the discourse by stating that the persuasive function is not sufficient to characterise advertising, even if the majority of advertisements have the function of persuading their addressees to buy the product. He further reiterates that asides the fact that advert can encourage the audience to purchase a product, it can also function as an agent to amuse, inform, misinform, worry or warn potential audience . We can deduce

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that the essence of his stance does not contradict the previous views but rather widens the scope of advertisements as an agent of change.

Contrarily, Baker (1985) and Ogilvy (2001) view advertising from a negative perspective. According to these scholars, advertising sometimes prevents the consumers from properly reflecting on the values the products are claiming to possess rather it forces the audience to act hastily because it has already directed its shafts more at their emotion. In corroborating this view, Ogilvy (2001:15) points out that the trouble with most advertising is that 'they insult the intelligence of the public and bore you to death'. Winston Churchill (2003:23), unlike the above scholars, perceives advertisement in a positive light by acknowledging that it:

> ...nourishes the consuming power of men. It sets up before a man the goal of better home, better clothing, better food for himself and his family. It spurs the individual exertion and greater production

In essence, besides the fact that advertising promotes and introduces a product to the audience in general, it also motivates them to increase their economic power by encouraging them to work harder in order for them to realise a set goal. However, Ogilvy (2001) concludes that the compelling ability of advertising cannot be underestimated. Even though the views examined are not exhaustive about what people say on advertising, they have successfully reflected diverse ways people construe or interpret advertisements. It is pertinent for this research not to neglect any of the views already examined under advertising discourse earlier, either in line with scholars that view advertising as persuasive and informative or with the school of thought that construe advertising as compelling and forceful. This study, therefore, will attempt to investigate the functions of language of the social management advertisements at hand in order to determine if it exhibits any of the traits mentioned above.

1.5 Statement of the Problem

Scientific efforts at preventing some of the world's deadly diseases like cancer, malaria, HIV and AIDS, among others, call for urgent attention. Different countries at their own levels have embarked on rigorous campaigns against these killer diseases with a view of preventing them in the meantime, while efforts are geared at producing drugs that can eradicate them successfully. In view of the fact that terminal diseases such as cancer, AIDS, and other child related diseases are incurable, medical science has proven that if detected on time, they could be well managed and lives of the victims spared to a reasonable extent. Thus, the need to enlighten the public about their scourge, eradicate all myths surrounding their existence and prevent further future occurrence have become paramount. One way to achieve this is the creation of awareness about the diseases, their mode of contact and spread. In this instance, the role of advertisements either on the print or the electronic media has become a very important tool in creating awareness and rightly informing the teeming public about HIV and AIDS .

In order to achieve this success, government and other non-governmental agencies have directed assorted health policy at creating awareness about the existence of HIV and AIDS, as well as to sensitise people on the advantages of knowing their HIV status on time in order to prevent it from blossoming into full-blown AIDS. Up to date, numerous advertising strategies have been adopted to arouse the interest of different levels of the target audiences, majority of which have become popular slogans among the target audience themselves.

Scholars in diverse academic fields have researched into concepts relating to the discourse at hand. One of the few studies done, on this subject, from a linguistic perspective is the one by Wood and Kroger (2000), Leap (1991), Sontag (1991) and Jacobs (1993), who analysed verbatim transcriptions of different discussion groups using a psychosocial discourse analysis approach

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to examine what people do with their talk on events and phenomena of HIV and AIDS in an interpersonal exchange.

Oboh and Adeleke (2008), Asakitikpi (2008) and Omengah and Ekwagba (2008) compared the traditional form of communication through oracles and priests with the use of ICT in communicating HIV and AIDS messages to the Nigerian Youth, while Imoh (2008) investigated awareness, knowledge and attitude of youth towards HIV and AIDS prevention in Nigeria. No one seem to have investigated HIV social management advertisements and their attendant effects on the audience. Furthermore, research on advertisements relayed through the electronic and print media conducted by Ude (1996), Akpan (1996), Charles (2001), and Olaosun (2006) on language use in print and public service advertisements, investigated language use through speech acts performed to determine the intention of the sponsors and functions of the utterances but not their perlocutionary effects on the target audience. None of the research has worked on the language of neither HIV and AIDS management advertisements nor its effects on the audience.

In essence, earlier researches conducted on HIV and AIDS jointly proposed and established that there has been some form of awareness about the virus (to certain level), and that they are already circulating within the communities where the researches were conducted. However, the types of campaigns, the effectiveness of the genre used in transmitting the information and the function of language as instrument of awareness (advertising) and the attendant effects on the target audience have not been discussed. It is this gap in knowledge that this study intends to fill.

1.6 Aim and Objectives of the Study

The aim of this research is an attempt at investigating the pragmatics of language use in HIV and AIDS social management advertisements.

The specific objectives of this research are:

- To interpret the pragmatic acts used by the advertisers in relaying their intentions in the selected advertisements

- To identify and discuss the locutions in the HIV and AIDS social management advertisements.

- To examine the perlocutionary effects of the messages on the audience.

1.7 Scope of the study

This study is geared at examining the language of HIV and AIDS social management advertisements with a view to finding out how lexical items are successfully employed to state the intentions of the advertisers and the perlocutionary effects of the messages on the participants (audience). Thus, the researcher anticipates studying advertisements packaged about issues relating to HIV and AIDS to see if they are able to arouse necessary passion, enough to motivate audience to get tested. This is with the aim of determining how relevant the messages are in order for them to be worth processing by the target audience. The study is limited to selected advertising campaigns aired on television only. Television is considered very useful to this work because of the similitude it has with face-to-face and interpersonal communication.

1.8 Significance of the Study

This study is expected to contribute to knowledge by exploring advertising discourse with a view to studying the impact of advertising messages on some subjects in Ogun State. This is expected to determine how well advertisements are presented for easy access, at least, enough to sensitise the Nigerian citizens on the importance of getting to know their HIV status and suggest required treatment and management strategies to people already living with the virus.

It is also expected that the outcome would be of high value to advertising agencies and hopefully, assist in the wording of subsequent

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advertisements in order to achieve a set goal. It is hoped that the inherent effects that the advertisements generated either through the wordings of the adverts, or the pragmatic imports on the audience will assist the advertisers in achieving their goal of an HIV free generation as well eradicate myths surrounding the contact and spread of the virus. The results of the pragmatic reading of the selected advertisements are, therefore, hoped to be recommended as a useful strategy to Non-governmental Organisations and advertisers in all language-based awareness and control campaigns on future project targeted at managing HIV and AIDS. Finally, the study is expected to provide a good application of pragmatic principles and procedures to advertisements and literature in this field of study.

1.9 Justification of Theory

Theoretical orientation chosen is a medley of theories that revolve round pragmatics. The two main theories of pragmatics selected are aspects of speech act theory by Searle (1969) and pragmatic acts theory by Mey (2001). The speech acts' three main domains are the illocutionary (what utterances are made to do), locutionary (the arrangement of words within the utterances) and the perlocutionary forces (the effects of the utterances on the hearer). Due to the composite nature of the selected advertisements in which action and utterance are combined to reveal the intentions of the speaker, investigation cannot be best achieved with speech act theory alone because speech act deals with utterances only. However, when it carries with it other supporting acts such as gestures, intonation, body postures, etc., on which it essentially depends for success, it requires a more demanding theory like pragmatic act. These other extra linguistic elements, Kesckes (2010) suggests, will have a bearing on both the speakers and the hearer. This is because it is when the context of the utterance matches the actual situation that their interplay will result in meaning.

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This necessitates the need for the second theory which is Mey's (2001) pragmatic acts. However, only two of the three major components of speech act theory i.e. locution and perlocution will be significantly used in the data analysis. The third aspect i.e. the illocutionary act will not be used; rather pragmatic act will be used to account for the language functions.

1.10 Concluding Remarks

This chapter has examined the background to the various concepts that are relevant to this study, the knowledge gap it intends to fill and justification for the chosen theories for the study. The next chapter will review exiting literatures and researches that have bearings on the study.

CHAPTER TWO
THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1 Preamble

The study of HIV and AIDS social management advertisements under study will be approached in this chapter from two main angles. The first aspect will be an overview of the pragmatic and related theories that are relevant to this study. Also, major concepts considered relevant to our discussion will be examined. The second aspect is the review of literature and earlier researches that have bearing on the study from linguistic, advertising, and medical discoursal perspectives. First, a survey of the theoretical preliminaries is attempted.

2. 2 Historical Preliminaries

The foundations of pragmatics as a linguistic discipline are believed to be laid by language philosophers and speech-act theorists such as Ludwig Wittgenstein, John L. Austin, John R. Searle, and H. Paul Grice. Pragmatics was then referred to as the linguistic waste basket, a notion traced to the Israeli philosopher and linguist, Yehoshua Bar-Hillel, who lived between 1915 -75. He first created semantic waste basket of syntax in which issues that cannot be resolved in grammar were dumped. The semantic basket when filled to the brim necessitated the creation of another waste basket to catch the overflow. Hence like the previous basket, unresolved questions and linguistic problems which cannot be explained were transferred to the pragmatic waste basket. This was also because pragmatics was then seen as a study of all aspects of meaning not captured by semantic theories. Gazdar (1979: 21) thus reiterates that:

> pragmatics has its topic and those aspects of meaning
> of utterance which cannot be accounted for by straight
> forward references of the truth conditions of sentences
> uttered put crudely: Pragmatics =Meaning –Truth Condition.

A major objection to this delimitation is that it has admitted that to some extent the nature of pragmatic theory must depend crucially on the kind of elements that semantic theory adopts. The appearance of Austin's *How to do things with words'* was very timely when it was published in that it helped in solving a growing frustration in linguistics which was created by the limitations of truth semantics.

Since the 1970s, pragmatics has become the focus of interest not only in linguistic mainstream but also in communication studies and in the study of language related situations. The study of language has therefore gradually widened its scope during the last half of the 20th century, from sign to the use of signs in social situations, and from the sentence to the use of utterances in context. Several scholars have made significant contributions towards shaping theories of pragmatics. Notable among them, for the purpose of this study are Austin (1962), Grice (1975), Searle (1969), Bach and Harnish (1975) and Mey (2001) whose theories shall be briefly examined.

2.3 Pragmatic Theories and Concepts

Attempts to define pragmatists before now have offered a conceptual survey of the delamination of the field most of the time. Ariel (2008) states that, it was because no satisfactory solution was found to defining pragmatics in the 70s and 80s that researchers simply settled into separate niches and practices of how to do pragmatics instead. Ariel, therefore, suggests that the only way to have an intentional pragmatics is to make it general. Scholars such as Morris (1938), Levinson (1983), Leech (1983), Adegbija (1999), Thomas (1996), Yule (1995), etc. have put forward different definitions of pragmatics. Leech and Short (1987: 290) describe pragmatics as:

> that aspect of meaning which is derived not from
> formal properties of the words and constructions,
> but from the ways in which utterances are used,

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and how they relate to the context in which they are uttered.

In other words, pragmatics is language according to use in different contexts. Wales (1989:36) does not see pragmatics as the arrangement of words in a sentence, but as the study of language use in connection with the meaning of utterances rather than grammatical sentences or propositions. Unlike the two scholars earlier examined, who viewed pragmatics from user's point of view, Watson and Hill (1993: 146) posit that

> pragmatics is the study of language from the point of view of user especially the choice or the constraints he meets within employing the use of language and the effects it has on the communication situations.

In this instance, key points raised by Watson and Hill are that the user who is also the speaker is the most important figure in any communicative event is constrained by certain conditions in using and making relevant lexical choices. These conditions are the constraints created by the situation at hand and the intended or proposed effects the user wants to generate from the hearer.

In addition to users' perspective, Yule (1996:3) defines pragmatics from four dimensions. He sees it as the study of speaker's meaning, contextual meaning, how more is communicated than what is said, and the study of relevant distance. One can deduce from Yule's position that pragmatics has a wide scope which can be summarised to be about message communicated, the knowledge of the world interlocutors share, the implication of what is said or left unsaid and the impact of non-verbal interaction on meaning.

Adegbija (1999: 22) like other scholars before him proposes that:

> [Pragmatics] is the study of language use in particular communication context or situations. This would take cognisance of the message being communicated or the speech act being performed, the participants involved,

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their intention, knowledge of the world and the impact
these would have on their interaction, what they have
taken for granted as part of the context (or the presupposition)
and the deduction they make on the basis of what is said or left
unsaid; the impacts of the non-verbal aspects of interaction on
meaning.

Speaking from Adegbija's perspective, it could be inferred that for meanings to emerge from the utterances or sentences made or constructed in communication, several factors have to be considered, among which are the message, the people involved in interaction and the different levels at which contextual variables constrain what they communicate.

Mey (2001) adds a new perspective of context to the definition of pragmatics by defining pragmatics as the study of language in human context of usage. This introduces the situation of communicative event (context) as a major player in language interaction and decoding of meaning.

The term 'pragmatics' for the purpose of this research is a study of language in a particular communicative context or situation, in which there is a message communicated or a speech act is performed, there are participants with certain intentions, who are already armed with knowledge of the world and the impact of such on their reactions. The participants must also be aware of the context as well as the importance of the non-verbal aspects of interaction in meaning negotiation. This definition is a medley of Adegbija (1999) and Mey (2001).

A series of pragmatic theories and principles have emerged from scholarly efforts of pragmatists since inception. Many of these theories came as a reaction to or to either expand or reject certain notions proposed by scholars before them. Notable among these theories are Austin's (1962) Speech Act theory; this was expanded and built on by Searle (1965). Others include Grice's (1975) Cooperative Principles, Bach and Harnish's (1975) Intention and

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Inference principles, Wilson and Sperber's (1986) Relevance theory and Mey (2001) Pragmatic Act theory. This research will only review the speech act theory and the pragmatic act theory as well as their concepts that are relevant to this study.

2.3.1 Speech Act Theory

The speech act theory has aroused the widest interest among the general theories of language usage. For example, psychologists have suggested that the acquisition of speech act may be a perquisite for acquisition of language in general (Bruner 1975). Literary critiques have employed speech act for understanding the nature of literary genres (Levin 1978). Anthropologists have used aspects of the theory to account for the magical spells and rituals in general (Tambiah, 1968) and philosophers among others have seen it as potentially relevant in solving ethical statements (Searle, 1969). In linguistic, pragmatic's speech act remains a phenomenon that any general pragmatic theory must account for (Levinson, 1983).

Austin launched the speech act theory when logical positivism whose central tenet was that unless a sentence can at least in principle be verified (i.e. tested for its truth or falsity) was popular. There were other efforts to direct attention towards pragmatics, one of such was the works of Wittgenstein which has gained popularity by emphasising language usage and language-game. In this theory, language was expected to play a certain role. But Austin's speech act came in direct opposite. Perhaps this is why he proposed that 'the speech act in the total speech situation is the only actual phenomenon which is the last resort we are engaged in elucidating' Austin (1962:2).

In his set of lectures: *How to do things with words* that was published posthumously, Austin set about demolishing the views that placed truth condition as central to language understanding. His eventual conclusion was that all utterances are performatives because they are made to perform some

actions. Austin further indicated that as it is common to all regular utterances, whether they have verbs or not there are both a 'doing' element and a 'saying' element. For example sentences like 'I object to your idea' or 'I second the motion' are performatives that do not require verification. On the other hand, statements like 'I work in TASCE' or 'I am the mother of the boy' are constatives that need to be verified.

Although Austin noted that different types of performatives exist, he did not tidy up his idea on that aspect. That proposition was simplified and expanded by Thomas (1995) who in addition named different types of performatives as metalinguistic, ritual, collaborative and group performance (Odebunmi 2003). Later, Austin proposed a distinction between the utterance of speaker and its illocutionary force. These are realised in three tier division of locution, illocution and perlocution. Below is a graphic description of speech act theory.

S

E

C

HEARER

- RECOGNISES THE INTENTION OF THE SPEAKER.
- UNDERSTANDS THE INTENTION OF THE SPEAKER
- DECODES PROPOSITON ACCORDINGLY
- REACTS ACCORDING TO INTENTIONS OF THE SPEAKER
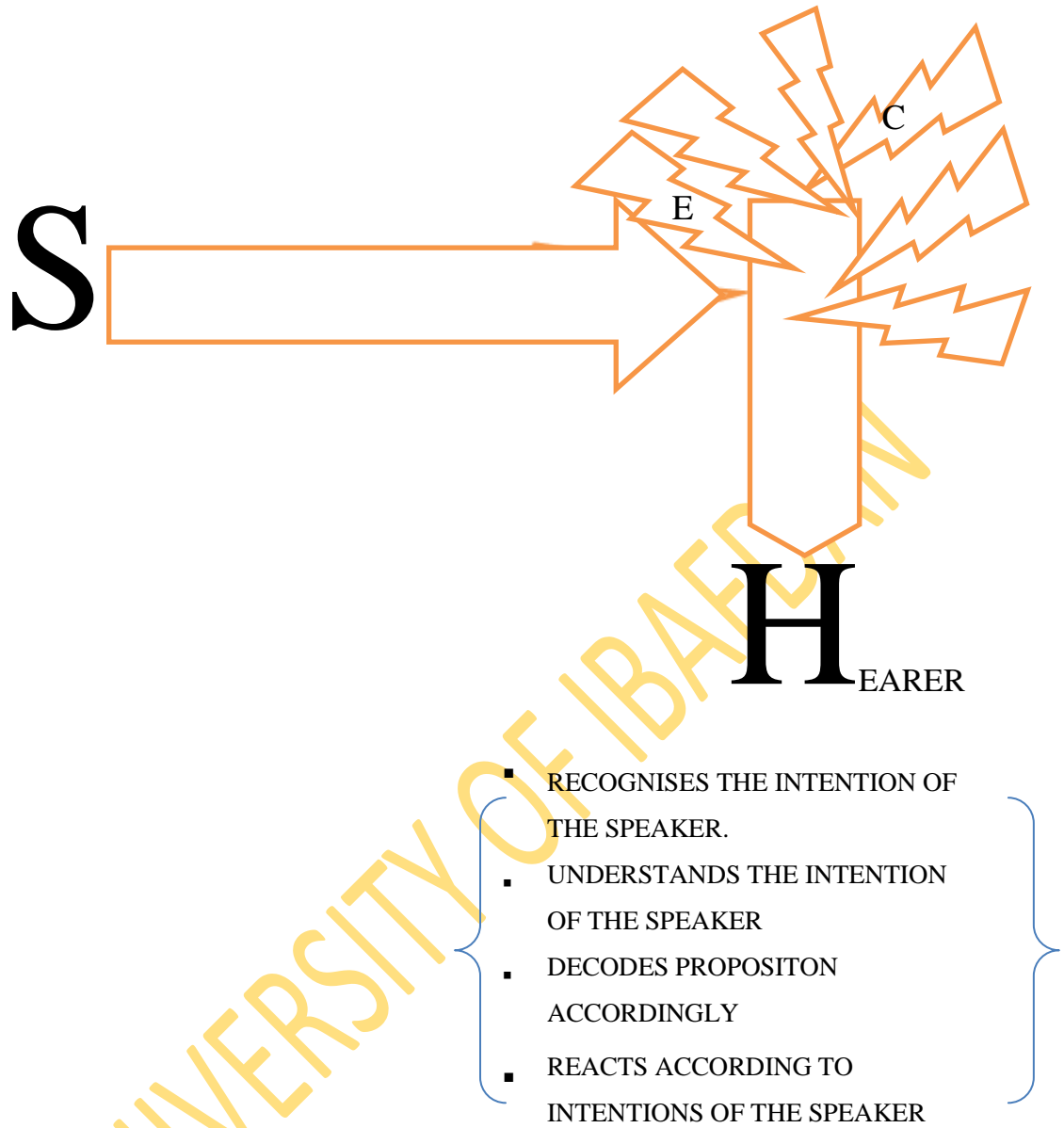
Fig 2.1. A Pictorial Description of Speech Act Theory Adapted from Searle's Pragmatic Theory

In applying the adapted model above, one can say that the speaker S is the advertiser who is passing some information about his services —HIV and AIDS awareness. The service provider(s) intends that the utterance (X), i.e. packaged information about product, produces some effect on the hearer (H) i.e. the consumers or the target audience who comes across the advertised product. This is expected to stimulate consumers enough to purchase product (i.e. be informed about HIV and AIDS and have a change of attitude). Of major importance in this theory is that utterances, which are products of the intention of the speaker, must be able to produce some expected reactions from the audience.

This theory has some resemblance with a communication theory called the Contagion Theory and Hypothermic Needle theory. These theories are based on a conviction that once a message is injected into the society, the audience behaves and reacts to it in the same way Makinde (2000). These theories do not consider that people will naturally react differently to the same stimuli because of associated differences in their educational status, social groupings, and their states of minds. Speaking in conjunction with Marlow's theory of hierarchy of needs, no matter how powerful or 'sugar coated' an advertisement might be, people will buy only what is considered important to them, rather than do impulsive buying.

Even though the speech act theory has been adapted as one of the theories for this study, only two out of Searle's subdivision will be adopted for our analysis; these are locutions and perlocution. The third aspect which is the illocutionary part will be handled by pragmatic act. First we attempt a survey of locutionary and perlocutionary acts.

2.3.1.1 Locutionary Acts

This research, like Mey (2001), Odebunmi (2006) and Hanks (2006), contends that speech acts are central to pragmatics as they are concerned with the specific social acts accomplished in making utterances. Austin (1962),

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Odebunmi (2006) and Adedimeji (2008) further note that engaging in a speech act means performing the complementary acts of locution, illocution and perlocution. A locutionary act is a sentence uttered with a determinate sense and reference. It is an act performed to communicate.

A locutionary act, Osisanwo (2003: 58) opines, is 'the act of saying or producing meaningful words with certain references'. Locutions can therefore mean the act of communicating meaningful stretches of utterances. In order words, it is the act of using words to form sentences. Odebunmi (2003; 40), sees locutions as vocabulary items that have 'certain senses and references when engaged in certain contexts by interactants.' This means that locutions are the stretches of words put together and used in certain speech events by interlocutors.

Locutionary act is the basic act of speaking which itself consists of three related sub-acts. These according to Austin's (1962) taxonomy are:

(i) A phonetic act of producing an utterance /inscription,
(ii) A phatic act of composing a particular linguistic expression in a particular language,
(iii) A rhetic act of contextualizing the utterance/ inscription.

Phonetic act is concerned with the physical act of producing a certain sequence of vocal sounds or a set of written symbols. Phatic act refers to acts of constructing a well-formed string of sound/symbols as we have in words, phrases or sentences of a particular language while rhetic act is responsible for tasks such as assigning references, resolving deixes and disambiguating the utterance/inscription lexically and grammatically.

Odebunmi (2003:83) observes that the performance of a phonetic act is indicated by the utterance of certain noises, phatic act goes with "uttering certain vocables or words i.e. noises of certain types belonging to or as belonging to a certain grammar"; and rhetic act is marked by "using vocables

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with a certain more or less definite sense and reference" This research likewise is guided by the meaning-related units of locution, as proposed by Austin (1962) as phatic and rhetic acts.

To further buttress this, Fraser (1986) opines that the locutionary act when performed could be referred to as the operational meaning of an utterance. This operational meaning Odebunmi (2003:85) explains is determined by' (a) the sense (s) of the sentence uttered (b) the identity of the objects in the real world referred to by the speaker and (c) whether or not the speaker is speaking literally or figuratively. The intended meaning of the speaker depends on the context of use i.e. 'who is speaking, to whom is he/she speaking, what circumstances led to his/her utterance, when is he/she speaking'

2.3.1.2 Perlocutionary Act

Language is a representation of thought and a means of communicating same to others. It is not just limited to the act of communication of one's thought; we do many more things with language, such as generating certain feelings and reactions from other people. The third aspect of using language is what Austin (1962:119) described as the perlocutionary acts. This is a deliberate attempt at understanding the effect(s) of an utterance on the hearer because of what was said and because of the force of the utterance.

Perlocutionary effects are actions that are likely to take place as a result of a speaker's utterance. Mey (1998: 1038) states that:

> the intention of the speaker is conveyed implicitly or
> explicitly by the utterance. If this intention is
> perceived by the listener in the right intended spirit
> and the listener performs the intended action, which is
> defined as the perlocutionary act, the utterance
> is regarded as completely successful.

In essence, perlocutionary act covers the effect an utterance may have on a hearer. It is an act, which produces certain effect(s) in or exerts certain influences on the addressee. It is also the act that represents a consequence or a by-product of utterances. Yueguoliu (1993: 428) cited in Mey (1998) remarks that 'perlocution is not a single act performed by S(peaker) nor is its effects being caused by an utterance. It involves a (rhetorical) transaction'

The effects of saying something will often, or even normally, produce certain consequential effects upon the feelings, thoughts or actions of the audience, or of the speaker, or of other persons. Thus, the effect of an utterance may be to convince, surprise, annoy, intimidate or please. These acts are the by-products of acts of communication, acts performed by means of saying something, moving someone to anger, consoling someone in his distress, etc.

Also, the effect(s) of a particular utterance may or may not have been intended by the speaker. In contrast to illocutionary acts, if a perlocutionary effect is intended, there is no conventional way for the speaker to guarantee that it will be brought about. Austin (1962: 32) reiterates that;

> perlocutionary effects come about not as a part
> of linguistic communication, but because of linguistic
> communication and how it relates to some more general
> area of human interaction. Perlocutionary act represents
> the change achieved each time in a particular speech context.
> Depending on the kind of perlocution, different conditions
> have to hold in order for it to be achieved.

Based on the submissions of Austin (1962) and Odebunmi, (2006), three points can be surmised. These are: that perlocution involves effects the speaker produces on the hearer or the result of the utterance made; 'that perlocutions are non-conventional in nature, but can be achieved through conventional acts; and that perlocutions can be achieved through verbal and non-verbal means'(Odebunmi, 2003:85),

2.3.2 Pragmatic Act Theory

The theory of pragmatic act does not explain human language usage by starting from the words uttered by single, idealised speaker, rather 'it focuses on the interactional situation in which both speaker and hearer realise their aims' (Mey 2001:212). Instead of looking for what a word could mean in isolation, the situation in which the word is expressed is invoked to explain what is actually said. The language we use, particularly the speeches we utter are entirely dependent on the situation in which the acts are produced. Mey (2001) opines that pragmatic acts are based on language use as constrained by the situation, not as defined by syntactic rules or by semantic selection and conceptual restrictions. All speeches are in essence context-situated. A speech act is never just an act of speech, but something that should be considered, as Mey (2001) suggests, as the total situation of activities within which an utterance is a part of.

The emphasis here is not just on rules guiding individual speech or utterance, but principally on characterising a typical pragmatic act as realised in a given situation. In pragmatic act, one is not primarily concerned with matters of grammatical correctness or strict observation of rules, but on the understanding that participants have about the situation and the act in a given context. These individual acts are realised as a particular pragmeme. Every action realisable through words is a 'pract' but no two acts will ever be identical. For instance, Hanks (2006) explains that different situations can lead to declaration of war. In other words, war can be caused by different factors. Hence the different situation can be likened to an allopract. In his words, 'every pract is also an "allopract" i.e. a different realisation of particular pragmeme. Mey (2001: 221, Kurzon (1998: 587)

Mey (2001:221).) further opines that pragmatics is situation-driven and situation constrained, and in the final analysis, meaning of an utterance is determined by the social context in which it is explicated. In other words, a

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participant is constrained to say only what a situation and context of communication allows each time an utterance is to be made. The pragmatic act theory focuses on:

> the environment in which both speaker and hearer
> find their affordances, such that the entire situation
> is brought to bear on what can be said in the situation,
> as well as what is actually being said.

Mey (2001) and Hanks (2006) agree that when speech acts are uttered in context they are pragmatic acts, but pragmatic acts need not be speech act. Mey explains that a pragmatic act is instantiated through an ipra or a pract, which realises a pragmeme. 'Every pract is at the same time an allopract, that is to say a concrete instantiation of a particular pragmeme' Mey (2001:221). A situated speech act comes close to what has been called a speech event in ethnographic and anthropological studies by Bauman and Sherzer (1994). Speech, they emphasise is central to institutionalised social activities common among human beings. The emphasis here is no longer on describing individual acts as it were for Searle, conversely, the individual speech acts make sense only when analysed in the context of occurrence. Hanks (2006) corroborates this by stating that 'meaning arises out of the interaction between language and circumstances, rather than being encapsulated in the language itself' In essence, the view of Hanks is that language alone cannot give a comprehensive meaning of an utterance, but meaning can be full when the circumstances in which an utterance is produced is considered along with the utterance. Odebunmi (2006:77) further expatiates on this by stating that what determine a pract are solely participants' knowledge of the interactional situation and the potential effect of a pract' in a particular context. Thus, practing resolves the problem of telling illocutionary force from perlocutionary force. Figure 2.2 below is a model propounded by Mey (2001) to explain the concept of situated speech act known as pragmeme.

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                        ┌─── PRAGMEME ───┐
ACTIVITY PART ──────┘                    └────── TEXTUAL PART
(INTERACTANTS)                                   (CO(N)TEXT)


SPEECH ACTS                 INF  REF  REL  VCE  SSK  MPH  'M' . . .
INDIRECT SPEECH ACTS
CONVERSATIONAL ('DIALOGUE') ACTS
PSYCHOLOGICAL ACTS (EMOTIONS)
PROSODY (INTONATION, STRESS, . . .)
PHYSICAL ACTS:
   BODY MOVES (INCL. GESTURES)
   PHYSIOGNOMY (FACIAL EXPRESSIONS)
   (BODILY EXPRESSIONS OF) EMOTIONS
   . . .
Ø (NULL)
```

PRACT

ALLOPRACT

PRAGMEME, PRACT, ALLOPRACT
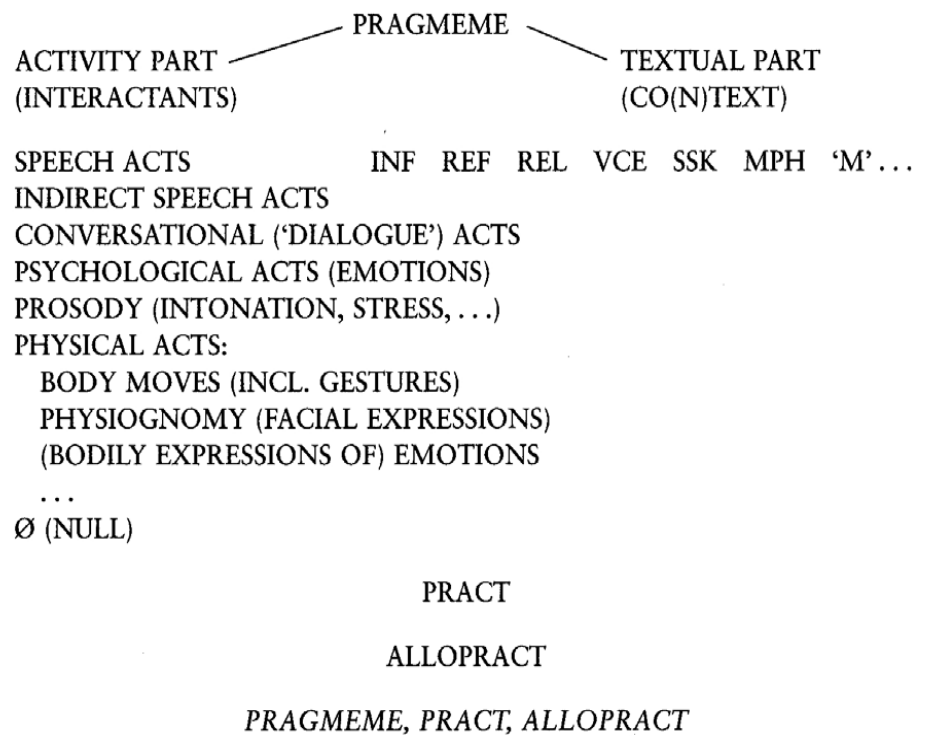
Figure 2.2: A Model of Pragmatic Acts (Mey 2001: 222)

In any speech event as indicated in figure 2.2 above, a speaker's utterances alone do not reveal his/her intentions, but other paralinguistic features do combine adequately with the utterance to lead the hearer to successfully realise the meaning of the intention of the speaker . These utterances are always in two parts, one being the textual part and the other activity part. The textual part is determined by the context as well as the text (utterance) that is intended. This can be achieved through the use of various choices that range from 'INF' inference, 'REF' reference, 'REL' relevance, 'VCE' voice 'SSK' shared situation knowledge and 'MPH' metaphor. All these elements work together to enable the interlocutors to understand and reach their desired interactional goals.

On the other side of the divide of pragmeme is the activity part. These are non-verbal cues which come in form of body gestures, facial expressions, prosodies etc. If these non-verbal cues are adopted during any interaction, they further assist in relaying the speaker's intentions. However, interlocutors are allowed to make choices from one or more of the items on the left in order to realise their intentions, otherwise the categories are filled with null.

2.3.3 Context in Pragmatics

In as much as we have agreed with Mey (2001) that there is nothing like speech act but only situated speech acts, then the issue of context, as it influences interpretation of utterances, cannot be undermined. Context can be understood from various perspectives. Leech (1983) mentions that context must include relevant aspects of the physical or social setting of an utterance. It can also be any background knowledge assumed to be shared by the speaker and hearer and which contributes to hearer's interpretation of what speaker means by a given utterance.

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Context is central to spoken utterance. In speech production, participants derive context from relevant mental representation and speech situations. Bourdieu (1991: 221) argues that language form and its varieties should be analysed 'relative to linguistic markets in which they bear various sorts of symbolic and cultural capital'. This means that language must be analysed based on the yardstick of acceptable signs and symbols within the cultural set up in which it is used. We can therefore sum up context to mean the frame of reference as determined by certain context in which the event occurs.

In linguistic anthropology, speech practices have been empirically detected to shape and help shape context at various levels. Therefore, there is no 'context' that is not 'context of' or 'context for' something (Hanks 2006:121). It is now widely recognised that majority , if not all of the meaning production that takes place through language, depends fundamentally on context, and that there is no single definition of how much or what sort of context is required for language description.

Also, in relation to context, Scheghoff (1987:208) asserts that 'interactions usually minimally involve two people in the 'primordial' site of sociality who 'co-present corporeally. In other words, Scheghoff means that interlocutors in any speech event must be physically present at the same place, at the same time, in order to take active part in the on-going discussion for us to be able to determine the context.

Goffman (1972) cited in Mey (1998: 230) further helps formulate the notion of context when he reasons that the issue of co-present between two or more parties suggest the following:

1. There are at least two participants, who co-occupy the same objective time and expressive gestures unfold sequentially.
2. Each party to the situation is present in body, both perceivable and capable of perceiving the other.

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3. The situation is a field of mutual possibilities that entails the capacity of the co-occupants to notice and attend to each other.

These three conditions simply imply that there must be a mutual understanding among co-occupants of the same space, who are together at a point in time, having conversational interaction. The three compulsory elements here are mutuality, reciprocity and co-occupancy. Hanks (2006), however, points out that situations of context are not a field of actual mutuality, reciprocity and co–occupancy, but a field in which these elements are alive as potentials. These potentials of the situation provide setting into which language and speech projected through utterance acts.

Scholars have classified context into verbal context and context of situation. Hymes (1964), Fowler (1996) and Adeniyi (1997) have further sub-classified context into physical context, social context, psychological context, linguistic context, context of utterance, context of culture and context of reference. It is the context, Mey (1998) affirms, that gives expressions to inner thoughts and feelings of the speaker.

This research adopts a view that context is more than placing words in their local environments; it is also concerned with the circumstances under which words are used. In summary, words have effective meaning only when appraised within the environment in which the transaction takes place.

2.4 Pragmatics and Semiotics

Pragmatics and semiotics represent two different theoretical traditions: the first mostly focus on the functions of signs while the second highlights the practical effects of language use. Morris notes that pragmatics, which he assumes to be ' one of the three branches of semiosis', can be defined as the study of the relation between signs and their interpreters. That is, pragmatics is that branch of semiotics that studies the origin, the uses, and the effect of signs

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(Morris. 1938). In terms of object, semioticians do not hesitate to study images or narratives, while pragmatics tends to focus primarily on utterances and their meanings in given contexts.

In other words, everything happens as though pragmatics had co-opted the study of language use as it takes place between two or more interlocutors while semioticians focus primarily on the function of relatively inert objects like symbols, signs or picture outside any specific communication system. However, despite this parallelism that may exist between pragmatics and semiotics, there are still points of interjection where a specific aspect of language use that seems somewhat neglected by pragmatic studies can benefit from a semiotic approach. This is what Cooren (2000) refers to as object textual agency, a process of producing speech act from a more broadly discursive act. This same interjection is what Lakoff (1980) presents as visual metaphors, a statements or pictures which cause the receiver to experience one thing in terms of another.

Greimas (1990) opines that semiotics should first be considered a theory of signification and not strictly a theory of signs. In other words, his goal is to identify the condition under which meaning emerges in the sequentiality of an action: This can be identified in narratives and other forms of discourse. In keeping in line with semiotic openness to non-human communication, Sbisa's (2002) opinion paves the way for an extended version of speech act theory in which other non-human things can be said to also do things with words. She allows us to extend the analysis of speech act to cases which would go unnoticed in Searle's (1969, 1979) Intentionalist perspective.

We can infer, following Sbisa's (2001:1792) semiotic approach at this point, that speech act is a social action that brings about context changes and that what ultimately matters, is how a given interpreter translates image in any situation. She concludes that:

we live in a complex world made of human and
non-human participants, artefacts can be said
to do things in given situations, especially when this
doing implies actions like 'stating' (assertives),
'guaranteeing'(commissives),'suggesting'(directives),
 'sanctioning' (declaration) or 'rewarding' (expressives) or simply:
X makes Y tell W to Z

In other words, non-living things like pictures, artefacts, even our dressing can communicate with other people around us to give intended or unintended information about us.

The art of using pictures and signs to communicate formed the basics for visual metaphor. Anisoara Pop (2008), like Lakoff (1980), defines visual metaphors as statements or pictures which cause the receiver to experience one thing in terms of another, while Stern (1990) observes that pictorial metaphor is similar to verbal metaphor in that it compares two images through analogy by suggesting that one object is like another, even though they are quite different. One can then say metaphors communicate attributes and transfer meaning between a referent products.

 Psycholinguistic studies of advertising have demonstrated that due to their interest value and curiosity stimulation, metaphors determine a deeper level of adverts processing. However, Phillips (1997) have communicated that metaphors are not always comprehended as their creators have intended. Visual metaphors depict relationships between a product/service and some visual element with qualities that the creator wants to assign to that specific product. From this premise, it is assumed that: visual metaphors might be easier to comprehend and facilitate better recall than verbal metaphors (Kaplan 1992)

The explanation is simple: while verbal metaphors require a receiver to create their own image (which may or may not overlap with the one intended), in a visual metaphor, the comparison has already been produced. However, visual metaphor can be classified into concrete and abstract metaphors.

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Concrete metaphors rely on comparisons that can be directly experienced through the senses, whilst in abstract metaphors, the product is compared to a non-tangible quality i.e. the experience evoked by the image cannot be touched, tasted, seen, felt as an object in the adverts. It has been suggested that concrete metaphors are better comprehended and less prone to misinterpretations than abstract ones.

This study, thereby believes like scholars earlier previewed, that the signs, and objects like picture, wood, piece of music or an abstract thing such as a symptom of disease or mental feeling as a thing that represents something and can be interpreted somehow in a given context.

2. 5 Advertising and Semiotics

The union between semiotics and advertising cannot be undervalued because advertising as a process of communication also uses codes to transfer its messages through media to signify specific contexts. This process of signifying meanings depends on the use of codes i.e. individual sounds or letters that human beings use to form words, the various body movements used in showing attitudes, motions or even something as general as clothes we wear. These codes are generally accepted to mean certain things found within each community while the language codes further represent the values of that culture in which they are found.

According to Peirce (1998: 228), ''a sign, or 'representamen' is something which stands to somebody for something in some respect or capacity.' Charles Peirce, the founder of the philosophical doctrine known as pragmatism, defines semiotics as action or influence, which is or involves a cooperation of three subjects such as sign, its object and its interpretation. Unlike Peirce who views semiotics as a tri-relative influence among signs, its object and its interpretants, Saussure (1937) proposes a dyadic notion of sign: relating the signifier to the

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form of the word or phrase uttered, and the signified as the mental concept. In his view, the representation of something must be combined in the brain with the signified or the thing itself, in order to form a meaning-imbibed sign. Saussure believes that dismantling signs was a real science, for in doing so, we come to an empirical understanding of how humans reconstruct physical stimuli into words and other abstract concepts.

Thomas (1969) expands the purview of semiotics to include non-human signalling and communication systems. According to Thomas, all communications are made possible by the relationship between an organism and the environment it lives in. Barthes (1977: 9) declares that 'semiology aims to take in any system of signs whatever their substance and limits are from diverse perspectives of images, gestures, musical sounds, objects and the complex associate of all these'. These entire non-verbal cues, he insists constitute systems of signification outsides language.

One of the popular definitions of semiotics by Eco (1984) is that everything can be taken as a sign. This view shows that asides the signs we use in everyday speech, sign is anything which stands for something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects. Peirce corroborating this stance perceives sign as something, which stands to somebody for something in some respect or capacity. He further declares that anything is a sign Peirce (1931). Morris classifies semiotics into three folds like Peirce, to embrace semantics i.e. the relationship of signs to what they stand for; syntactic (or syntax), the formal and structural relations between signs, and pragmatics, the relation of sign to interpreters. In order to establish a nest for our discourse, this research presents a view that semiotics is not only conceived as (intentional) communication through signs, but ascription of significance to anything that stands for something in the world.

A study of semiotics has helped man to realise that information or meaning is not contained in the world or in books, or transmitted to us only while communicating with verbal cues. We actively create it through a complex interplay of codes or conventions of which we are normally unaware. In essence, the myriads of creative tendencies displayed in various advertisements would not have been successful and intentions of sponsors realised, if sign, code, colours, symbols and even sounds do not connote anything to the audience.

A summary of works by these semioticians shows that things do not stand aloof; they are meant to represent something to somebody at different times. Central to the study of semiotics is a process of denaturalising signs, deconstructing and contesting their realities as opined by Chandler. We shall, therefore, make an attempt at using these concepts, though covertly, to assist in generating intended meaning enclosed within the chosen advertisement copies

Dwelling and Hammerstingl (2002) identify three types of semiotics as descriptive, theoretical and applied. Descriptive semiotics, as the name suggests, relates to the description of the phenomena of signs; theoretical semiotic coveys the systematisation of various signs phenomena in the theories while applied semiotics is concerned with the application of sign phenomenon in helping to find solutions to problems in science, society, commerce and everyday life.

Applied semiotics is considered relevant for this study because of its problem-solving orientation. Therefore, all the signs displayed by the texts, icons, pictures, images, sound, etc. will be considered as the context of event when analysing the utterances in the advertisements under study so as to reveal the information or meaning that are contained therein. The pragmatic effects of these symbols are afterwards related to their denotative meaning. This is in line with Oloruntoba-Oju (1996), who posits that a comprehensive investigation of the signification patterns in a work of art must be able to account not only for

the verbal elements of signification, but also for non-verbal i.e. the non-linguistic and paralinguistic

2.6 Advertising Theories

Several theories have attempted to explain how consumer process information contained in different advertisements. These theories will be explained briefly below. The first is known as The Information Acquisition Theory and the second relevant theory to this study is the Behavioural Theory.

2.6.1 The Information Acquisition Theory

This theory states that the type of processing that occurs while watching or reading adverts is as a result of an interaction between the individual and the stimulus. In other words, the advertisement will act as a stimulus to which an individual audience would react to. Mitchell (1978) opines that reaction according to information acquisition theory will occur following two processing levels. Level-one is cognitive processing, and level two is determined by the amount of attention devoted to the advertisement and strategy used to process the information.

According to Mitchell (1978), level one is determined by the internal values of the audience which are sometimes fixed but could be changed. The second processing level is influenced by the attention the individual devotes to the advert and the strategy he/she employs in decoding the meaning. However, Mitchell argues that there are factors that affect how consumers process ads; these, according to him, can be controlled. The factors among others can be in form of reduced attention which is found to inhibit the amount of information that the audience can process at a time. It is important to note that different attention levels are required to process different advertisements depending on how complex the advertisements are.

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2.6.2 Behavioural Theory

The other relevant advertising theory is a behavioural theory known as the Self-Schema Theory. This theory focuses on the social aspects of life of an individual. It emphasises issues such as self-concepts and attitudes. A self-schema is a set of self-concepts that pertain to an individual. The schema influences information processing, goals, motivations, behaviours, as they affect the social perception of the consumer. A self-schema often influences how persuasive an advertisement is. In a work by Schmitt (1988), advertisements are believed to be more persuasive when the message's claims directly correspond to the self-concepts or opinions of the individual.

Consequently, one can deduce from the two advertising theories examined above that advertisements can only be successful:

(i)   if the individual audience gives necessary attention that will assist in processing it to the adverts,

(ii)   if the product does not conflict with the internalised values of the consumer,

(iii)   and if they positively affect or enhance the social value of the individual consumer.

2.7 Advertising Communication and the Pragmatics of Medical Communication

Medical communication represents a series of institutionalised encounters that take place in the health care system. Many scholars have investigated medical communication both in Nigeria and abroad, especially from the perspective of discourse and conversation analysis, such as Coulthard and Ashby (1976), Labov and Fanshel (1977), Coleman and Burton (1985), Van Naerssen (1985), Myerscough (1992), Wodak (1997), Chimombo and

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Roseberry (1998) and Valero-Garces (2002). In Nigeria, studies on medical communication are relatively few, exceptions being Adegbite's (1991) description of herbalist-client interactions in Yoruba, the description of communication needs of medical personnel by Ogunbode (1994) and Oloruntoba-Oju (1996), as well as the recent discourse by Adegbite and Odebunmi (2006) which study doctor-patient interactions from the perspective of pragmatics. None has seemed to venture into the current discourse of HIV and AIDS management advertisements from a pragmatic point of view.

Although Van Naerssen (1985) identifies two kinds of medical communication as that of doctor-patient and doctor-other medical personnel, we make bold to add a third i.e. the communication involvement of neither medical personnel nor patients but people with creative tendencies to interpret corporate bodies' intentions and relay them to the target audiences. This class of communication has its own register and context, hence can form the third group. Each kind of communication, Adegbite and Odebunmi (2006) opine, has its own structure and characteristic features that can be observed and analysed either separately or as part of a larger discourse.

Medical communication is a goal-oriented process that considers participants, medium, strategies, setting and theme. In essence communicative interaction is made up of transfer of exchanges, in which information/message passes from the advertiser who acts as the source/sender to diverse audience (hearers). The negotiation of a shared orientation between advertisers and the teaming populace takes place through series of advertisements in successions, until the required awareness is created, and there is enough to motivate people to know their HIV status and abstain from indiscriminate sex, which is a major way, through which the virus is spread. This is explained by Chimombo and Roseberry's (1998) observation that discourse participation in medical communication involves more than one speaker and listener.

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2.8 Review of Related Literature on HIV and AIDS

HIV and AIDS is still a source of major concern in developing countries as well as others in Western societies. The United Nations Joint Program on HIV and AIDS (2007) revealed that by the end of 2007 about 33.2 million people worldwide were living with HIV, the virus that causes AIDS. A great number of studies have been carried out on advertising and HIV and AIDS by scholars, each using diverse approaches. However, these studies have not actually investigated language use pragmatically in the advertising discourse. This study will therefore attempt a pragmatic examination of HIV and AIDS social management advertisements.

Wood & Kroger (2000) analyse verbatim transcriptions of all discussion groups using a psychosocial discourse analysis approach to examine what people do with their talk on events and phenomena of HIV and AIDS in an interpersonal exchange. This approach, the duo remark, casts some light on obscure dysfunctional discourses that is common in individuals' practices. In other words, it focused on how the discourse is structured or organised to perform various functions and achieve various effects or consequences as related to HIV. The chosen method, a psychosocial discourse analysis has pragmatic rather than analytic relevance. This is because it contributed to strategies that modify individual's health attitudes and practices. It also suggested changes to how people should talk about such issue.

As a follow up, Leap (1991) explains that in order to understand how people talk about AIDS, one must study the language use in such communicative instances and how different linguistic styles may affect communication. In Namibia for instance, a study was conducted by Mariel, Kengmo, and Lurie in 1993 to find out how people can be encouraged to discuss human sexuality openly, an openness that would reduce risky behaviour and

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promote safer sex, such as the use of condoms. Researchers in the Namibian's study suggest the promotion of indigenous language and use of street drama to communicate AIDS messages to the people. A similar project conducted in Cameroon initiated a community-based dance and music group-popular theatre, through which AIDS education and prevention messages were being communicated to people (Mariel, Kengmo, and Lurie 1993).

Sontag (1989) also comments explicitly that the use of metaphors in group discussion is a crucial brick in people's social communication schemas. In order to cope with new and frightening situations, people often generalise from their previous experiences and by using metaphors as a rational way of doing this. She shaded off her previous opinion of metaphors as something generally being of evil, but now agrees that people really need metaphors in order to think, interpret and communicate even though some metaphors should be abstained from. This is especially true when used with public health issues because of their stigmatising effects. As a matter of fact, Sontag discovers that stigma generated from certain metaphors used to cover up their health condition is sometimes worse than the illness itself. The metaphors can give very tangible consequences, especially perhaps as creators of "spoiled identities," a concept referred to by Goffman (1993).

Various health policies are directed at creating awareness about the existence of HIV/AIDS, as well as to sensitise people on the advantages of knowing their HIV status on time in order to prevent it from blossoming into a full-blown AIDS. Up-to-date, numerous advertising strategies have been adopted to arouse the interest of different levels of the target audience, majority of which have become popular slogans among the target audience. So also, many recent attempts have been made at understanding the management, the prevention and treatment of this deadly disease by scholars in various medical discourses. This research, unlike theirs, is interested in how language functions

to create awareness and unravel the mysteries surrounding the virus through the various speech acts employed in the management advertisements.

Oboh and Adeleke (2008) as well as Asakitikpi (2008) compare the traditional form of communication through oracles and priests with the use of Information Communication Technology (ICT) in communicating HIV and AIDS messages to the Nigerian Youth. They observe that the youth lack media literacy and this lack does not encourage them to understand the impact of the messages on their lives and their culture as a whole. The youths accordingly are especially vulnerable because the older generations who should have helped them to understand the impact of ICT messages are themselves limited in its knowledge. They therefore allege that some of the messages disseminated through ICT reveal a diametrically opposed perception of cultural values encouraged by the traditional communication system. They affirm that physical contact, insinuations of sexual relations as well as indecent exposure of sensitive body areas create an unconscious attitude that predisposes the youth to be more sexually active. This encourages more risky behaviours that may lead to the transmission of the virus.

Udoakah and Iwokwagu (2008) detect that despite information acquisition, there is still no change in behaviour of Nigerians towards HIV and AIDS. They however come up with a model for preventing the disease among Nigerian adolescents. This they call the multi-step proactive communication approach. The model simply implies that adolescents should be exposed to accurate information about sex and sexuality issues before they get sexually active. The effective multi-step models include the use of family, school, church, and media as means of disseminating information about sex and sexuality.

Another notable research was conducted by Imoh (2008). He investigates awareness, knowledge and attitude of youth towards HIV and AIDS prevention

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in Nigeria. To his astonishment, Imoh discovers that about 83% of the respondents have heard about AIDS, but 94.8% do not know the meaning and 62% do not believe that AIDS exist despite the claim to have heard about the advertisements on the media. This revelation calls for investigation of the advertisement messages respondents were exposed to, in order to determine why the contents were not understood. As a follow up to these researches, this study is set to investigate the pragmatic functions of language in some selected HIV/AIDS social management campaigns, and the effects generated by the adverts on selected subjects.

2.9 Review of Related Literature on Advertising

In this section, we will review advertisements in general and those specifically relating to public service. Charles (2001) investigates the extent to which conventions of language are distorted in print advertisements using samples from French and English advertisements in the U.S.A. There he discovers five aspects of rule violation in advertising. Those anomalies according to Charles are of references, semantic roles, syntax, pragmatics and morphology. Insights drawn from these are quite revealing. One is that advertisement has to be looked at in a way different from our usual reading of natural language, if its essence is to be disconcerted. To corroborate this, Charles (2001) posits that advertisements do not foster adequate reference either by not using appropriate referring expression or by not furnishing the readers with the antecedent referent at all. He concludes that although advertisements take liberties as far as linguistic conventions are concerned, they still end up leading readers back to the products advertised.

Ude (1996) in her study of advertisements identifies that assertive and directive acts are used in public service advertisements and that there are no instances of commissive, expressive and declaration in the advertisements. If these are the features of the public service advertisement, then this research

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intends to explore what functions are common non-commercial adverts like the selected HIV and AIDS advertisements under study. One can deduce from Ude's study that messages of public service advertisement are particular and specific, and that the messages are encoded by the simple act of locution. If this is true then, what types of utterances did HIV and AIDS management advertisements employ in making it worth the attention of the audience before they are considered important and necessary enough to be processed.

While attempting an examination of how signs of advertising in Nigeria interact to construe meaning, Akpan (1996) identifies certain semiotic imperatives of print copies as signifier, the signified, the pragmatic, and the syntactic and semiotic values. The signified, according to him, refers to what the signifier means to a person or how he interprets it denotatively or connotatively. He further admits that an interpretants' environment, in addition to his common sense, provides him the facility to interpret these signs. Akpan suggests that advertising personnel should explore and exploit the connotation meaning in their creative enterprise. Advertisement therefore, in his own words, goes beyond its mere alphabetisation.

Charles' study (2001) concludes that advertisers infringe on the rules of language purposefully to make product advertisement more effective. In all of these, this research adopts a notion that advertising is a creative language use in ways that are conventionally acceptable in any given situation in order to deliver intended message. Arai (2007), in his study of relevance and persuasiveness in the analysis of advertising language, proposes that a part of what makes successful advertising copy persuasive can be explained using relevance theory's notion of mental profit (cognitive effects) for the listener and reader. One of the aims of advertising copy, he stressed, is to inform the audience about a product name or brand and to persuade them to buy the

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product. He suggests that making advertising language more persuasive has much to do with the notion of 'relevance' and supports.

Williamson (2006:3) opines that, in decoding advertisements, one must not concentrate on just the overt message of the advert but also take interest in the covert message of the advert that is captured in the image. She observes that:

> what seemed to be merely a part of the apparatus for conveying a message about braking speed, turns out to be a message in itself, one that works not on the overt but almost on the unconscious level; and one which involves a connection being made, a correlation between two objects (tyre and jetty) not on a rational basis but by a leap made on the basis of appearance, juxtaposition and connotation.

The first stop on investigation into advertisement will be what sorts of things become applicable when seeking new information.

Dyer (1982:115) states that advertisements are to be enjoyed as well as studied since they form an integral part of our society. From studies of semiotic analysis, he clarified the fact that semiotics can make the analysis of advertisements a more interesting and useful activity. It can offer great insight into the discourse of signs which is structured in the world around us. He therefore, established that advertisements have more than one meaning depending on how they operate, how signs and their ideological effects are organised within the text, and in relation to its production, circulation, etc.

A semiotic analysis of *Wallis, a* nationally renowned clothes manufacturer advert for women by Richards (1998) indicates that, in media education, it is imperative that we remember that text does not exist as a singular entity, but in relation to other texts, and this is called intertextuality. It is not necessary however, for the reader to have looked at other texts beforehand in order to understand these texts. Advertising technique, he further opines is to strip away

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feelings or emotions from the systems in which they originally gain meaning and to correlate them to tangible objects, linking the unattainable with the attainable.

Adedimeji (2008) in his speech act analysis of cigarette advertisements on the Nigerian media discovered how linguistic and non-linguistic symbols are exploited to motivate people to consume what the advertisers acknowledge can lead to early death. In his words, 'the advertisements manifest a strong reliance on the linguistic, sociocultural, psychological and physical contexts of meaning which make them a perfect representation of what Jones and Wareing (1999) refer to as 'the language of deception'. This fraudulent use of language to achieve commercial purposes at the expense of humanistic purpose has serious implications for Nigeria and the world at large. The total pragmatics of verbal and nonverbal aspects of the various adverts and promotional activities Adedimeji concludes now result in tobacco addiction.

In conclusion, various theoretical assumptions on advertisements and advertising have been perceived from a variety of divergent and conflicting viewpoints. Some are positive while others have negative tendencies. This research, like Olaosun (2006:24), accepts that advertising could be: ubiquitous…brash…pervasive…materialistic…dynamic…annoying…indispens able……fascinating"
This view provides a balanced appraisal of advertising discourse from whatever point anyone may hold. The next chapter explains the adopted methodology for this research.

2.10 Concluding Remarks

This chapter has reviewed existing literature on advertisements, pragmatics, HIV and AIDS and other related concepts that can help in decoding meaning in the selected management advertising discourse has been reviewed.

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Essentially, aspects of the theoretical framework that are useful in the analysis have also been explored. It is important to note that investigations will revolve round the use of pragmatic act particularly as it reflects the context. Locutions will be examined via phonological features and lexical-semantic features. Also the effect of the utterances will be tested on some purposively selected audience and where necessary, for clarity and disambiguation, elements of semiotic will be used**.**

CHAPTER THREE
METHODOLOGY AND ANALYTICAL FRAMEWORK

3.1 Preamble

The methodology for the analysis of the selected HIV and AIDS social management advertisements under study shall be discussed using the following order:

- Data collection Procedure
- Sampling Procedure
- Instrumentation
- Research Design
- Analytical Framework

3.2 Data Collection Procedure

This research attempted to examine the effect of language use and how it functions in the selected advertising messages under study. In order to gather data for this investigation, the researcher visited the website of an International non-governmental agency, African Broadcast Media, popularly tagged, *It Begins with You'* (YOU). This agency packages and sponsors the broadcast of several HIV and AIDS management messages to all Africa countries on the electronic media. The data comprise all the advertisements that were released for transmission on the Nigerian Television Authority between December 2006 and June 2009. These media-led HIV and AIDS public education effort linked Africans together because it was stated on the web site of the organisation that the adverts are broadcast in all African countries. This quality informed our choice of the HIV adverts.

A visit to the Nigerian Television Authority (NTA) Abeokuta and Gateway Television stations confirmed that the stations regularly transmit advertisements packaged by YOU hourly and daily in order to sensitise the

public about HIV/AIDS scourge as part of their social responsibility. This also enabled the researcher to record copies that could not be downloaded from the Internet. The data were recorded and transcribed for easy textual analysis. Television advertisements were chosen because, unlike its radio counterpart, they combine several features into one composite whole, especially those of sight, sound, motion and colours. Also, the medium is preferred for its audio and visual features; a similar occurrence as in face-to-face communication. It should, however, be noted that the advertisements are not in dialogue form but the voice of a narrator is superimposed on the advertisements. Also, whenever non-verbal cues are essential for negotiating meaning, such are mentioned in the course of discussion.

The data are copies of HIV and AIDS advertisements purposefully selected for the study. This consists of all the advertisements prepared under the five campaign phases i.e. to create awareness, cure and prevent stigmatisation, gender equality, peer pressure and to give hope of a better future to people living with AIDS. The twenty-five (25) copies of the purposeful selected advertisements collected from YOU were the overall number of advertisement copies produced by African Broadcast Media since inception in December 2006 to the time of data collection in June 2009.

3.3 Sampling Procedure

The research adopted a purposive sampling method in which the subjects were asked if they have heard about the YOU adverts first, before the questionnaires were given out. This is a deliberate choice since the researcher actually wants audience who has come in contact with the advertisements. The same procedure applied to the unstructured interview. Graphic representations of the selections are shown below.

Table 3.1 Distribution of Questionnaire

SN	TOWNS	NO OF QUESTIONNAIRES ADMINISTERD	NO RETUNED	PERCENTAGE
1.	Abeokuta	45	42	30.43%
2.	Ijebu -ode	35	32	23.18%
3.	Sango/Ota	30	26	18.84%
4.	Ago- Iwoye	40	38	27.53%
	TOTAL	150	138	100%
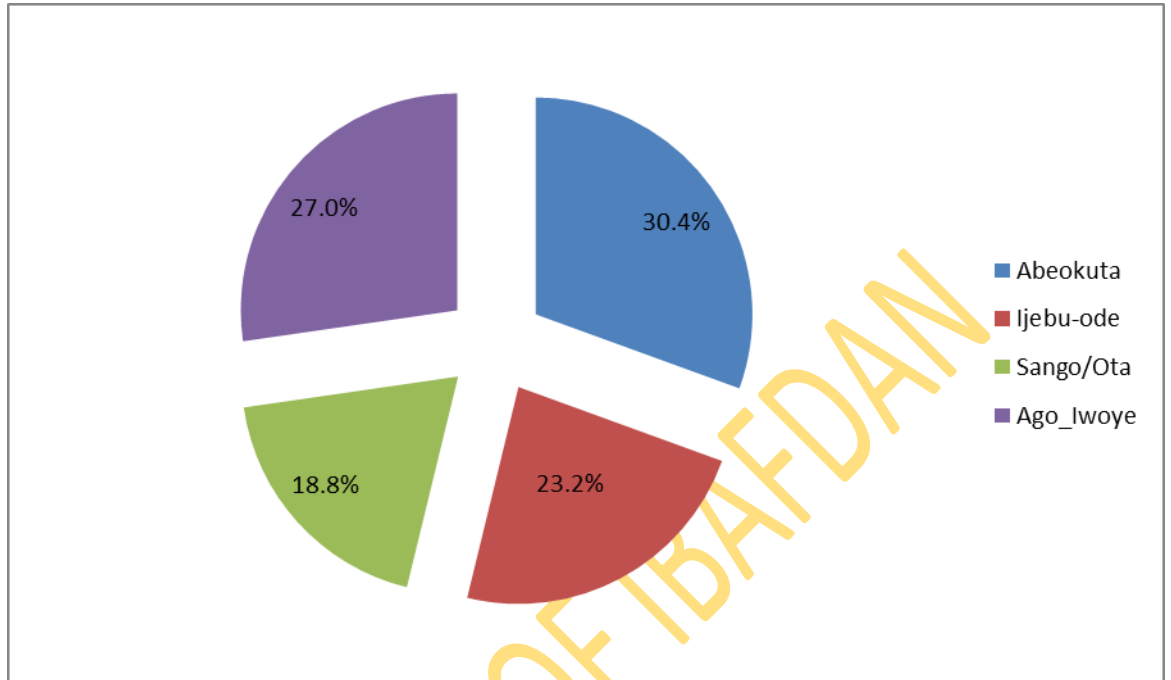
Figure 3.1 Study Population Distributions

3.4 Instrumentation

This investigation intends an interdisciplinary approach to a field that has previously only been considered in isolated units, such as the consideration of media content without any reference to audience interpretation and vice-versa. In order to contribute to an understanding of how people might interpret media texts, it is vital to approach the process of meaning making from varying perspectives. Therefore, a combination of distinct yet related methodologies are selected based on the two broad categories of survey and content analysis where pragmatic theories hold sway. The under listed and explained instruments were used.

3.4.1 Unstructured Interview

A set of six (6) structured interviews was conducted on (50) fifty subjects in Ogun Sate being the population under study. Ogun State was chosen because it was declared as having the largest HIV cases in south western Nigeria as at 2007 when this study commenced (OGSCA 2007). A purposive sampling technique was also used. This enabled the researcher to get an unstructured population. Results were analysed through qualitative techniques and simple percentages to reveal inherent locutionary acts as well as the perlocutionary effects of the language used in the selected advertising context.

3.4.2 Questionnaire

One hundred and fifty copies of a questionnaire were administered on inhabitants of the four major towns in Ogun State. These towns are Sango/Ota, Abeokuta, Ijebu –Ode and Ago-Iwoye. The distribution list is on Table 3.1 and Figure 3.1.

3.5 Research Design

The research design is a combination of content analysis and a social science research method –survey. The downloaded and recorded data were transcribed for easy textual assessments. These were analysed qualitatively through the use of simple percentages. Responses from the questionnaire and unstructured interviews were also analysed via same methods.

3.6 Analytical Framework

The data drawn from the sources mentioned above are such that are distinctive particularly because of the pragmatic features that they contain. Mey's (2001) pragmatic act theory and Searle's Speech act theory are the backbone upon which we pivot the data analysis. Our analysis of HIV and AIDS social management advertisements will be through a modified model of pragmatics presented by Mey (2001), and adapted by Odebunmi (2006). The discussion will revolve round this model to present a detailed quantitative, qualitative and graphic representation of the acts found in the selected adverts. The model adopted for this study is expressed and explained in figure 3.2 below.

HIV AND AIDS SOCIAL MANAGEMENT ADVERTS

PARTICIPANTS

ADVERTISER/NGO ⟷ CO(N)TEXT ⟷ AUDIENCE

'REF', 'INF','REL',

'VCE', 'SSK'

PRACTS

CO-OPTING,

ENCOURAGING,

INSTGATING

EMBOLDING,

ADVISING,

PROJECTING
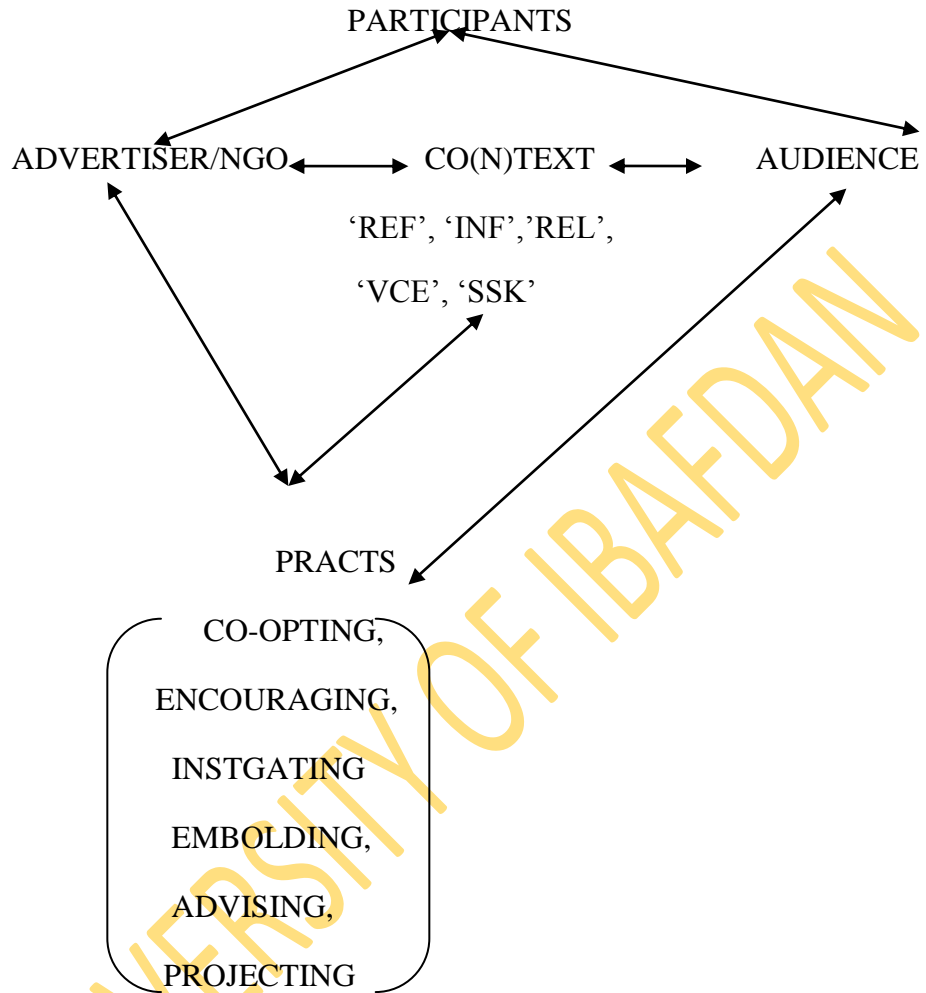
Figure 3.2: A modified model of Pragmatic Acts in HIV and AIDS Social
Management Advertisements.

Odebunmi (2006) in agreement with Mey (2001) states that pragmatic act theory focuses on the environment in which both speaker and hearer find their affordances, such that the entire situation as well as what is actually being said interact to give meaning. In other words, context determines the type of language that can be used to create the condition for the advertiser to perform pragmatic acts. In figure 3.2 the pragmatic acts are co-opting, encouraging, instigating, embolding, advising and projecting which can be accessed (from the diagram) from two points of view. The agents of change, which are the sponsor and the advertiser, are on one side of the frame while the target audience are on the other side. They are both participants. The desired intentions or expected change from the audience are a reduction in the rate of contact, spread of HIV virus, as well as to promote sexual fidelity. The audience are those viewers or people that come in contact with the messages.

In between the participants is the context. In order for a speech act to be effective, Mey (2001) suggests, it must be situated. That is to say, there must be an established and acceptable social situation in which the utterances are created. Therefore, the context must be equipped with various elements that will have bearing on both speakers and hearer so much that context encoded in the utterance 'matches' the actual situation and their interplay results in what is called meaning (Kesckes 2010).

In order to realise this, the context of this discourse are filled with choices such as 'INF' which stands for inferring, 'REF' for establishing relevance, 'VCE' for voice and 'SSK' for shared situation knowledge. In the words of Mey (2001) 'pragmatics is about human adaptability'. This adaptive behaviour can be interpreted as having conversational influencing ability i.e. ways in which speakers and hearers try to influence each other to realise their goals.

The advertisements will be analysed using qualitative and quantitative methods of analysis. The verbal utterances will be scrutinised to determine

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types of pragmatic acts that utterances contain and the speech act theory to identify the locutionary items used in the HIV and AIDS management advertisements. The Perlocutionary effects of the message will also be tested on the audience.

3.7 Concluding Remarks

In this chapter, we have discussed the research design and procedure of data collection; a process in which advertisements packaged and sponsored by a non-governmental agency were downloaded and transcribed for easy textual assessments. This data will be analysed through content analysis and use of simple percentages. Also the effects generated by the data will be examined through a purposeful selection of an unstructured population through the use of a questionnaire and unstructured interviews. The findings will be presented and discussed in the next two chapters.

CHAPTER FOUR
PRAGMATIC ACT AND LOCUTIONS

4.1 Introduction

Fairclough (1989) suggests that a vital stage in interpreting advertising discourse involves identifying all assumptions surrounding it upon which its effectiveness depends. In line with this view we shall examine the choice of language pattern in the selected advertisements pragmatically but unlike Chomsky (1965), who talks about syntactic structure via grammaticality. Linguistic communication, Odebunmi (2003), opines, takes place when we perform speech act. This can be translated to mean that communication has not been successful until the speaker has expressed his intention and this is interpreted appropriately. However, the attitude of the speaker towards the propositional content is a strong indication of what an act is, as distinguished from another.

Applying the model of Mey (2001) adopted by Odebunmi (2003) and adapted for this study to our discussion, the practs that are found in this genre of medical discourse are: co-opting, encouraging, instigating, *embolding* (used specially in this study), projecting, and advising. These will be adequately accounted for qualitatively and in simple percentages as they appear in the HIV and AIDS management adverts below.

Table 4. 1: Pragmatic Acts in YOU Adverts

Pragmatic Function	Frequency	Percentage
Co-opting	23	42.6%
Projecting	13	24.1%
Encouraging	11	20.7%
Embolding	4	7.0%
Instigating	2	3.7%
Advising	1	1.9%
Total	54	100%
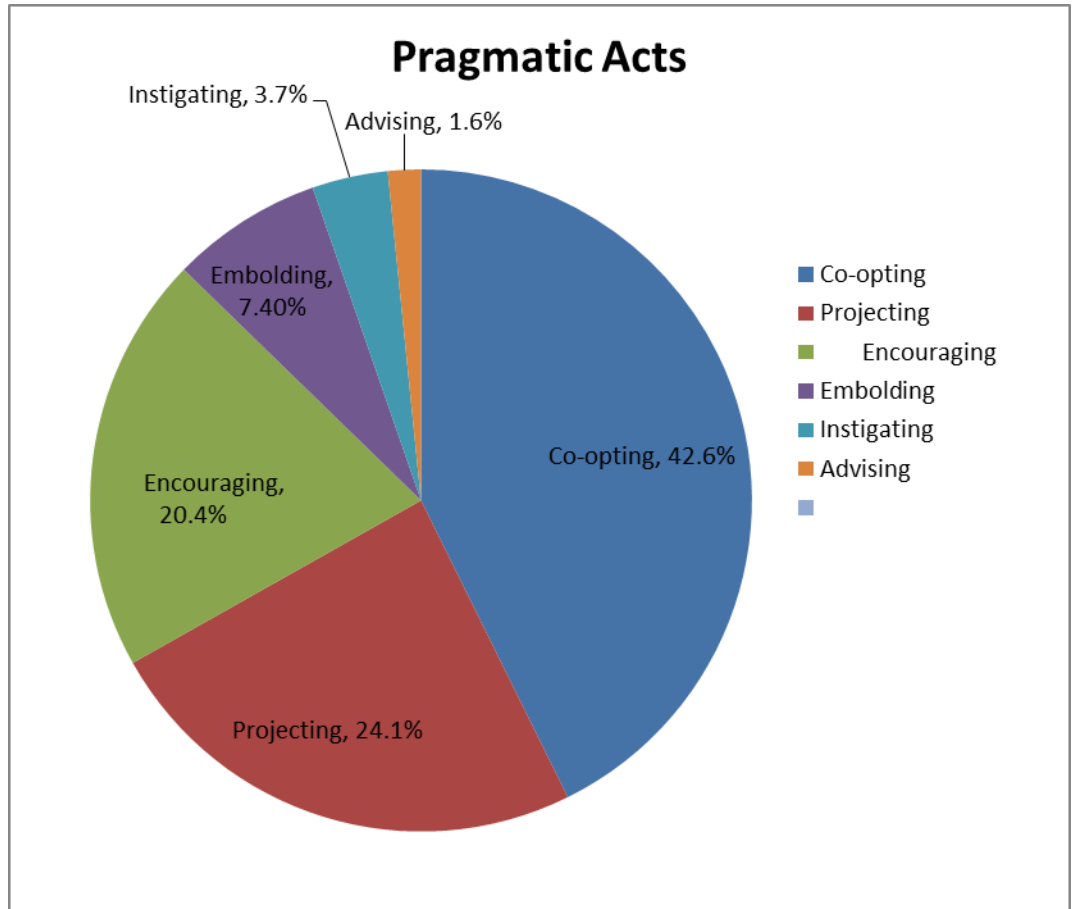
Figure 4.1:   Distribution of Pragmatic Acts

4.2.1 Co-opting as a Pragmatic Act

Co-opting is a process through which people who were not part of an earlier selection are invited on board because of certain qualities that they possess, that can enhance an impending decision. Mey (2001: 228) opines that co-opting is used in advertising to seduce the viewer or reader. This applies to the data being analysed in the present study. Co-opting is the majority pract found in the selected advertising discourse. This is done to incorporate the target audience into the set up (script) in order for them to feel concerned and play their part in either reducing the spread or eradicate the virus to a manageable level. The pragmatic act of co-opting, which accounted for 42.6%of the discourse units, could be interpreted to reflect the intentions of the advertisers i.e. the non-governmental agency- the African broadcast media. This co-opting act functions in ways that created a sense of belonging in the audience and jolted them into joining hands to make the campaign a success.

Co-opting is done to elicit support in various ways discussed below. These include:

(i)   To give support to people living with HIV/AIDS;

(ii)   To remove stigmatisation;

(iii)   To promote protection;

(iv)   To give hope to people living with the virus.

4.2.1.1 Co-opting to Promote Support

Co-opting the audience to give support to people living with HIV virus was introduced early in the advertisements. This was first to gain audience's attention and seek their involvement in making the campaign a success. This is indicated in the Example 1 (Ex) below,

Ex.1 You can make it possible by sharing responsibilities

The referent 'you', a second person plural pronoun, refers to the audience, an individual, group of people or anybody that is exposed to the advertisements. The essence is to sensitise as many of the audience as possible to join in the fight against the spread of HIV and AIDS. The individuals, represented by 'you', that is co-opted, can make the dream of attaining an HIV free generation possible by sharing responsibility.

Sharing responsibilities is an admonition to indicate that the audience must be responsible for their actions. Sharing responsibility in this context comes in form of contributing to each other's welfare, it is also projected at by encouraging the audience to play safe by being faithful to one faithful partner, to use condom if and when necessary, take necessary precautions or outright abstinence. Sharing responsibility is also viewed in form of giving support to people already living with the virus by helping them in time of need. It is another way of persuading the audience to encourage one another. This becomes relevant because the advertiser draws inference from social bounds and family ties that already exist in our society, which must not be broken because of the infection.

This function of co-opting is further buttressed by constant repetition of the pay offs. Example 2 suffices.

Ex.2   It begins with you.

'It begins with you' is loaded with lots of implied meanings. It is a pointer to the intention of the advertiser. 'It' indicates that the ability to eradicate HIV lies with all the audience and the possibility of achieving same lies in the same referent 'You'.

Example 2 is also an indication that every approach to the management of the HIV/AIDS advertisements begins from the individual who will, in turn, influence others. 'It', a third person pronoun, stands for some of the major intentions of the advertiser, this ranges from:

- Creating awareness about the virus,

- Living a healthy live devoid of HIV virus,

- Healthy sexual habit for adults,

- Abstinence for youth and unmarried until the right time,

- The prospect of an HIV free generation. etc.

This pragmatic act, co-opting, is realisable when the referent 'You' understands that they are by extension part of the campaign.

Co-opting to gain support from the audience is further strengthened in the Example 3 below.

Ex.3   so that we can successfully fight it together.

The utterance in Example 3 emphasises, among other things, the necessity of not being judgmental in matters of HIV and AIDS, and in particular not falling into the well-known moralistic trap of regarding the disease as a punishment for people's sin. In the Example, 'We' and 'fight' are linked with co-opting. 'We', a first person plural pronoun, is another open invitation to the audience to be enlisted in the campaign against HIV and AIDS. This is an indication that it takes two to tango and that everyone must be involved in the struggle to live a healthy life. In as much as it takes two people to perform the act of having sex, it also demands that the two must agree together to take necessary precautions.

Also, the 'fight' in the context of utterance of Example 3, has reference in resisting the virus, controlling the spread or eradicating the menace. Fighting

can also come in form of taking precautions when having sex, knowing one's HIV status, as early detection is a key to survival. It can as well involve speaking openly about the virus in order to educate other members of the society. This aspect of open discussion about the virus is very important to the discourse in order to initiate prevention or stop bulk passing on which gender is more prone to the virus infection or the myth that a particular gender is a common carrier. This brings to bare one of the advocacies targeted at gender equity. The next pragmeme acts as an allopract in co-opting and instigating.

> Ex. 4 You can make it possible by understanding that men and women are created equal.

The Example above promotes the fact that none of the gender is inferior to the other or more prone to the infection than the other (see Text 2 in Appendix 1). In the adverts different scenes are shown where the advertiser solicits for support by making a man help a woman carry her load on her return from a journey, another instance was where the husband was shown preparing meal for the family before the wife returned from the offices. This act in Example 4 is very germane to the discourse because Africans have a set of beliefs that make a woman inferior a man. One of such beliefs is that a woman is more prone to having more diseases and in some instances responsible for all medical problems in a home. This pract is also an appeal to urge men to change their views about the position of women in the home and the society at large.

Also, Example 4 is a pointer to the fact that both sexes have equal chances of contacting HIV if not protected, and equal volume of responsibility at eradicating myths, and broadcasting facts that surround the spread of the virus. In conclusion Co-opting is done to gain the support of the audience by encouraging whosoever comes across the adverts to be part of the campaign.

Every individual should start by living a healthy sexual life, knowing that it is the responsibility of everyone to be concerned about the welfare of others and that none of the gender should be discriminated against.

4.2.1.2 Co-opting to Remove Stigmatisation

Mey (2001) indicates that in studying practs, we are not concerned with matters of grammatical correctness or strict observation of rules exclusively, but the understanding that participants have of the situation and by the effects the practs have or may have in a given context. Charles (2001) supports this by claiming that advertisers purposefully infringe on the rules of language to make product advertisements more effective. Hence, Example 5 and some subsequent ones are not complete sentences but pragmeme that functions to make known the intentions of the advertiser in a style common to all advertisements.

Ex.5   By deciding not to be part of the problem but solution

In Example 5 above, the intention is to appeal to audience not to complicate the problem of people who have already tested positive to HIV virus. Stigmatisation is a situation in which victims are dishonoured, rejected and blamed for testing positive to HIV. The fact that someone is infected has already imposed a great psychological trauma on the victim, more so, the attendant rejection by friends and family members most of the time worsen the case and thereby usually makes most victims lose hope. Therefore enlisting against stigmatisation is done by co-opting all the audience into solving the problem.

The audience, through Example 5, are thus encouraged not to be part of the problems such as discrimination, stigmatisation, engaging in indiscriminate sex, etc. but are expected to be agents of change that will bring about solution to

the problems listed above. This can be done by going for test on time, helping friends and family to make right choices, taking necessary precautions when needed and providing succour to people already down with the virus.

The final example to be considered on why audience are co-opted is to harden them against stigmatisation. This is done with the intention of encouraging people to speak openly about the virus and declare their HIV status without fear of rejection.

Ex. 6 Imagine the world that encourages people to speak about HIV/AIDS.

The world projected in Example 6 is a society that promotes freedom of speech, a place where people living with the virus can speak openly about HIV and AIDS and on how they contacted the virus without fear of rejection, intimidation and discrimination from friends and family members.(cf Text 9 in appendix 1). This conforms to a study that was conducted in 1993 In Namibia, which sought to find out how people can be encouraged to discuss human sexuality openly, an openness that could reduce risky behaviours and promote safer sex, such as the use of condoms. The proposition in Example 6 intends to solicit support from family and friends, and plead with them not to reject the sick, but encourage the audience to care for the AIDS victims.

The intention of the advertisers in encouraging people to speak out about HIV and AIDS is to break the tradition of silence on sex related issues. In Africa, sexual matters and issues surrounding intimacy are not discussed openly; in fact, some sensitive body parts are referred to with euphemisms. This is affirmed by Odebunmi (2011) that sex-related conditions are affiliated with cultural norms so much that many Yoruba people prefer sex related issues and condition to be discussed with 'camouflages'. However, contrary to this notion,

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it is believed that people will be well informed about the contact and spread of the virus and that erroneous belief about HIV will be removed if people speak openly about sex and sex related issues. This perhaps explains the high frequency of the practs as exemplified by Examples 7 and 8.

Ex.7   That world is possible.

Ex.8   It begins with you.

'That world is possible' in Example 7, is a pointer deictic that refers to a world free of HIV, a place where friends and family care for the sick. A world free of HIV and AIDS is possible again and people living with the virus can live a normal life. It is hoped that the fear of rejection will be removed if the referent 'You' in Example 8, starts by giving support to the sick, by taking care of them and knowing that mere associating do not make one contract the virus. The two Examples above have very high frequency of usage in the selected discourse. This may be because the pragmemes, when joined together (as Ex 7 and Ex.8 always following one another), perfectly reinforce the voice of the sponsors.

4.2.1.3 Co-opting as a Means of Protection

Co-opting is further done by redirecting the attention of the youth from premarital sex and to hard work in order to achieve their dreams. This act connotes prevention. Also, the effect of peer pressure is a major issue that the voice of the advertiser capitalised upon. Peer pressure group influences as demonstrated in the motion picture, where a group of boys wanted their friend to have unprotected sex, suffice. Given that peer pressure can lure the youth to engage in vice or virtue, the youths are encouraged in Example 9 to shift attention to working toward achieving their dreams. Failure to do this might lead to grievous consequences of being infected.

Ex.9 And talking together about the consequences of our action

In Example 9, 'Talking together' entails educative interactions through which everybody understands the facts and myths that surround the contact and spread of the virus. Also in 'talking together', the audience get to know that sharing of sharp objects like needles, blades, unscreened blood, body fluids and reckless sexual habits are principal ways of contacting the disease, and that hugging, hand shake, sharing of plates and cutlery cannot transfer the infection.

4.2.1.4 Co-opting to Give Hope to People Already Living with the Virus

Asides, in 'talking together', the audience are enlightened about the consequences of their actions. 'Talking together' will promote the importance of their self-will by encouraging sexual fidelity, self-discipline, being informed about dangers of premarital sex and the risk of having multiple sexual partners.

Ex. 10. By dreaming big and working to achieve your dreams.

'The consequences of our actions' is also emphasised in the Example 10 above; actions such as illicit sex, unprotected sex, sexual infidelity, having more than a sexual partner or premarital sex are the proposed action that can mar the life of the youth. This will in turn result in contacting sexually transmitted diseases, teenage pregnancy, abortion or the contact of HIV virus. The youth are thereby encouraged to know that every action has its consequence. So, rather than getting involved in the above listed actions, the audience are persuaded in Example 10 to shift attention to more profitable venture that will enhance their future.

4.2.2 Projecting as a Pragmatic Act

Projecting functions as the second main pract enlisted in the language of HIV and AIDS management advertisements under study. This pract represents 24.1% of the total discourse. Projection is a prediction of a longing for better days ahead: a state of tranquillity, where things will return to normal as they were before the outbreak of the virus. Arai (2007) proposes that a part of what makes successful advertising copy persuasive can be explained using relevance theory's notion of mental profit (cognitive effects) for the listener or the reader. In projecting through persuasion, what the advertiser is proposing is for the audience to recall from their cognition a generation devoid of the virus which had formed part of their upbringing experiences.

The various allopracts used here are directed towards a longing that represented the internal fear of the (audience and) advertisers. The voice here is that of the speaker and hearer, but made manifest in the advertisement through the sponsor. This projection in Example 11 calls for immediate action which begins with 'you' that is from anyone who comes in contact with the advertisement, as in the case of co-opting, but goes a little further to state what is expected after the work starts from the referent, you.

Ex. 11 Imagine the possibility of an HIV free generation.

Example 11 is a projection into an virus free generation that everybody desires. It is intended to raise hope for a better future, while Example 12 gives inspiration to the sick. This pract proposes to encourage the sick and the infected that hope is not lost. The voice of the advertiser inspires audience to know that even if the menace could not be totally eradicated for now, at least those who are sick should not be rejected. They must still be cared for by friends and family. Loneliness and rejection are some of the reasons why people

shy away from checking their HIV status. Therefore, Examples 12 and 13 are relevant to allaying the fear of the audience.

> Ex.12. Imagine the world where the sick are not rejected but are cared for in love.

'The sick', in the context of Example 13, are people who are infected with the virus or those that are already down with a full-blown AIDS. For the lack of adequate enlightenment on how AIDS is contacted, apart from through unprotected sex from infected persons, majority of the audience are apprehensive that a touch, sharing of plates or even something trivial as sitting with an infected person can transfer the virus to them. People already living with AIDS (PLWA) are hence often neglected and many of the victims die of loneliness and rejection rather from the infection itself. This utterance in Example 12 seems like the voice of the sick begging for attention, which they cannot express openly, because of fear of stigmatisation. This expression appears as an indirect speech act; a voice of the oppressed subtly expressed by the sponsor. The two pragmemes already discussed call for support, care and affection for PLWA. The next three practs of projecting further substantiate an appeal for an HIV free generation.

Ex.13 Imagine a world where people have the support of their family and friends.

Ex.14 Imagine the world with friends encouraging each other to make right choices.

Ex.15 Imagine when the young will have access to true and trusted friends.

These three examples above in Examples 13-15 are allopracts of the same pragmeme. They are projections with advocacy for trust, friendship, making right choices and giving support wherever it is necessary. They are scripts of the socio-cultural set up of the environment. They draw inference from our culture, which believes in oneness and family support. Friends are essential to certain decision at certain age. The peer group influence is particularly worthy of note in this instance because friends can lead one to make right or wrong decisions. They can also make or mar one's future. This is perhaps why emphasis is laid on friendship.

The projections here are in three parts. Example 13 is for a perfect society where everybody cares for one another. The voice of the sponsor here appeals for love, affection and respect for one another. Example 14 reinforces the first by projecting into a future where friends will encourage one another to make good and right choices. Good choices for the youth will be to concentrate on their studies, engage in developmental projects, abstain from premarital sex, and if they must have sex, use condom. Finally, the youth are encouraged in Example 15 to think of how to be a true and trusted friend while they are also dependable to others (cf Text 11 and 12 in Appendix 1). A true and trusted friend will not lead his/her friend into trouble but will help one another to achieve his/her dreams. A true friend will also not neglect his friend, if he/she unfortunately contacts the virus; the friends are expected to offer shoulders upon which the sick can lean on.

4.2.3 Encouraging as a Pragmatic Act

The next sets of practs function as encouraging. These accounted for 20.1% of the total discourse in the selected adverts. These practs strengthen the audience to go for the screening /test, speak about the virus, and audience are encouraged to stop criticising people living with the virus. It is also an advocacy

to motivate the youth to redirect their initiative and ingenuity towards achieving better standard of living, away from casual and pre-marital sex.

Ex.16 Imagine the world when young people use their initiative and ingenuity to tackle all challenges and invent new ideas.

The message in Example 16 above, when analysed within the context of the motion pictures and the utterance in the advert, they combine to indicate a clarion call for the youth to take up the challenges, to help people who are already infected with HIV/AIDS, as well as to invent new treatment procedure. This is an attestation to a view expressed by Williamson (2006) that in decoding advertisements, one must not concentrate on just the overt message of the advert but also take interest in the covert message of the advert that is captured in the image. The new ideas as suggested by the utterance in Example 17 can come in form of researching to discover new drugs that will cure victims of the virus, or in form of inventing more effective preventive drugs and management strategies. Through the pragmatic act of encouraging, Examples 16 and 17 further suggest useful strategies to achieving that goal.

Ex.16 Imagine the world where young people with dreams live a healthy life and work hard to achieve their goal.

Ex.17 A world where young people are encouraged that knowing their status is the right step to secure their future prospect.

Example 17 reiterates that only healthy people can work to achieve their dreams. Dreams are childhood vision of what an individual desires to become or plans to achieve in life. Dreams can also die if not well pursued. In a similar

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way, Example 18 encourages the youths --a group of people who are regarded as the strength of the nation (because they constitute the main work force and the largest share of any productive nation) to diligently pursue their dreams. If this group is left without motivation and encouragement to pursue their dreams, it will have a negative effect on the nation as a whole.

Hence, the voice of the sponsor indirectly represents the voice of the elders who acknowledge that the youths are the leaders of tomorrow. They are therefore encouraged in the two examples to take bold steps in the right direction by knowing their status, to get their priorities right in order to sustain their future prospects.

4.2.4 *Embolding* as a Pragmatic Act

The pragmatic acts next in hierarchy are *embolding* (used specially in this study). This accounted for 7.4% of the sum total of pragmatic acts under discussion. Embolding functions to give confidence to the audience who may be scared to be tested. They appeal to the psychology of the audience. This is very obvious particularly when the communicative action is an instruction that requires a hearer to perform certain actions, which are intended to change the hearer's mental state in some way. The goals that an utterance achieves, or is meant to achieve, are called perlocutionary effects by Austin (1962). Embolding is used to further allay fears associated with the result of HIV test particularly if the audience is scared of testing positive. The following Examples suffice.

Ex. 19 And no one is afraid to get tested.

Ex. 20 And everyone understands that stigma drives HIV.

The two Examples i.e. 19 and 20 appeal to the emotion of the audience. They indirectly speak about the fear of the audience (cf Text 5 and Text 8 in

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Appendix 1). These statements are relevant to the present situation where people, for fear of the outcome of HIV test, usually deny the knowledge of its existence as a way out. 'No one is afraid to get tested' in Example 19, may not be totally true because it is not the voice of the audience but that of the sponsors and the stakeholders trying to psyche the audience to get tested.

Example 20, like 19, indicates that everyone understands that stigma drives HIV. The fear of stigmatisation does not encourage people to be tested coupled with lack of knowledge about how one's HIV status can affect others. It is this challenge that the practs propose to resolve. The metaphor that stigmatisation drives HIV is hinged on the fact that the fear of rejection, a consequence of having tested positive to the virus, may spur victims to seek revenge from the society that has rejected them by deciding to be having indiscriminate sex. The essence of this pract, therefore, is to strengthen the audience against stigmatisation. The above pract-embolding has a link with the next pract which is instigating.

4.2.5 Instigating as a Pragmatic Act

Instigating can be interpreted as being empowered to work against someone or something, or to give a boost to one's ideology. Instigating was subtly and sparingly used in the selected advertisements. This pract accounted for just 3.7% of the total sum. This is done to propel the women folk to reject intimidation from men, threats, and forceful coition (usually done without any form of protection like condom) against their will. The women are also heartened to brace up to achieve whatever dream they desire instead of being allowed to be turned to instrument of pleasure by men. It is also a way of promoting gender equity. This is reflected in Examples 21 and 22 below:

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Ex. 21 You can make it possible by understanding that men and women
are created equal.

Ex. 22 No matter your sex, you can achieve whatever your dreams are.

The pragmatic function of the utterances in Example 21 and 22 is to encourage both sexes not to see one gender as inferior to another and that the women, in particular, should not allow men to take advantage of them. This is further buttressed by *embolding* the female in Example 21 against intimidation, but be encouraged as in Example 22 to strive at reaching their set goals. In the context of the advertisements, the settings show that the female gender too can rise up to achieve their dreams by getting qualified and practising whatever career they propose to follow.

The pract is also to urge parents with all female children to develop confidence in them by helping them to pursue a career instead of pushing them into early marriage. In the advertisement, (cf Text 4) an all-female family was presented hosting people at the graduation party of their daughters from school of aviation. This act is to embolden other families who may be in the same boat not to give up on their girls, after all, if you educate a girl you have succeeded in training a whole nation. This act will also embolden the girls to say no when need arises.

4.2.6 Advising as a Pragmatic Act

Even though advertising is a genre under counselling, the act of direct advising is the least used act. It accounted for only 1.9% of the acts. Advising is a way of persuading the audience to be faithful in their relationships as well as show respect to their partners.

Ex.23   Be honest and show respect in all relationships.

Honesty, in this context of Example 23, is an indication of faithfulness to one's partner, abstinence from extramarital affairs and use of condom for men having more than one wife. It is an admonition particularly for the married to respect their marital vows and keep away from extramarital affairs. This is particularly relevant in Africa where men measure their prowess and wealth through the number of wives and concubines they can service. This pract is targeted at protecting the faithful or innocent partner from infection that the unfaithful one may contact through infidelity.

4.3. Locutionary Acts

Locutionary act is referred to as the basic act of speaking which itself consists of three related sub-acts. These are the phonetic, rhetic and phatic acts. This section will however investigate the lexical-semantic feature and the phonological features inherent in the selected social management advertisements under study.

4.3.1 Phonological Features

Austin (1962) declares that, in performing all acts, phonetic act is involved. Phonetic act is the act of producing sounds that are essentially mimicable or reproducible. This is relevant to audio-visual advertisements because they employ pictures and sounds to convey messages. This makes it easier for the audience to see, mimic and hear to reproduce the sound. So, when sounds are repeated in any spoken or written utterances, they produce rhythm and melody which Olaosun (2006:86) describes as 'something of the compulsive hypnotic effect of incantation'. In other words, similarity in sounds and rhythm used has resultant hypnotic effects on the hearer and these are repeated over and over.

In addition, certain sounds are employed to produce pleasant musical effects as part of their pragmatic significance. The data showed a repetitive use of voiceless bilabial plosives and stop consonants /p/t/

Ex.24 /p/   Possible

          Possibility

          People

          Prospect

    /t/   True

          Trusted

          Tested

The advertisements contain elements of sounds which were used to transfer some of their semantic values. The choice of words above is stylistically significant. Plosive sounds are produced when the pulmonic eggressive air stream is temporarily stopped by two organs of speech which come first firmly together and are suddenly released to produce a kind of pop noise called plosives because of its forceful emission. In Example 24, the advertisements exploited the articulary forcefulness of these sounds to express their strong attitude towards their subjects.

There was also a preferred use of semi vowel /r/, a voiced frictionless consonant sound in Example 25. This, one presumes, was employed for stylistic purpose. It also has a pragmatic effect of reiterating the importance of mutual respect in all relationships as well as the role each human element in the society has to play in order to eradicate stigmatisation. Examples of the liquid /r/ are found in words below:

Ex.25   /r/   Responsibility

          Respect

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Relationship

Finally, the repetition of alveolar fricative /s/ was a deliberate pragmatic choice because of the inherent meaning embedded in the lexicon. This coincidence cannot be overlooked in that the advocacy is not complete until the audiences are bold enough to speak publicly about the virus, declare their HIV status without fear of stigmatisation. The success of this advocacy also depends on people's acceptance of fact and not assumptions about the contact and spread of the virus. This is hoped will gear them into taking care of the sick by giving them necessary support.

Ex. 26 /s/   Successfully

           Stigma

           Speak

           Sick

           Support

4.3.2 Lexical-Semantic Features

Language is more than a means of giving and receiving information. Often, it expresses the emotion and attitude of the speaker who uses it to influence the attitude of the hearer (Leech 1975). In this advertising context, the use of language emphasises sociological aspect of grammar, in relationship with Chomsky's emphasis on performance as opposed to competence. It is also based on the context of text and culture.

4.3.2.1 Vocabulary

In as much as this research holds the view that lexical meaning of a word is portrayed in the way in which it is stringed together, this section will

attempt revealing the lexical features of the advertisements based on the context of usage as pointed out earlier in the course of this study.

4.3.2.1.2 Vocabulary Items Using Medical Terminology

The choice of lexicons used in this medical communication is deliberate as intended by the advertiser; this is so because of the strict register requirement of the medical institution. The adverts significantly use lexical items from the medical register. This is perhaps because the adverts revolve round medically related issues, or that some words need not to be concealed Odebunmi (2010). Table 4.2 below shows a list of words purposively borrowed from the medical field and how they are used in the communicative event at hand.

SN	Medical Terminology	Meaning	Example of Usage
27.	AIDS	Acquired immunodeficiency syndrome	AIDS is real
28	HIV	Human immunodeficiency virus	Imagine an HIV free generation.
29	Test	A short medical examination	No one is afraid to get tested
30	Sick	Affected with ailment	A world where the sick are not rejected
31	Stigma	Associated rejection for testing positive.	There is no stigma in knowing your HIV status
32	Status	One's health condition	There is no stigma in knowing your HIV status

Table 4.2: Vocabulary Items Using Medical Terminology

In the Table 4.2 above, words like 'test', 'sick', 'HIV' that are strictly medical or health related are used. The choice of these was to further help establish the advertisements from the purview of medical communication.

4.3.2.1.2 Vocabulary Items Depicting Bonding

As much as possible, the advertisers also draw attention to social relations and affections needed by all human beings using lexical items that indicate bonding. One of the advocacies intended by the selected advertisement is to promote family tie, friendship and mutual respect for all the audiences, irrespective of the outcome of their HIV test. Table 4.3 below, reveals lexical items in which bonding and social acceptability are adequately promoted. Examples abound in the Table below.

Table 4.3 Vocabulary Items Depicting Bonding

SN	Bonding	Meaning in context	Examples of Usage
33	Friends	Reliable persons that can be trusted	Imagine a world where people have access to true and trusted friends
34	Family	Relation, people that have one's interest at heart	Imagine a world where people have the support of their family
35	Together	Not passing bulk or blame but everyone ready to support one another.	we can successfully fight it together
36	Equal	One and the same in creation, in intelligence, status and ability	By understanding that men and women are created equal
37	Sharing	Everyone in the society must be involved, contribute their effort by playing safe.	You can make it possible by sharing responsibilities

4.3.2.1.3   Vocabulary Items Depicting Intimacy

The concern of Table 4.4 is to press home the advocacy for the prevention of HIV and eradication of stigmatisation. This is assumed could be achieved through being honest in one's relationship, having mutual respect for one's partner and showing affection for the sick/people living with the virus. Samples of usage include use of words like love, honesty, respect among others

Table 4.4 : Vocabulary Items Depicting Intimacy

SN	Intimacy	Meaning in context	Examples of Usage
38	Honesty	No two timing affairs, be faithful to one partner.	Be honest and show respect in all relationships
39	Respect	Do not take partner for granted. Know that he/she is equally important in that relationship.	Be honest and show respect in all relationships
40	Relationship	This is purely a love relationship that involves sex.	Be honest and show respect in all relationships
41	Love	Show affection, be devoted to and be keen on the PLWA welfare.	The sick are not rejected but cared for in love

4.3.2.1.4 Vocabulary Items Depicting Accomplishment / Good Prospect

Pragmatics is context sensitive and interpretations chiefly depend on communicative events under study. In Table 4.5 below, attention of the youths in particular are encouraged to be shifted from sex to other productive events like football, passing examinations and graduating to become the icon of their dreams. The intention here is to promote abstinence particularly for this young group. Rather than engaging in premarital sex, they are encouraged to engage in good plans for their future. Hence, there is admonition to dream big and have initiative that would push them forward. Words like initiative, dreams, ingenuity etc. are stimulating enough to propel a willing hand to a changed behaviour.

Table 4. 5: Vocabulary Items Depicting Accomplishment/Good Prospect

SN	Accomplishment	Meaning in context	Examples of Usage
42	Dreams	Plan for future, hopes, aspirations.	Young people with dream live a healthy life.
43	Initiative	Resourcefulness, Enterprise, Inventiveness.	A world where young people use their initiative and ingenuity to work new ideas.
44	Ingenuity	Creativeness, resourcefulness, inspiration, originality.	A world where young use their initiative and ingenuity to work new ideas.
45	Motivate	Stimulate, Encourage, Trigger off innate ability to do good	A world where young people are motivated to make right choice
46	Idea	To be able to design, have inspiration, propose new scheme that will divert attention of youth off premarital sex.	To tackle all challenges and invent new ideas

4.3.2.1.5 Vocabulary Items Depicting Social Relationship

Some of the prevalent human needs include social acceptability, love and feeling of belongingness. Once any of these needs is eroded or tampered with, the resultant effect is a bruised ego. The advocacy here is geared towards social acceptability and eradication of stigmatisation**.** The audience are heartened to give support and care for people living with the virus. They are also persuaded to avoid rejecting victims. In like manner, they are meant to shun stigmatisation and be willing to fight the menace together, irrespective of their sex. Examples and Examples of vocabularies that depicted social relations are found in Table 4.6 below.

Table 4.6: **Vocabulary Items Depicting Social Relationship**

SN	Social relationship	Meaning in context	Example of Usage
47	Stigma	Shame, Disgrace or Dishonour for a victim might scare away others from testing in order to know their HIV status and start treatment promptly if positive.	Everyone understands that stigma drives HIV
48	Rejection	Denial, Denunciation or Negative response to an HIV victim will further demoralise them.	A world where the sick are not rejected
49	Support	The ability of friends and family members to put up with, tolerate, allow and abide with the sick will further encourage the sick	A world where people have support of friends and family.
50	Fight	Battle to a standstill and totally scrap the menace off our society.	We can successfully fight it together
51	Care	Be bothered, Be concerned, and Think about others in trouble.	People are cared for with love

4.3.3 Lexical Relationships

Lexical relationships indicate word usage and their arrangement in a particular speech event. It is also, in a way, the association that a word has in relationship with another. Words in English can collocate to reinforce, disagree, give more meaning, or simply ironically to express the opposite sense. In medical communication, Odebunmi (2003:191) opines that lexical items can have different relationship with one another. This relationship is classified into two broad categories of antonymy and synonymy. Synonyms are alternative words or expressions used in saying same thing while antonyms are words that mean the opposite of one another. In this study synonyms are not used and if they exist, they are sparingly used in a manner that is not as conspicuous as in the use of antonyms. One can infer from this point that the interplay of lexical items in advertising discourse is largely characterised by use of antonyms. This could be due to the fact that the sponsor may want to lay side by side the action and the resultant consequences of audience's attitude towards indiscriminate sexual behaviours. Samples are presented below.

Locutionary analysis reflects regular uses of words that are in direct opposite to one another in single utterances. This is for emphasis, one presumes, may be a way of presenting the consequence of an action or the probable result of an action beside it cause. Examples 52-55 present the antonyms as used in the advertisements while Table 4.8 presents a graphic detail:

- Do not be part of the *problem* but the *solution*
- By talking together about the *consequences* of our *actions*
- By *dreaming* big and *working* to achieve our dreams.
- A world where the sick are not *rejected* but *cared* for with love

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Table 4.7   Use of Antonyms

SN	Word	Antonym	Examples of usage
52	Problem	Solution	Do not be part of the problem but the solution
53	Actions	Consequences	By talking together about the consequences of our actions
54	Dreaming	Working	By dreaming big and working to achieve our dreams
55	Rejected	Care, Love.	A world where the sick are not rejected but cared for with love.

Table 4. 7 above gives detail graphic explanation of the use of antonyms to present the advertiser's intentions. The propositions are skilfully woven to give suggestions that will create solution to every proposition raised in the utterances. As indicated in the table, the antonym of problem is solution; the audience are encouraged not to be part of the problems which include discriminating against people living with HIV, indulging in indiscriminate and unprotected sex, having one sexual partner, practising abstinence by youth and unmarried people among other suggestions. Rather, they are advised to be advocates for these as well as extend love and care to people already living with the virus. The advertisers also propose that rejections should be replaced with care. The audience are also encouraged to work in order to achieve their dreams and aspirations, since hard work is the antidote for poverty.

4.3.4 Stylistic Choices

Stylistic choices from pragmatic perspective are made when the speaker considers the participant, the speech events and the choice of words as constrained by the context Hanks (2006). One may say here that the audience which cuts across Ogun State are a mixture of learned, illiterate, the poor and so on. This informed decision should guide in the packaging of the HIV messages in order for adverts to be readily accessible. We shall therefore examine the stylistic choices made in packaging the message of the adverts.

The basic features of the language of all the HIV and AIDS adverts under study can be described as specific, and goal-oriented. The meanings can be generated at the surface level with the least processing efforts as proposed by Sperber and Wilson (2003). Example 56, which was targeted at gender equity, used plain language to produce locutionary effect on the audience. There was no ambiguity in a statement that proposed honesty and respect in all relationships.

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Ex 56   Be honest and show respect in all relationships.

Honesty connotes being faithful to one's spouse and respecting his/her personality and feelings by not cheating on them or having extramarital affairs. The intention of the advertisers was further revealed by stating the obvious reason in utterance Ex.57. This Example recalls for emphasis, that man and woman were created equally. Hence, mutual respect and honesty are reciprocal.

Ex.57. You can make it possible by understanding that men and women are created equal.

The unambiguous of the language, coupled with the fact that the audience are time bound, presents the advertisements as direct and goal oriented. From the Examples listed below, it was discovered that everybody is a target audience and is at risk of contracting the virus. The utterance in Ex. 58 made it clear that instead of passing the buck, we should all be mindful of our actions.

Ex. 58   By deciding not to be part of the problem but the solution and talking together about the consequences of our actions.

Also, it is worthy of note that language has authority and immediate impact on the audience. In some of the utterances, language has some element of authority which made it have direct impact. The use of the pronoun 'You' which also served as acronym for the organisation appeals directly to one's emotion. 'You', not someone else, neighbours, nor family, 'You' alone must be responsible for taking necessary precaution against being infected with the virus. It is commendable that language use in the selected management adverts is quite appealing as well as memorable. This fact enables audience to recall the advertisements readily. The language draws inference from the larger society,

this further enhances the plot of the adverts by making them believable and acceptable. To buttress this fact are the memorable pay offs.

> Ex.59   Imagine   the   possibility   of   an   HIV   free   generation
>
> Ex.60   It begins with you

The pay offs in Examples 59 and 60 constitute a sizable portion of the utterances in the advertisement copies under review. It can be said that these are intentionally packaged to indicate the seriousness of the fact that charity begins at home. That is, whatever is operational in the nation starts from an individual YOU. The constancy of the pronoun 'you' and the fact that it dominates the utterances made the pay off a popular slogan. Likewise, the repeated use of the word 'imagine' in almost every line attracts attention.

Closely following the generous use of YOU is the call to *IMAGINE*. In essence, in collating the stylistic choices made by the advertiser in relaying the HIV and AIDS messages, a concentric circle of intention can be generated from the choices. This revolves round the individual YOU who must play his own social role by longing or as used in the advert, imagine a state of tranquillity which will lead to an HIV free generation. The 'others' factor must also be considered in the workability of this scheme. It is the relationship among these four elements that this research adapts to generate the YOU circle. If any of the elements fails, then there is bound to be a pragmatic failure.

THE YOU CIRCLE

Figure 4.2 The YOU Circle

Figure 4.2 is a model deduced from the linguistic constructs employed in the advertisements. The basic actor is the YOU that needs to IMAGINE by working hard to realise an HIV FREE GENERATION. This must be in conjunction with OTHERS in the society. The YOU is anybody who comes in contact with the advertisement that needs to IMAGINE: by projecting into the future, trying to correct the already spread myth about the contract mode of the virus and working towards the realisation of an HIV FREE GENERATION.

Examples 61-64 suffice.

Ex. 61 Imagine the world where young people with dreams develop in life and work hard to achieve their goals

Ex. 62 Imagine the world that encourages people to speak about HIV/AIDS so that we can successfully fight it together.

Ex .63 Imagine a world where people have the support of their family and friend and no one is afraid to get tested.

Ex. 64 Imagine a world where people act on facts not assumptions and everyone understands that stigma drives HIV.

The use of imagine creates a nostalgia of what was in operation before the arrival of the deadly scourge. It is used as an appeal, an admonition for support, advice to audience to know the basic drivers of HIV, and an encouragement to get tested since early detection is the key to survival. Another element of the cycle is the use of YOU. Examples 65-67 suffice.

Ex. 65 You can make it possible by sharing responsibilities.

Ex. 66 You can achieve whatever your dreams are.

Ex. 67. It begins with you.

The third element of the cycle is the ultimate intention of the speaker i.e. an HIV FREE GENERATION. This compound word is the ultimate goal which is the intended outcome of the campaign. It is a longing for a generation where people are safe from infection, a generation where fidelity is a pride and a nation where the sexual habit is healthy.

Ex. 68 Imagine the possibility of an HIV free generation

This concentric circle of cooperation has pragmatically combined well to produce the locutionary force.

4.4 Concluding Remarks

This chapter has investigated the pragmatic acts as well as the locutionary acts in the selected HIV/AIDS social management advertisements. The analysis has revealed that the intention of the advertisements under study is directed at creating awareness about the contact and spread of the virus through interplay of utterances and context. The producers and sponsors of the adverts have been able to educate the audience about how to prevent self from contracting the virus through faithfulness to one partner, checking one's HIV status on time, and abstinence to unmarried youth among other things. The audience are also encouraged to love and care for people who have tested positive to the virus.

The HIV and AIDS campaigns are relayed to the teeming populace through the television through some pragmatic acts such as co-opting, embolding, encouraging, projecting and sometimes advising and instigating. It is hoped that if the central audience i.e. anybody who comes in contact with the advertisements, religiously follows the advice offered by the campaign, the goal of an HIV free generation will be achieved.

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The language, through stylistic choices made by the adverts, is unambiguous, direct and is used to encourage social bonding, intimacy, care for the sick, and to eradicate stigmatisation among other functions. The next chapter examines the perlocutionary effect of the social management adverts on the inhabitants of Ogun Sate.

CHAPTER FIVE
PERLOCUTIONARY ACTS

5.1 Introduction

Perlocutionary effects come about, not as a part of linguistic communication, but because of linguistic communication. In other words, effects that are generated from the utterances and are not directly stated in the utterances. This section is pivoted on the last objective of this research which sought to examine the (perlocutionary) effects of the message on the audience. An investigation of the reactions of the audience to the content of the advertisements was conducted through questionnaire in order to determine how well the intentions of the advertisers were understood and their consequential effects on the audience. These questionnaires were analysed based on the research objectives already planned. These were analysed below.

5.2 Background Information of Respondents

Section one is on the bio-data of the respondents. This may not be taken as the truth value since the issue at hand is very delicate and respondents may be wary about revealing their true identity. But the data showed that 101 respondents were male (72.4%), while 35 respondents which constituted 25.4% of the population were females and the remaining 2.2% did not indicate their sex. This could be a deliberate attempt to evade the question for personal reasons.

Table   5.1.1   Bio Data of Respondents

Sex	Number	Percentage
Male	100	72.4%
Female	35	25.4%
Not indicated	3	2.2%
Total	138	100%
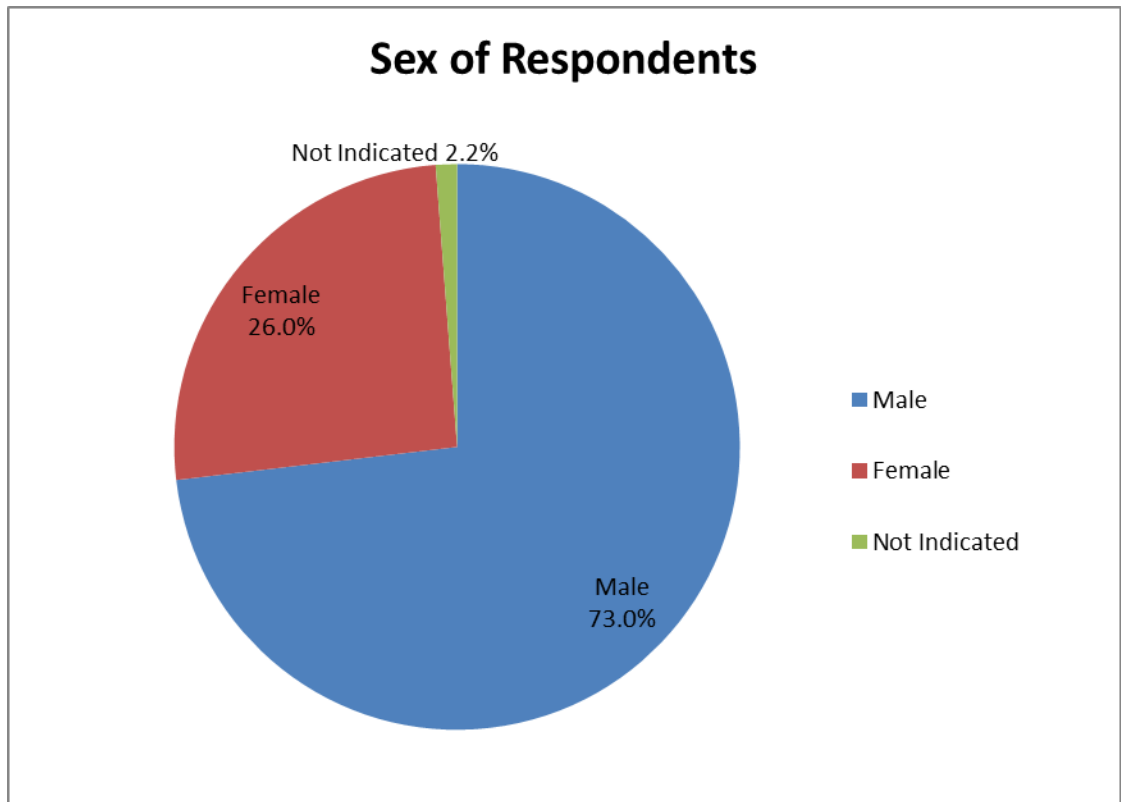
Figure 5.1: Sexes of Respondents

The respondents were gainfully engaged either as worker or as students. Some were self-employed except for a minority of 2.9% who claimed not to be employed. This shows that 97% of the respondents are not idle. The respondents in Table 5.2 above were grouped according to their occupations.

Table 5.1.2 Occupational Distribution of   Respondents

Occupation Type	No	Percentage
Government Worker	35	25.4%
Private Sector Worker	11	8.0%
Students	86	62.3%
Unemployed	4	2.9%
Self Employed	2	1.4%
Total	138	100
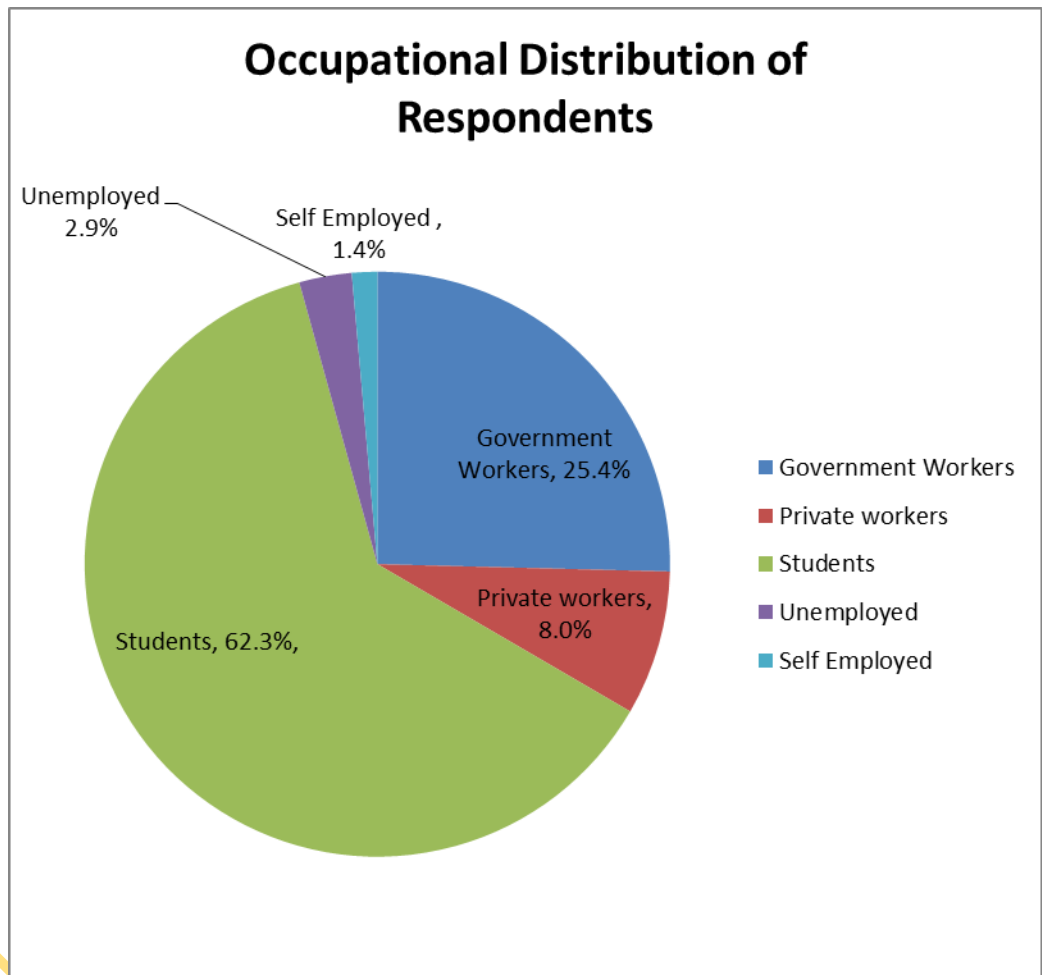
Figure 5.2 : Occupational Distribution of Respondents

The research further sought to know the age groupings of the respondents in order to determine which age group among the population was more exposed to the information. Investigation showed that the youths in age bracket 21-30 years, being 67.4%, were more exposed to information. This is a bonus on the part of the advertisement in terms or reach and acceptance, since this age group is deemed as the most vibrant and sexually active. This was closely followed by the age bracket 31-40 years (18.8%), which is regarded as the group that has economic power. Age brackets 10-20 and 41-50 constituted 13.0% of the population, while the elders i.e. age groups 51-60 and 61-70 were 0.7% and 0% respectively. Table 5.3 below shows the graphic analysis.

Table   5.1.3: Age of Respondents

Age grouping	Number	Percentage
10-20	9	6.5%
21-30	93	67.4%
31-40	26	18.8%
41-50	9	6.5%
51-60	1	0.7%
61-70	……	0%
Total	138	100%
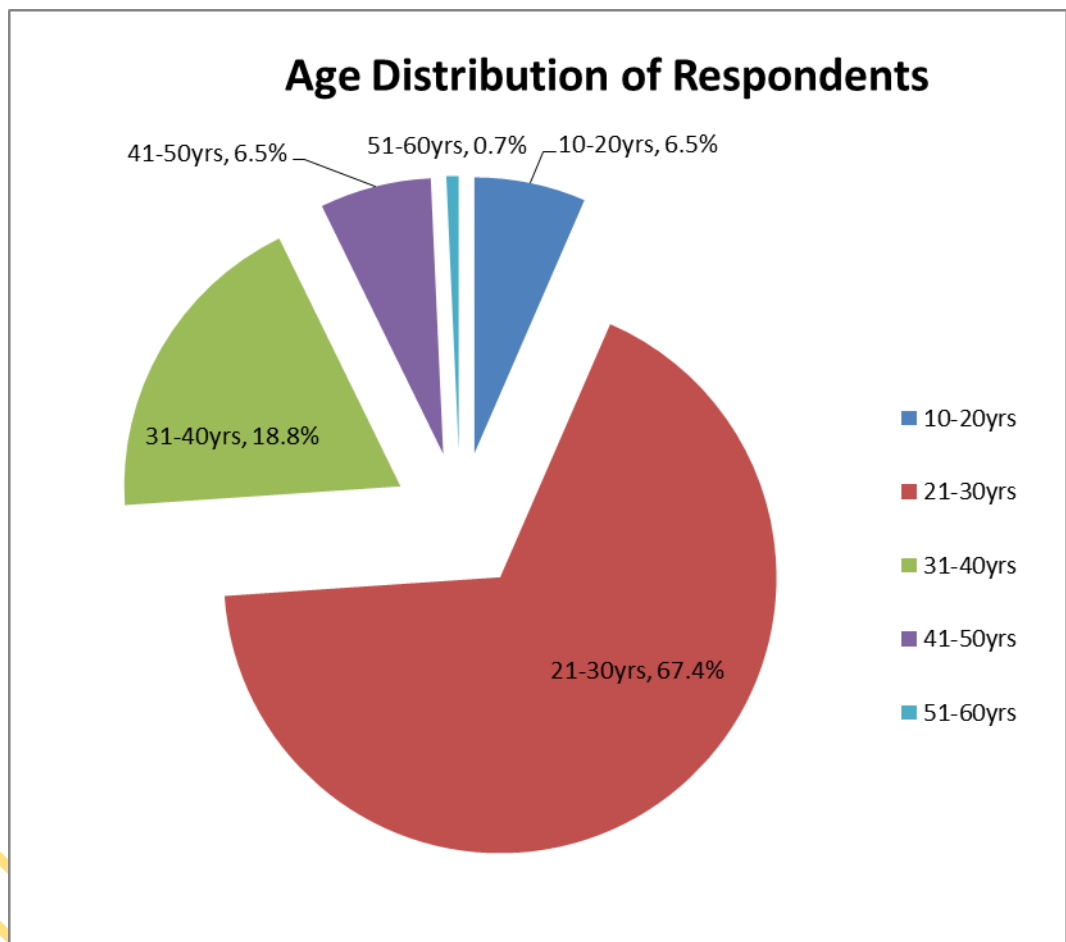
Figure 5.3: Age Distribution of Respondents

The HIV/AIDS management advertisements were directed at different marital statuses in the society. As much as married people were encouraged to be faithful in their relationships, so also were the youth encouraged to abstain from indiscriminate sex. This research investigation cuts across board to ensure that each marital status is well represented. Table 5.4 below shows the distribution.

Table 5.1.4: Marital Status of Respondents

Marital Status	No	Percentage
Single	101	73.2%
Married	34	24.6%
Divorced	1	0.7%
Widow	2	1.5%
Total	138	100%
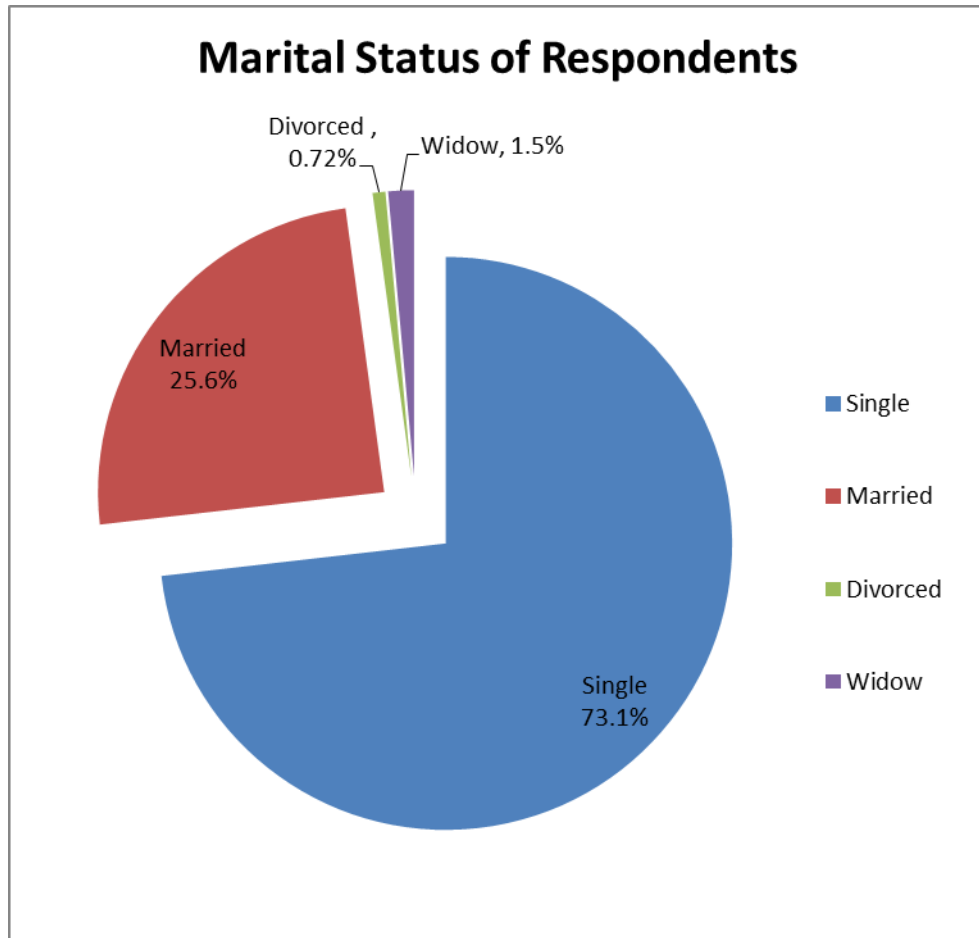
Figure 5. 4: Marital Status of Respondents

A perlocutionary act is an indicator of the success of a speaker's utterance. Perlocutionary acts (or effects) maintain that saying something will often or even normally produce certain consequential effects upon the feelings, thoughts or actions of the audience, or of the speaker, or of other persons. Perlocutionary acts are not conventional, although conventional acts may be made used of to bring out the perlocutionary acts. It is characteristic of perlocutionary acts that the response achieved or the sequel can be achieved by additional or entirely by non-locutionary means. Sometimes however, the effect (s) of a particular utterance may or may not have been intended by the speaker. This section discusses the findings based on the research questions.

5.3 Analysis of Research Question One.

Here, three questions were asked in order to know the kind of effects HIV and AIDS campaigns have on the audience. Question one was to investigate if the audience were scared to hear about the virus. Research question asked is:

What effects do the HIV/AIDS adverts have on the sexual behaviours of the audiences

From Table 5.3.1 below, it was discovered that the reality of the disease scared majority of the respondents, thereby making 52.9% of the population to agree/strongly agree with the proposition that they were scared each time they hear the message about HIV and AIDS. This confirmed that the audience have accepted the reality of the presence of the killer disease. Although 43.8% of the population claimed not to be scared by the advertisements, this could be an indication that they were already aware of the disease and have accepted the fact that it could be handled well if detected on time. In both instances, the

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intentions of the speaker i.e. the advertiser were successful. It only required little more effort to convince the 3.6% who claimed to be indifferent.

Table 5.3.1: **Response One to Research Question One**

Each time I watch the HIV and AIDS adverts I feel scared

Agree	54	39.1%
Strongly agree	19	13.8%
Disagree	44	31.9%
Strongly Disagree	16	11.6%
Indifferent	5	3.6%
Total	138	100%

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Table 5.3.2: **Response Two to Research Question One**

HIV and AIDS adverts encourage me to abstain from premarital and casual sex whenever I watch it

Agree	58	42.0%
Strongly agree	45	32.6%
Disagree	19	13.8%
Strongly disagree	12	8.7%
Indifferent	4	2.9%
Total	138	100%

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Table *5.3.3:* Response Three to Research Question One

I am convinced that faithfulness to one partner is essential to keep away HIV virus as suggested by the adverts

Agree	42	30.4%
Strongly agree	63	45.7%
Disagree	19	13.8%
Strongly disagree	8	5.8%
Indifferent	6	4.4%
Total	138	100%

Tables 5.3.2 and 5.3.3 reinforced the effect of the adverts already established. Abstinence and faithfulness to one partner are some of the major messages emphasised by the advertisements. To this, 74.6% of the population agreed, 22.5% disagreed while 2.90% of the respondents were not sure of what they felt. If the 74.6% could abstain totally and the 22.5%, who did not agree with abstinence but to use condom, then the advocacy for the possibility of an HIV free generation is at hand

Corroborating the findings in this section are the responses of our population in the unstructured interviews conducted in respect of the effect of the sound of the word 'you' that is constantly repeated in almost all the lines of the advertisements have on the audience. The results show that constant repetition of the slogan known as 'it begins with you' generated some remarkable effects on the audience. The underlisted effects are reported by the respondents in a descending order. These responses are first classified into three main groups according to the audiences' preferences before they are explained thereafter:

(i) Positive attitude towards abstinence from casual sex
(ii) Positive attitude on their (audience) emotions
(iii) Positive attitude towards people living with AIDS

In response (i) above, the constant repetition of 'it begins with you' has been able to generate a positive attitude in majority of the audience. Positive attitude in this context indicates that the audience are encouraged to take

protective measures i.e. condom, abstinence, being faithful to one partner and avoidance of premarital sex in the youth.

In the second category, the sound of the language created a positive attitude on the emotion of the audience. The pragmatic implication of this is that the audience have been sensitised enough to know facts and myths surrounding the contact, spread and prevention of the virus. This can also translate to mean that they did not feel harassed when they are constantly required to check their HIV status.

The third group in (iii) signalled a change of attitude towards people living with HIV and AIDS. It is a good attempt at promoting care and radiating love towards people living with AIDS. It is also a pointer to the pragmatic success of the campaign against stigmatisation and discrimination. In addition to their immediate auditory appeal to the audience, the repetitions transmitted strong enthusiastic feelings of counselling in its use of phrases such as:

- When people have access to *true and trusted* friends
- Use *initiative and ingenuity*
- *Motivate to make* right choices
- People *act on facts*.

Another significant point that the research was able to detect is the effect of the sound of the word 'you' that is constantly repeated in almost all the lines of the advertisement on the audience. While responding to a personalised question - Why do you think 'YOU' is constantly mentioned in the adverts? An array of responses listed in the diagram below (verbatim) indicated that the intentions of the advertisers were well decoded.

SN	Effect of the sound of the word YOU
1.	We are the target audience
2.	Each individual has a role to play in controlling the spread by sticking to one partner
3.	It starts with the individual
4.	You are the individual and society that is responsible for the spread and prevention of AIDS
5.	The eradication of the menace lies with me
6.	To compel me to go for the test
7.	Call for individual and personal fight against AIDS
8.	To encourage PLWHA to speak openly about it
9.	They think people that have not gone for the test are not sure of themselves
10.	To allow information to sink into the mind of the individual audience
11.	Your health depends on your action
12.	To personalise the message
13.	It is a means to direct attention to a particular individual
14.	That everybody is at risk
15.	It starts from you and extends to other (sic)
16.	To co-opt audience to get involved
17.	You are in a position to safe yourself from being a victim (sic)
18.	To encourage me to show love and care
19.	To encourage individual to be involved in the fight.(sic)
20.	To discourage me from unprotected sex and to love PLWHA
21.	To push me to know my HIV status

Table 5. 3. 4 : **Effects of the word YOU on the audience**

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Research question one has proved the pragmatic success of the YOU campaign. It can be stated here that, to a great extent, success has been recorded in creating awareness about AIDS. It has also significantly motivated the youth to make right decisions about life issues, as indicated in some of the advertisements.

Advert Message 1.

Imagine an HIV free generation,
You can make it possible by sharing responsibilities
Be honest and show respect in all relationships.
Imagine the possibility of an HIV free generation.
It begins with you

Advert Message 2.

Imagine the world where young people with dreams live
a healthy life and work hard to achieve their goal .
A world where young people are motivated in turn to make right
choices.
A world where young people use their initiative.
It begins with you

5.4 Analysis of Research Question Two

It is important to note that peer pressure can have both positive and negative influences. The negative impact of peer pressure is well known and this is assumed to be one of the primary reasons why young people engage in high risk behaviours such as teen sex, alcohol, drug abuse and crime. Positive effect of peer pressure on the other hand is when peers dissuade each other from negative behaviours by reinforcing more positive responses to the social and economic pressure young people have to navigate. In this section, the intention of the sponsor was to encourage people to drop attitudes that can lead to risky behaviours as well as urge them to check their HIV status via the research question below:

What motivational influence do adverts have on people in order to urge them to check their HIV/AIDS status

Table 5.4.1 below revealed that 73.9% of the respondents indicated that they were encouraged by the advertisements to check their status, while 18.8% admitted that the advertisements were not encouraging enough to motivate them to check their HIV status.

Table 5.4.1: Response One to Research Question Two

The adverts is simple enough to encourage me to check my HIV status

Agree	61	44.2%
Strongly agree	41	29.7%
Disagree	19	13.8%
Strongly disagree	7	5.1%
Indifferent	10	7.3%
Total	138	100%

Table 5.4.2: Response Two to Research Question Two

I am convinced that early detection of HIV virus can remove early death as advised by the advertisements

Agree	50	36.2%
Strongly agree	47	34.1%
Disagree	22	15.9%
Strongly disagree	15	10.9%
Indifferent	4	2. 9%
Total	138	100%

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The conviction that early detection of one's HIV status could prevent untimely death was established in Table 5.4.2. Here, about 70.3% of the respondents demonstrated this conviction by stating that they believed that early detection can remove complications and prevent early death, as relayed by the adverts; 26.8% of the population expressed doubt about this information. A minority in the region of 2.9% were indifferent. However, because of the possibility of change in status or anticipated rejection, Table 5.4.3 accounted for the reason why 26.8% of the respondents above were not so convinced. Whereas in Table 5.3.4, 40.5% of respondents were still scared of the outcome of the test and a little above average; 54.4% of the respondents disagreed with the proposition that fear restricted them from checking their status.

Table 5.4.3: Response Three to Research Question Two

The fear of being HIV positive restricts me from checking my status

Agree	36	26.1%
Strongly Agree	20	14.5%
Disagree	47	34.1%
Strongly Disagree	28	20.3%
Indifferent	7	5.1%
Total	138	100%

Table 5.4.4: Response Four to Research Question Two

I am persuaded that being HIV positive is not tantamount to immediate death if right steps are taken as the advised by the advertisements.

Agree	49	35.5%
Strongly Agree	60	43.5%
Disagree	12	8.7%
Strongly agree	13	9.4%
Indifferent	4	2.9%
Total	138	100%

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In as much as the intention of the speaker can be rated high as being understood to certain commendable extent in Table 5.4.5; where 79.0% of the respondents agreed that being HIV positive was not tantamount to death sentence if right steps were taken on time, one still wonders why as many as 52.9% of the respondents were scared about checking their status in Table 5.3.1 above. This may have a link with stigmatisation as we shall soon find out in another research question.

Table 5.4.5: Response Five to Research Question Two

The fear of rejection by friends and family as reflected in the advert is a major constraint to checking my HIV status

Agree	45	32.6%
Strongly agree	27	19.6%
Disagree	38	24.6%
Strongly disagree	24	17.4%
Indifferent	4	2.9%
Total	138	100%

Sequel to Table 5.4.4 that accounted for why some respondents were reluctant to check their status, in Table 5.4.5, a good number of respondents, 52.2% asserted that fear of rejection by friends and family was a major constraint. Although 42.0% disagreed with this proposition, 2.9% of the population were indifferent. In as much as we can record pragmatic success of the speaker's intention documented in Research question 2, which indicated that at least 70.0% of respondents understand the facts and truth about the disease, its spread and management, this research, for psychological reasons and the fact that many respondents may deliberately ignore stating their HIV status.

More revelations from the effects of the selected advertisements through unstructured interview conducted indicated that the audience recall some of the words that they readily remember from the '*It begins with you'* adverts. An array of words presented below forms the lists of words that the audience claimed reoccur to them frequently. Some of such words picked from audience summations are:

- Fight
- Support
- Abstinence
- Solution
- Problem
- HIV positive
- Caring
- Loving
- Stigmatisation
- AIDS

Indeed, these are the key words that are essential in the management of the virus. Words like *Fight, problem, solution and abstinence* are important for creating awareness about the virus and the necessity to fight it together in order

to find a lasting solution. Words like *caring, loving and stigmatisation* are crucial in eradicating stigmatisation and also caring for people living with the virus. Some other responses from the audience categorised and are displayed in the Table 5.4.6 below. The responses below reveal the inner fears and feelings of the audience about the choice of words used in the advertisements. This array of the effects generated are categorised to project:

a. Prevention

b. Creation of awareness about HIV/AIDS

c. Sensitisation about stigmatisation

d. Encouragement to the audience to care and love people already living with the virus

e. Hope to people living with the virus

The contents of Table 5.4.6 are categorised information on the effects the audience affirmed that the choice of words had on them each time they recalled the advertisements. In the prevention category, the audience were urged to prevent themselves from contacting the virus by using condoms and being faithful to one sexual partner. Some other effects are categorised under sensitisation about the existence of the virus. This is intended to persuade the audience to know their HIV status on time in order to prevent premature death. Prevention is possible only if after checking their HIV status and they are declared not to be carriers. The audience that tested positive on the other hand, prevention for them is to proceed to take antiretroviral drug, a medicine specially formulated to reduce the activities of the HIV virus and prevent it from growing to a full blown AIDS. Also, while commenting on the effects generated, the audience recall a change of orientation/attitude towards victims of the virus and how the virus can be contracted.

Table 5.4.6: Effects of Words Easily Recalled by the Audience

Creating awareness	Preventing people from contacting the virus	Sensitising audience about stigmatisation	Supporting people living with HIV	Giving hope to people living with the virus
To enlighten us	To reduce the number of people living with HIV/AIDS	To change the mentality of the masses towards victims of HIV/AIDS	To prevent/discourage stigmatisation	Stigmatisation could happen to anybody, so it is to encourage people living with HIV/AIDS.
To encourage, compel or motivate the audience	So that audience will not die young	It changes the orientation about the contact of the virus	To make us give moral and financial support to victims	To show love and affection
To encourage awareness	To equip me to be guided		So that we can have compassion on PLWHA	To give hope to people living with the virus
To give a better understanding about the virus	To promote protected sex			To encourage PLWHA not to be scared
It teaches prevention	To provoke viewers to take action			
	To give you assurance that your decisions affect your life			
To create awareness	To prevent the spread of the disease			
To motivate and arrest viewers' attention	In order to propel individuals to check their HIV status			
To sensitise the public	To encourage, compel or motivate the audience			

The above table presented a myriad of decoded interpretations of meanings generated from the advertisements by the audience by listing words that readily come to mind whenever they remembered the YOU advert. They concluded by stating the effects such words generated or created in them which the researcher has categorised in the table above. We can then claim that advertisement copies that conformed to reseach two questions listed below are successful.

Advert Message 3

> Imagine the world that encourages people to speak   about   HIV/AIDS,
> so that we can successfully fight it together.
> And no one is afraid to get tested.
> There is no stigma in knowing your HIV status
> It begins with you!

Advert Message 4

> Imagine a world where the sick are not rejected
> but are cared for with love.
> Imagine the possibility of an HIV free generation
> It begins with you!

5.5 Analysis of Research Question Three

This research question was designed at examining the effectiveness of adverts targeted at eradicating stigmatisation. In this category, five questions were generated to elicit required information. In the adverts, the intention of the advertiser here was to promote the importance of open communication among family, particularly parents and their teenage children, and between friends and sexual partners about HIV and AIDS. This aims here was also to confront the taboos around HIV-testing, and the perceived stigmatisation associated with HIV and AIDS generally. The research question three is:

Do adverts reduce Stigmatisation of HIV Victims

In order to scrutinise the effects generated by the adverts with the hope of eradicating stigmatisation among the inhabitants of Ogun State, questionnaires were used to elicit their reactions. Table 5.5.1 below demonstrated that 65.2% of the respondents actually understood the emotional trauma that HIV victims suffer. This was in form of rejection and the fear of being infected by mere contact. Hence, they begrudge being an object of ridicule and neglect. Even though 23.2% begged to disagree with the proposition, yet they cannot establish that they minded being an object of shame and stigmatisation either. This was better emphasised by the overwhelming reaction of respondents in which 86.2% of them confirmed in Table 5.5.2 that they were now aware of facts surrounding the contact and spread of the virus. Once this knowledge is grounded, the expected reaction is for audience to show love, care and acceptance for victims.

Table 5.5.1: Response One to Research Question Three

 I do not want to be an object of ridicule as demonstrated by the advertisements

Agree	49	35.5%
Strongly Agree	41	29.7%
Disagree	18	13.0%
Strongly disaagree	14	10.1%
Indifferent	16	11.6%
Total	138	100%

Table 5.5.2: Response Two to Research Question Three

The advertisements have given me the right information about facts associated with HIV/AIDS

Agree	61	44.2%
Strongly agree	58	42.0%
Disagree	8	5.8%
Strongly disagree	4	2.9%
Indifferent	5	3.6%
Total	138	100%

Strong influences on consumer behaviour come from the culture of the people. Babalola and Olapegba (2005), who are social psychologists, opine that it is important to understand how the thoughts, feelings and behaviours of individuals are influenced by the actual, imagined or implied presence of others. It is clear from this opinion that social psychologists do not only study actual observable behaviour, but also what can be inferred about the inner lives of the people: how they feel, their attitudes, opinions, how they form impression and try to make sense of their world. This success is further buttressed by the next two research instruments in which 93.5% (i.e. those who agree/strongly agree) of the respondents in Table 5.5.3 appeared to have already been properly schooled to know that they must support people living with the virus and that their actions can give hope to the victims or push them to early grave. Table 5.5.4 shows an indication that the audience are fully prepared to support people living with HIV and AIDS.

Table 5.5.3: Response Three to Research Question Three

The adverts have educated me that I must support and love people who are already sick with HIV/AIDS

Agree	58	42.0%
Strongly agree	71	51.0%
Disagree	5	4.0%
Strongly disagree	2	1.5%
Indifferent	2	1.5%
Total	138	100%

Table 5.5.4 : Response Four to Research Question Three

I am convinced that my attitude towards people living with
　　 HIV/AIDS can give them hope

Agree	59	42.0%
Strongly agree	68	49.3%
Disagree	7	5.7%
Strongly disagree	2	1.5%
Indifferent	2	1.5%
Total	138	100%

In this section the necessary perlocutionary effects that will promote care for the sick and such that educate the audience that support will prolong the lives of people living with AIDS have been established.Some samples of supporting advertisement copies, for reseach question three are shown below:

Advert Message 5
Imagine a world where people act on facts not assumptions
and everyone understands that stigma drives HIV
imagine the possibility of an HIV free generation
It begins with you!

Advert Message 6
Imagine a world where the sick are not rejected
but are cared for with love.
Imagine the possibility of an HIV free generation
It begins with you

5.6 Analysis of Research Question Four

This research question was targeted at probing if adverts promote encouragement for people already living with HIV and AIDS. The intention of the sponsor in the adverts here is on the possibility of generating hope for people already living with the virus. Research question four below suffices.

Do the adverts provide support for continued living for people living with HIV/AIDS?

It was discovered, in Tables 5.6.1 and 5.6.2 below that 90.6% (strongly/agree) of the respondents believed that it was possible for people living with HIV to still live a normal life if given necessary care and support, while 73.9% (strongly/agree) also agreed that neglect can lead to early death by promoting feelings of rejection.

Tables 5.6.1: Response One to Research Question Four

The adverts have encouraged me to know that it is possible for people with HIV/ AIDS to still live a normal life

Agree	56	40.6%
Strongly agree	69	50.0%
Disagree	7	5.1%
Strongly disagree	4	2.9%
Indifferent	2	0.8%
Total	138	100%

Table 5.6.2: Response Two to Research Question Four

I hate the feeling I have when I see people suffering loneliness in the adverts because trusted family members have abandoned them

Agree	65	47.1%
Strongly agree	56	40.6%
Disagree	6	33.3%
Strongly disagree	5	3.6%
Indifferent	6	4.6%
Total	138	100%

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It heartens us that this kind of success recorded by the adverts, the audience will not hesitate to check their HIV status on time since majority have indicated that they agree that people living with HIV and AIDS can still live a normal fulfilled life if necessary precautions are taken.

5. 6 Findings and Conclusion

The findings in this chapter have revealed that through the use of verbal and non-verbal language that:

1. Majority of the audience are aware of the mode of contact and spread of the HIV virus, and have indicated a change of attitude towards people already living with the virus.

2. The audience are convinced that early detection of the virus, through routine test, can prevent complication that may arise later.

3. People who have tested positive to HIV if loved and cared for by their friends and family members can still live a normal life.

4. The possibility of implementing an HIV free generation lies with the audience.

CHAPTER SIX
SUMMARY OF FINDINGS AND CONCLUSION

6.1 Summary of findings

In this work, a pragmatic study of HIV and AIDS social management advertisements was carried out. The findings are presented and discussed under the following headings:

1. Pragmatic Act
2. Locutions--This examined phonological features and lexical-semantic features.
3. Perlocutionary Act.

6.1.1 Pragmatic Act

Pragmatic Act analysis was done using a modified model of pragmatic theory presented by Mey (2001) and adapted by Odebunmi (2006). The investigation revealed seven practs which were co-opting, projecting, encouraging, embolding, instigating, and advising. These were discussed qualitatively and expressed through simple percentages. However, it must be noted that the context of discussion as well as the actions of the characters in the pictures interrelated to generate the intended meaning proposed by the advertisers.

- Co-opting was used to skilfully invite the audience to join in the fight against the menace. It was to incorporate the audience into the script in order for them to feel concerned and play their roles in reducing the contact, spread and attached stigma.

- Projecting is a longing for a state of tranquillity away from problems associated with HIV and AIDS into an HIV free generation. This was used to encourage fidelity, abstinence and promote a healthy sexual habit in the audience.

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- Encouragement was employed to advise the audience to go for screening test. Those who have tested positive to AIDS were particularly encouraged to speak openly about how they have contacted the virus. This pract is also an advocacy to motivate the youth to direct their attention towards achieving better standard of living and to stay away from premarital and casual sex. It is hoped that this call will motivate the youths enough to take up the challenge of researching to find or invent drugs that will be more effective in managing and eradicating the virus.

- Embolding functions to give confidence to the audience who may be scared of testing. This is an appeal to emotion and the psychology of the audience, particularly as the fear of stigmatisation is a major constraint to testing.

- Instigation is gender-biased. It is an intention to propel the female to reject intimidation, treats, and forceful coition from men. The pragmatic function of this pract is to encourage women folk not to feel inferior, get educated, and speak out about their feelings as regards sexually related issues.

- Advice is used to promote faithfulness to one's partner, abstinence from extramarital affairs and the use of condoms for people who are having more than one relationship or sexual partners. This is particularly relevant in Africa where some men measure their affluence and prowess through the number of their wives and concubines.

6.1.2 Locutions

Any information that has the least processing effort gets selected first and above others that may be competing at the same time for the attention of an audience. Part of what made the social management advertisements under study accessible and relevant lie within the choice of lexicon and vocabulary usage. A summary of the locutionary acts revealed through the investigation of

phonological features and lexical-semantic features of the social management adverts are presented below.

6.1.2.1 The phonological features

- Analysis reveals that the advertisements contain elements of sounds which are used to transfer some of their semantic values. The adverts made repetitive use of voiced plosives and stop consonants /k/g/p/b/t/,which cumulated in a deliberate repetition of words like Possible, Possibility, People, Prospect, True, Trusted, Tested, etc. Which, apart from having rhyme and melody, also produced hypnotic effects on the audience.

- The repetition of alveolar fricative /s/ was a deliberate pragmatic choice because of the inherent meaning embedded in the lexicon. This coincidence cannot be overlooked in that the advocacy is not complete until the audiences are bold enough to speak publicly about the virus, declare their HIV status without fear of stigmatisation.

- The brand name which also serves as the payoff of the adverts, *It beings with you,* catches up with the psychological make-up and the emotions of the audience to add value index by appealing directly to the psychological make-up of the audience.

6.1.2.2 Lexical-semantic features

- The use of vocabulary sufficiently reflects registers borrowed from medical terminology, some are used to reflect social bonding, and others indicated intimacy by promoting mutual respects, social responsibility, as well as showing affection to the sick or people living with the virus.

- Lexical relationship is characterised by the use of antonyms which present a recall to the effects and consequences of actions of the audience. These are pragmatically used to support intentions of the advertiser and to condemn some societal vices.

- Choice of language as constrained by communicative event, participants and context, field stylistic choices that gear audience away from gender discrimination and eradication of stigmatisation.

6.1.3 Perlocutionary Acts

This refers to the actions that are likely to take place as a result of speaker's utterances and it recorded a great pragmatic success. The responses received from the audiences are highlighted below:

- The audience are now aware of the mode of contact and the spread of the HIV virus.

- Majority of the respondents who were earlier scared of checking their HIV status because of the possibility of stigmatisation are now embolden to do so because they are now confident that they will not be discriminated.

- To great extent abstinence, faithfulness to one partner and encouragement to make right decisions about life issues have been reinforced in the audience.

- Many of the respondents are now aware that early detection of the virus will save them from other complications and that those who know their HIV status early can still live a full normal happy life.

- The issue of gender equality, sharing of responsibility in order to project into an HIV free generation and the sharing of love with people already living with the virus have been reinforced.

The HIV and AIDS social management advertisements with their perlocutionary effects have impacted on the inhabitants of Ogun State have recorded a successful pragmatic influence on the audience in general.

6.2 Conclusion

This study hereby presents a conclusion of the research on the pragmatic investigation of the HIV and AIDS social management advertisements below**.**

6.2.1 Contributions of the Study

As noted earlier, researches on HIV and AIDS related phenomenon have been investigated from psychological, medical, sociological and sociolinguistic perspectives. However, hardly has any one of those researches worked on the language of either HIV and AIDS management advertisements or its effects on the audience from pragmatic perspective which this research has undertaken.

Beyond filling this knowledge gap, this research has also:

- opened up the HIV and AIDS social management advertisements genre from pragmatic perspective and has discovered that HIV and AIDS social management advertisements are context sensitive.
- made Mey's pragmatic act theory more explicit and has extended this theory to incorporate HIV advertisements discourse.
- used pragmatic theory to solve a problem that required a multimodal approach by combining visual elements in the discourse to explain verbal utterances.
- complemented this linguistic research with survey, a social science research tool, to investigate the sociological effect of a topical issue in Nigeria.

6.2.2 Application of the Study

A study of pragmatic features of HIV and AIDS management adverts has enhanced a better understanding of the HIV and AIDS different perspectives. Therefore, the present study is of some pedagogical value in all instances of crises management as well as advertising industry because it further reiterated that language is context-sensitive. This will particularly be of help in all formal and informal institutions where victims are discriminated by educating them through the supports already generated by the advertisements.

6.2.3 Suggestions for Further Studies

This research is not an exclusive study on HIV and AIDS management efforts. It has limited itself to a set of advertisements aired on the Nigerian television sponsored by an International Non-Governmental Agency in Africa. It has left quite other attempts like radio advertisements, locally sponsored adverts in newspapers and serial drama on the electronic media geared at eradicating this menace.

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Appendix 1

Samples of the ' It beings with you' HIV/AIDS messages

Text 1

Setting ….In a home setting was a man in the kitchen preparing dinner. His wife arrived from office into the waiting arms of the husband while the child looked on with admiration.

Message　　　　　　Imagine an HIV free generation,
You can make it possible by sharing responsibilities
Be honest and show respect in all relationships
Imagine the possibility of an HIV free generation
It begins with you

Text 2

Setting… On the road from farm, a pregnant woman was shown coming from the farm with a heavy load on her head and a luggage on her hand. The husband was seen strolling in front of her empty handed, yet urging the wife to hurry up. On the same path was another man, splitting firewood, who on sighting his own wife afar off, quickly abandoned the firewood to welcome his wife and collected the load she carried. The wife was also carrying a heavy load and there was a baby strapped to her back. This act of rushing to help a woman greatly surprised the first man.

Message ….

You can make it possible by understanding that
men and women are created equal.
Imagine the possibility of an HIV free generation
It begins with you

Text 3

Setting…. A rich man was focused hosting a party in the city. One of the guests introduced his all-girls-family to the host, who was obviously surprised that a man could be bold enough to parade an all- girls-family.

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Message   By deciding not to be part of the problem but the solution
and talking together about the consequences of our actions.
By dreaming big and working to achieve your dreams. Most
importantly know your HIV status
Imagine the possibility of an HIV free generation
It begins with you

Text 4

Setting…..   A family was shown hosting their friends to graduation ceremony of their children. One of the guests, who did not know that the three graduating students (pilots) were females, nearly collapsed when he saw the girls. He was surprised that females too could study up to that level. The next scene showed him reconciling with his abandoned wife and several female children.

Message   No matter your sex,
You can achieve whatever your dreams are
It begins with you

Text 5

Setting…… The scene opened up on a woman who had earlier tested positive to HIV virus. She was rejected by friends and family members. She moved to the village square to educate the villagers about her status and presumably facts about HIV and AIDS despite the rejection. At the end she was applauded and hugged for her courage. That act of support really gladdened her.

Message

> Imagine the world that encourages people to speak
>   about HIV/AIDS, so that we can successfully fight it   together.
>   And no one is afraid to get   tested.
>   There is no stigma in knowing your HIV status
>   It begins with you!

Text 7

Setting…. A man already sick was shown being cared for by his family, whereas another sick man in another family was being treated like plaque. He was isolated and abandoned by friends and relatives who pushed food under his door to him as if he were a dog.

> Imagine a world where the sick are not rejected,
>   but are cared for with love.
>   Imagine the possibility of an HIV free generation
>   It begins with you!

Text 8

Setting … The scene was a restaurant in a higher Institution of learning. A girl, who just came out of the VCT centre, obviously has tested positive to HIV/AIDS, walked in sadly. She sat alone at the far end of the room. Friends and classmates looked at her in horror. At last, one of the friends summed up courage and moved towards her, others being persuaded by this act also moved to join her on her lonely table.

> Imagine a world where people act on facts not assumptions
>   and everyone understands that stigma drives HIV
>   imagine the possibility of an HIV free generation
>   It begins with you!

Text 9

Setting…..The scene here was in the village. A woman, who has already tested positive with AIDS, was being pointed at, geared at, by co-villagers. The people avoided her on close contact, children also ran away from her. Other women and family members abandoned her. She looked worried, lonely and rejected.

Message…

Imagine the world that encourages people
to speak about HIV/AIDS, so that we can successfully
fight it together. And no one is afraid to get tested.
There is no stigma in knowing your HIV status
It begins with you!

Text 10

Setting was in the city. There, people were shown walking down in groups chatting and holding hands on their way to the ICT DOT to centre to check their HIV status. The next scene opened on a sick man that had earlier on been rejected by friends and family members. But on their return from the dot centre, they became convinced that the sick must be cared for. The friends and family of the sick man then came back to care for him.

Imagine a world where people have the support of their family
and friend. And no one is afraid to get tested.
There is no stigma in knowing your HIV status,
Imagine the possibility of an HIV free generation.
It begins with you!

Text 11

The setting was a university campus, where a girl and a young man were focused on in a car. When the car stopped for the girl to alight, the man gave the lady some amount of money perhaps as a form of gratitude. She responded by pecking the man in return before they

parted ways. The man moved off and stopped again on sighting a group of girls heading towards the café, this was with the hope of giving a free ride to another willing victim. One of the ladies opted for the offer but she was warned by her friends to decline the offer. They all turned back in order to avoid the prowling playboy.

Imagine the world with friends encouraging each other
to make a right choice.
That world is possible.
Imagine the possibility of an HIV free generation
It begins with you!

Text 12

In the first scene, a boy was shown entertaining his girlfriend in his room. The next scene showed the boy coming out to answer his friends at the door. His friends encouraged him to take advantage of the girl in the room. His friends gave him condom, taught him what to do and forced him back into the room. They were glued outside obviously waiting to see how their friend will perfect their plans to have sex with the innocent girl. Moments later the said boy came out of the room hand in hand with the girl, he removed the condom from his pocket and threw it back at the friends. They were disappointed as well as surprised that he did not heed their advice.

Imagine a world when the young will have access to true
and trusted friends
It begins with you!

Appendix 2

Research Questionnaire

Dear Sir/Madam, this questionnaire is to test the effect of HIV/AIDS management campaigns organized and sponsored by an International, non-governmental organization- It begins with you, on the audiences. Please note that this research is purely an academic exercise and not in any way a method of testing your HIV status. Thank you.

Section A

Bio-data

Kindly tick the appropriate box.

1.   Sex

Male		Female

1.   Occupation –Government Worker, ====
        Private Sector Worker, ====

        Student, ====

        Unemployed,====

        Self Employed.=====

2.   Age range

10-20	21-30	31-40	41-50	51-60	61-70 ----	71-and above

3.   Marital status- Single, ------

        Married,----

        Divorced,---

        Widow ….

5. Educational Qualification

SCH.CERT	NCE	HND	UNDERGRAD	BA/BSC	MASTERS

SECTION B

| Research questions	A	SA	D	SD	I
1 Each time I watch the HIV/AIDS adverts I feel scared.					
2 HIV/AIDS adverts encourage me to abstain from sex whenever I watch it.					
3 I am convinced that faithfulness to one partner is essential to keep away HIV virus as suggested by the adverts.					
4. The adverts are simple enough to encourage me to check my HIV status					

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5. I am convinced that early detection of HIV virus can remove early death as advised by the adverts				
6.The fear of being HIV positive restricts me from checking my status				
7. I am persuaded that being HIV positive is not tantamount to immediate death if rights steps are taken as the advised by the adverts.				
8. The fear of rejection by friends and family as reflected in the advert is a major constraint to checking my HIV status.				
9. I do not want to be an object of ridicule as demonstrated by the adverts.				
10. The adverts have given me the right information about facts associated with HIV/AIDS.				
11. The adverts have educated me that I must support and love people who are already sick with HIV/AIDS.				
12. I am convinced that my attitude towards people living with HIV/AIDS can give them hope				
13 The adverts have encouraged me to know that it is possible for people with HIV/ AIDS to still live a normal life				
15 I hate the feeling I have when I see people suffering loneliness in the adverts because trusted family members have abandon them				

Key- A= Agree, SA= Strongly Agree, D= Disagree, SD= Strongly Disagree, I= indifferent

Thank you.

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APPENDIX   3

Complied Result of the Research Questionnaire

Dear Sir/Madam, this questionnaire is to test the effect of HIV/AIDS management campaigns organised and sponsored by an International, non-governmental organization- *It begins with you,* on the audiences. Please note that this research is purely an academic exercise and not in any way a method of testing your HIV status. Thank you.

Section A

Bio-data

Kindly tick the appropriate box.

1 | Male | | Female | Sex

      101   35

1.   Occupation –Government Worker, ====35

                        Private Sector Worker, ====11

                        Student, ====86

                        Unemployed,====0

                        Self Employed.=====2

2.   Age range

10-20	21-30	31-40	41-50	51-60	61-70	71-and above
9	91	26	9	1	----	---------

3.   Marital status- Single, ------ 101

                    Married, ---- 34

                    Divorced, --- 1

                    Widow …..none

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5. Educational Qualification

SCH.CERT	NCE	HND	UNDERGRAD	BA/BSC	MASTERS AND ABOVE 6
12	24	3	86	5	

Section B

Research questions	A	SA	D	SD	I
1.Each time I watch the HIV/AIDS adverts I feel scared.	54	19	44	15	4
2.HIV/AIDS adverts encourage me to abstain from sex whenever I watch it.	57	44	19	12	4
3. I am convinced that faithfulness to one partner is essential to keep away HIV virus as suggested by the adverts	41	62	19	8	6
4. The adverts are simple enough to encourage me to check my HIV status	60	41	19	7	9
5.I am convinced that early detection of HIV virus can remove early death as advised by the adverts.	49	47	21	15	4
6. The fear of being HIV positive restricts me from checking my status.	35	20	46	28	7
7. I am persuaded that being HIV positive is not tantamount to immediate death if rights steps are taken as the advised by the adverts.	49	58	12	13	4
8. The fear of rejection by friends and family as reflected in the advert is a major constraint to checking my HIV status.	44	26	38	24	4

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	A	SA	D	SD	I
9.I do not want to be an object of ridicule as demonstrated by the adverts	48	40	18	14	16
10. The adverts have given me the right information about facts associated with HIV/AIDS	61	58	8	4	5
11. The adverts have educated me that I must support and love people who are already sick with HIV/AIDS.	57	70	5	2	2
12. I am convinced that my attitude towards people living with HIV/AIDS can give them hope.	59	67	6	2	2
13 The adverts have encouraged me to know that it is possible for people with HIV/ AIDS to still live a normal life.	56	68	6	4	2
14 I hate the feeling I have when I see people suffering loneliness in the adverts because trusted family members have abandon them.	64	55	6	5	6

Key- A= Agree, SA= Strongly Agree, D= Disagree, SD= Strongly Disagree, I= indifferent

Thank you.

APPENDIX   4

UNSTRUCTURED INTERVIEW

DEAR RESPONDENT, WE APPRECITE YOUR TIME DEVOTED TO FILL THIS QUESTIONNAIRE. WE ASURE YOU IT IS STRICTLY FOR ACCADEMIC PURPOSE. THANK YOU.

I. WHENEVER YOU REMEMBER THE HIV/AIDS TELEVISION ADVERTISEMENTS SPONSORED BY *"IT BEGINS WITH YOU"* WHICH WORDS READILY COME TO YOUR MIND. E.G. HIV/AIDS, STIGMATISATION, SUPPORT , FIGHT ETC (KINDLY LIST THEM)
…………………………………………………………………………
…………………………………………………………………………
………………………………………………………………………

1.b. WHY DO YOU THINK SUCH WORDS ARE USED IN THE ADVERTISEMENTS?……………………………………………………
…………………………………………………………………………
…………………………………………………………………………
………………………………………………………………………….
..

1.c. WHEN YOU HEAR SUCH WORDS DO YOU FEEL **ENCOURAGED, SCARED, MOTIVATED, INSTIGATED, OR FRIGHTENED?** (PLEASE TICK WHAT YOU FEEL,

2 .DO YOU THINK   THE CONSTANT REPETITION OF THE SLOGAN '*IT BEGINS WITH YOU'* AFFECT YOUR: **EMOTION, ATTITUDE TOWARDS SEX, ATTITUDE TOWARDS PEOPLE LIVING WITH HIV/AIDS:** POSITIVELY OR NEGATIVELY (PLEASE TICK WHAT YOU FEEL AND IN WHAT MANNER)

3. WHY DO YOU THINK THE WORD *YOU* IS CONSTANTLY MENTIONED IN THE HIV/AIDS ADVERTISEMENTS?
…………………………………………..
…………………………………………………………………………
…………………………………………………………………………
…………………………………………………………………………
………………

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4. KINDLY COMMENT ON THE SOUNDS OF LANGUAGE USED IN THE *'IT BEGINS WITH YOU'* ADVERTS ON HIV/AIDS. ARE THEY **COMPELLING, FRUSTRATING, COMMANDING, INVITING,**   ETC (PLEASE TICK WHAT YOU FEEL AND IF NOT LISTED PLEASE STATE IT)

……………………………………………………………………………………

……………………………………………………………………………………

………

5. WHEN YOU HEAR PHRASES LIKE "TESTED AND TRUSTED FRIEND", "KNOW YOUR HIV STATUS", HIV FREE GENERATION ETC.WHAT EFFECTS DO THEY HAVE ON YOU?

   I.   THAT YOU ARE THE TARGET OF THE ADVERTS.
   II. THAT SOLUTION TO HIV AIDS RESTS ON YOU.
   III. THAT YOU ARE NOT DOING ENOUGH TO SUPPORT PEOPLE LIVING WITH HIV/AIDS
   IV. THAT YOU CAN HELP STOP STIGMATISATION.
        (PLEASE TICK WHAT YOU FEEL)

6   FROM YOUR REGULAR WATCHING OF THE HIV/AIDS ADVERTS DO YOU FEEL COMPELLED TO CHECK YOUR HIV STATUS.
     YES , **NO**

     (PLEASE TICK WHAT YOU FEEL)

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