

An Interpersonal Metafunction Analysis of Some Selected Political Advertisements in Some Nigerian Newspapers

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Abstract

This study presents an interpersonal metafunction analysis of selected adverts of two political parties during the last general election. Eight different advertisements (four from each political party) were analysed to find out how the politicians use language to express their view points to reflect the political context through advertisement. Interpersonal metafunctionis within the framework of Systemic Functional Grammar (SFG) and it was used as the theoretical framework for the analysis in this study. The analysis involved the analysis of mood and modality of the various clauses identified. The analysis reveals that the interpersonal meaning of a structure does not always correspond with its lexicogrammar analysis as the political advertisers use various mood types to interact, negotiate, establish and maintain good relations with and as well change the behaviour of the readers. We concluded that the differences in the distribution of mood types in the adverts of the two political parties as well as their interpersonal meanings are determined by contextual factors such as the need to reflect the economic and socio-political context/situation of the country.

Introduction

Communication is a vital part of human personal life and it is also important in any other situation where people encounter one another. We are living in an era of information explosion in which advertising seems to be an indispensable building block of the media. The media are, to a great extent, financially motivated to present advertisement.

Now advertising is an integral part of our social, political and economic system. Every day, we are exposed to so much advertisement. Just as Blake Clark (1998) said, "...the average man lives with the advertising man's work more hours a day than with his family, and is certainly more familiar with advertising slogans than with the proverbs in his bible." We are so heavily and continuously barraged by advertising in modern life. Of all business activities, probably none is better known, more widely discussed, or more highly criticized by the public than advertising. One reason for this is that advertising has become the spokesman for business and even politics. As a form of mass communication closely linked with the world of politics, commerce and marketing, advertisement is a powerful tool for the flow of information from the seller to the buyer. It not only influences any human society but also reflects certain aspects of that society's values and structure.

There are many special and specific reasons for using advertising in its several forms. Announcing a new product or service, expanding the market to new buyers, announcing a modification or a price change, educating customers, challenging competition, recruiting of staff , attracting investors and introducing a political ambition are a few of such reasons. In the process of creating advertisements for all these reasons, language, i.e., choice of expression is of crucial importance. What kinds of choices make an advertisement highly effective is something worthy to be studied from a linguistic perspective. How language is used to establish and maintain relations with readers is therefore the focus of this study.

We shall examine advertisement, its various classifications as well as features of advertisement as found in some existing studies on language of advertisement.

Advertisement

Wright (1983:8) defines advertising as “a powerful communication force and a vital marketing tool helping to sell goods and services, image and ideas.... Similarly, Roderick (1980:4) defines advertising as “a message specified by its originator, carried by a communication system and intended to influence and/or inform an unknown audience”. Advertising may also be seen as “a group of activities aiming at and including dissemination of information in any paid product or service to compel action in accordance with the intent of an identifiable sponsor.” (Doghudje 1985:8).

Advertisements can be classified into non-commercials and commercials on the basis of the object and purpose involved in advertising. In non-commercial advertisements, selling and buying are not involved and certain ideas, morals or appeals are communicated to the common public from government agencies or various associations and societies. The purpose may be related to charity, political propaganda, or different social welfare measures. This is the category we can classify as political advertisements. Commercial advertisements are sub-classified into commercial consumer advertisements and prestige advertisements. The commercial consumer advertisements involve consumer goods such as cosmetics, medicines etc., while the prestige advertisements include services like banking, insurance, etc.

A successful advertisement is expected to accomplish five functions namely (1) attracting attention, (2) commanding interest, (3) creating desire,(4) inspiring conviction and (5) provoking action. (Vestergard and Shrodder, 1985). All these five functions are inter-related and in concert serve to promote the selling power of the product advertised. In achieving these functions in the production of an advertising copy, an effective use of language becomes all the more important. Commenting on the extreme care that one should take with regard to the use of language in advertisements, Ranade (1998) states “Incredible, the amount of damage one may cause with a slight play on words here and there or a twist in the title, or even by the willful omission of a single comma”.

Theoretical Framework

Systemic Function Grammar(SFG) is chosen as the linguistic framework of our analysis here because of its emphasis on sociological aspect of language. It takes the resource perspective rather than the rule perspective; and it is designed to display the overall system of grammar rather than only fragments. (Halliday&Mathiesan 2004). The theory is set to answer questions such as what are the social functions of language? How does the language fulfill such social functions?SFG presents language as a series of system and it has some interrelated categories of system. The four categories proposed by Halliday(1961) are unit, structure, class and system and three scales-rank, exponence and delicacy.

SFG states that context of situation is arranged in categories. They are Field, Tenor and Mode. Corresponding to these, Halliday (1970) analyses language into three metafunctions –Experiential(Ideational), Interpersonal and Textual metafunctions. Each of the metafunctions expresses different modes of meaning of clauses in different aspects of the world. He argues that all languages have three kinds of semantic components. All languages have resources for construing experience (the *ideational* component), resources for enacting the diverse and complex social relations of man (the *interpersonal* component), and resources for enabling these two kinds of meanings to come together in coherent text (the *textual* function). Each of the grammatical systems proposed by Halliday is related to these metafunctions. The grammatical system of 'mood' is considered to be centrally related to the expression of interpersonal meanings, 'process type' related to the expression of experiential meanings, and 'theme' is related to the expression of textual meanings.

In Interpersonal metafunction analysis which is our concern in this study, sentence is considered as a piece of interaction between the speaker and listener.(Halliday&Hasan 1985: 8). Here, language is considered as a way of reflecting. According to Butt, et al(1995:13) “The interpersonal metafunction uses language to encode interaction and to show how defensible or binding we find our proposition or proposal.” In interpersonal analysis, meaning is considered from the point of view of its function in the process of social interaction. In the interpersonal metafunction, a clause is analysed into Mood and Residue, with the mood element further analysed into Subject and Finite. The *Subject* and *Complement* are typically realized by nominal groups. The *Finite* is realized by the tensed element of the verb. The *Predicator* is realized by the non-tensed (or nonfinite) element or elements of the verbal group. The *Adjunct* is realized by an adverbial group or prepositional phrase.

The mood of a clause can be identified from its grammatical structure statement is realized by declarative mood, question is realized by interrogative mood, command is realized by imperative mood. However, the speech function of a move can be identified by interpreting the move in its context. Butt, et al(1995) explains that” the relation between lexicogrammar and interpersonal meanings is not always straightforward- information can be sought using imperative and declarative moods as well the interrogative...”

Modality refers to the degree of certainty and truth of statements about the world. It is the general term for all signs of speakers’ opinion. Modality consists of modalisation realised by modal verb operators such as may, will and must and modulation realized by the mood adjuncts. The interpersonal metafunction is a resource for enacting social roles and relationships between speaker/writer and listener/reader. (Matthiessen 1995:17). This study is therefore expected to examine how relationships are established and maintained in political advertisements.

Data Analysis

The data for analysis are presidential advertisements of two political parties that contested in 2011 general election in Nigeria. The political adverts are taken from three Nigerian newspapers- *The Tribune*, *The Nation* and *The Punch*- between November 2010 and April 2011. These three newspapers are widely read newspapers in the southwestern parts of Nigeria. The two political parties are Peoples’ Democratic Party (PDP) and Action Congress of Nigeria (ACN). These political parties are the two prominent political parties in the southwest. PDP is the ruling party at the Federal level while ACN is the major opposition party in the southwest. Eight advertisements (four from each political party) are selected for analysis in this study. Thus, data 1 to 4 are ACN adverts while data 5 to 8 are PDP adverts

DATUM 1: ACN Presidential Advert: The Punch 26th January, 2011

I am standing up for affordable health care
 What do you stand up for?
 The time has come for us to stand up for Nigeria where everyone has access to quality and affordable health care
 A Nigeria that sees to the health of its citizens as priority.
 A new Nigeria, it is possible.
 Stand up to remake Nigeria
 Vote Nuhu Ribadu for President.

Structural Analysis

1.

I	am	Standing up	for affordable health care
Subject	Finite	Predicate	Adjunct
Mood block-decl.		Residue	

The mood block of this clause is declarative; the speech function is a statement giving a proposition. It states the position or stand of the speaker. Meanwhile the tense of the finite is present with some impression of futurity.

2.

What	do	you	stand up	for?
Wh-complement	Finite	Subject	Predicate	Adjunct
Resi		Mood- wh-interrogative		due

The mood of this clause is Wh – interrogative. The speech function is a question, negotiating with the reader by demanding information about the reader’s stand or position on the proposition given by the speaker in the clause 1 above.

3.

The time	has	come	for us to stand up for a Nigeria where everyone has access to quality and affordable health care
Subject	Finite	Predicate	Adjunct
Mood – decl.		Residue	

The mood of this clause is declarative; the speech function is a statement; giving warning. The tense of the finite is present perfect which shows how definite the speaker is about his proposition. The positive polarity equally indicates the level of the speaker's certainty

4.

A Nigeria	that	sees	the health of its citizens as priority
	Wh – comp Subject	Finite Predicate	Complement
	Mood – decl.		Residue

The mood here is declarative; the speech function is a statement. It is giving a proposition on what is expected from the government of Nigeria.

5.

A new Nigeria	It	is	possible
	subject	finite /predicate	complement
	Mood – declarative		Residue

The mood is declarative. The speech function is a statement; giving an emphatic proposition (assurance of having a new Nigeria).

6.

Stand	up	to remake	Nigeria
Finite	Mood Adjunct	Predicate	
Mood-Imperative		Residue	

The mood here is imperative. The speech function is a command persuading and inspiring the readers for the next action.

7.

Vote	NuhuRibadu	for president
Finite	Complement	Adjunct
Mood – Imp	Residue	

The mood of this clause is imperative. The clause is giving a non-authoritative advice to the readers to vote NuhuRibadu in order to ensure the realization of the earlier propositions in clauses 1-5.

DATUM 2: ACN Presidential Advert: The Punch 10th March, 2011

Why live behind Bars and call it home?
 Iron bars, Padlocks, metal chains, curfews, sleepless nights.
 Do you deserve this sentence?
 Vote for better security.
 Vote ACN.
 Stand up for Action.
 Vote NuhuRibadu&FolaAdeola for President 2011

Structural Analysis

1.

Why	live	behind bars and call it home?
Wh- complement	Predicate	Adjunct
Resi	Mood-inte	Due

This is an elliptical interrogative clause. The finite (do) and the subject (you) are ellipted. This clause has a wh – interrogative mood block giving information in order to arouse the emotion of the readers.

2. Iron bars, padlocks, metal chains, curfews sleepless nights.

These are five noun phrases (NPs) that capture the description of social imprisonment of Nigerians that the speaker is demanding information about in clause 1 above.

3.

Do	you	deserve	this sentence?
Finite	Subject	Predicate	Complement
Mood – inter.		Residue	

This is a polar interrogative. The speech function is a question. The question is establishing a relation with the readers by demanding the view of the reader. It makes the reader to think and be convinced that he/she is actually socially imprisoned. The clause is meant to arouse the reader's passion for next action to be given by the speaker.

4.

Vote	for better security
Finite predicate	Adjunct
Mood – Imp	Residue

The subject (you) of the clause is ellipted. The mood is imperative. It is a piece of advice for the readers to vote for better security based on the assumption that the present administration has not been able to provide adequate security.

5.

Vote	ACN
Finite predicate	Complement
Mood – Imp	Residue

The subject (you) of this clause is ellipted as usual of many imperative clauses. The mood is imperative giving a non-authoritative command(advice) to the reader to vote ACN to power in order to provide adequate security that the present ruling party had not been able to provide.

6.

Stand	up for Action
Finite predicate	Adjunct
Mood – Imp	Residue

This is another imperative clause. This is a plea persuading the reader to join the speaker in taking the necessary action.

7.

Vote	NuhuRibadu and FolaAdeola for president 2011
Finite predicate	Complement
Mood – Imp	Residue

The mood is imperative. Like other imperative clauses the subject (you) is ellipted. The speech function is now demanding the service of the reader to vote NuhuRibadu and FolaAdeola for president as people who will ensure the adequate security in the country.

DATUM 3:ACN Presidential Advert. The Punch 1st April, 2011

Benders or Menders?

You Choose!

Whatever you decide today affects your future tomorrow. Therefore:

Choose progress

Choose Nation stability

Choose economic empowerment

Choose responsible leaders now

Who can make you a proud Nigerian tomorrow

Vote CAN

Stand Up for Action

Vote NuhuRibadu&FolaAdeola for President 2011.

Structural Analysis

1.

Benders or menders?
Complement
Residue

This is an elliptical interrogative (ellipsis of the finite, subject and predicate ‘do you choose’). The speech function is demanding information on the type of leader the reader would like to choose – benders or menders.

2

You	choose!
Subject	Finite predicate
Mood – Imp	

The clause is an exclamation with an imperative mood giving a proposal and demanding the reader to make a choice.

3

Whatever	you	decide	today affects your future tomorrow
Wh- Complement	Subject	Finite predicate	Adjunct
Residue	Mood –declarative		Residue

The mood of this clause is declarative. The speech function is a statement giving the reader a warning on the implication of the choice he makes.

4.

Therefore	choose	progress
	Finite predicate	Complement
	Mood – Imp	Residue

The mood is imperative. It is giving a suggestion or advice.

5.

Choose	Nation stability
Finite predicate	Complement
Mood – Imp	Residue

The mood is imperative: It is an advice.

6.

Choose	Economic empowerment
finite predicate	Complement
Mood –Imp	Residue

The mood is imperative: It is an advice rather than a command

7.

Choose	responsible leaders now who can make you a proud Nigeria tomorrow
Finite /predicate	Complement
Mood – Imp	Residue

Clauses 4 - 7 are imperative clauses giving convincing persuasive advice to the reader to choose things that will better the lots of Nigeria.

8.

Vote	ACN
Finite predicate	Complement
Mood –Imp	Residue

The mood is imperative. The speech function is a plea demanding the service of the reader to vote for his party (ACN).

9.

Stand	up for action
Finite predicate	Adjunct
Mood	Residue

The mood is imperative. The speech function is motivating and inciting the reader for action.

10.

Vote	NuhuRibadu and FolaAdeola for president 2011
Finite predicate	Complement
Mood – Imp	Residue

The mood is imperative with subject (you) ellipited like other imperative clauses above. The speech function is demanding the service of the reader i.e to vote NuhuRibadu and FolaAdeola

DATUM 4: ACN Presidential Advert. ThePunch 8th March 2011

Enough of yearly long Queues at fuel stations.

Time delays, hot sun, fights at the gate, extortion from touts and attendants.

Isn't this enough to fuel your reaction?

Vote for functional refinery

Vote ACN

Stand up for action

Vote NuhuRibadu&FolaAdeola for President 2011.

Structural Analysis

1. Enough of yearly long queues at fuel stations!

A minor clause: This is an exclamation calling the attention of the reader to the displeasure of the speaker about the present socio – economic situation in the country.

2. Time delays, hot sun, fights at the gate, extortion from touts and attendants

Noun phrases (NPs) describing the socio – economic situation of the country

3.

Is n't	this	enough to fuel your reaction?
Finite	Subject	Complement
Mood – inter		Residue

The mood of this clause is polar interrogative. The polarity is negative while the speech function is a question trying to arouse the reader's emotion rather than demanding information. The speaker uses it to negotiate with the readers.

4.

Vote	for functional refinery
Finite	Adjunct
Mood – Imp	Residue

The mood here is imperative;the speech function is inciting the reader for action.

5.

Vote	ACN
Finite	Complement
Mood – Imp	Residue

The mood is imperative. The speech function is demanding the service of the readers (i.e Vote)

6.

Stand	up for action
Finite predicate	Adjunct
Mood – Imp	Residue

The mood is imperative, appealing and inspiring readers to react to the situation.

7.

Vote	NuhuRibadu & FolaAdeola for president 2011
Finite predicate	Complement
Mood – Imp	Residue

The mood is imperative, moving the readers with emotion and it is appealing and inspiring them to vote NuhuRibadu as the only option to ensure functional refinery in the country.

4.2 Discussions on ACN Adverts

The mood analysis of the major clauses of the ACN adverts given above has revealed that the interpersonal meaning of a clause does not always correspond with its lexico -grammar. The mood system of some of the clauses analysed are marked as a few of the declaratives are not really giving information as one would think while many of the imperatives are not command. The various declarative moods are used by the speaker to express his assumption as well as his ambition in form of an argument that were defended with the use of other mood types. In **datum1**, the view point of the speaker is that at present, there is no quality and affordable health care in Nigeria. Hence, he is standing up for one. The declarative in **datum 3** is used to warn the readers in making choice and decision.

The interrogative mood in the adverts is used to demand the cooperation of the readers on his view point. It signals the speaker’s negotiation with the readers. It rather incites the reader than asking him question. In **datum2**, the first interrogative mood (**clause 1.**) expresses the speaker’s disgust or disapproval of the present social situation in the country. The second interrogative mood (**clause 2**) is informing the reader and equally inciting him to share his belief.

The imperative Mood is expected to give command but in these adverts, the imperatives are rather offering persuasive advice to the reader. The speaker cannot give an authoritative order to the reader .He is therefore using imperative mood to show his emotional attachment to the plea. **Clause 4 of datum 2** advises the reader to vote for better security. The imperative mood clauses in **datum 3** are rather used to advise the readers to make the right choice. In **datum4**, the speaker, in clause 4 advises the reader to vote for functional refinery. In clauses 5, 6 and 7, he pleads with the reader to vote ACN and its presidential candidate. The context of the text makes it clear that there are various options for the reader and the speaker is never in the position to command him. So, the imperatives are advice and plea from the speaker to the reader.

From the lexicogrammar analysis of the adverts, there is no instance of modal verbal operators and mood adjuncts. The speaker’s opinion and attitude are however revealed by the tense of the verbs as well as the lexical choices. The use of present continuous tense in **clause 1 of datum 1** portrays that the proposition is a subjective opinion of the speaker. It equally indicates how definite the speaker’s stand is about his proposition. The auxiliary “has” in **clause 3 of datum1** also shows the speaker’s inclination to the need for both the speaker and the reader to stand up for affordable health care. Through the various choices of words and grammatical structures, the speaker’s opinion is indirectly indicated. For instance the following clauses

- i. I am standing up for affordable health care.
- ii. The time has come for us to stand up for a Nigeria...
- iii. A new Nigeria, It is possible
- iv. Stand up to remake Nigeria

are giving the speaker’s opinion that the present government has not done well especially in the aspect of health care system and security and that things can still be made better if he is made the president. The **clause 5 of datum 1** expresses the speaker’s personal assessment of the probability of having a new Nigeria. The word **possible** in the clause gives the speaker’s definite assurance that present situation in Nigeria can still be changed for better if he is made the president. In **datum 2**, the word “**sentence**” in **clause 2** is indicating that the speaker is of the opinion that the insecurity in the country is caused by the present government. “**Better security**” in **clause 4** also indicates his opinion that the security of the country will be made better if he is made the president. “**Action**” in **clause 6** is metaphorically used to mean ACTION CONGRESS OF NIGERIA. Thus, “stand up for Action is persuading the reader to embrace ACN, its presidential candidate and their ideology.

The use of exclamation in **clause 2 of datum 3**(you choose!) to advise readers to make a choice as well as the elliptical interrogative **Bender or menders?**are indicators of the speaker’s aggressiveness and his level of concern for the subject matter. The exclamatory minor clause **-Enough of yearly long queues at fuel stations-in datum4** reveals the disapproval and displeasure of the speaker on the scarcity of fuel in the country. The word **enough** in the minor clause signals the opinion of the speaker to put a stop to the crisis. The phrase **functional refinery** in clause 4 suggests the opinion and the belief of the speaker that the refineries in the country are not functional. The speaker must have chosen to express his opinion this way because he does not want to be arrogant or too radical about his opinions.

DATUM 5: PDP Presidential advert. The Nation 31st December, 2010.

Behind every enterprising entrepreneur will be his government’s support.
 Goodluck Jonathan understands the despair of a young man or woman who can create but is unable to.
 Those days will soon be over.
 Jonathan/Sambo 2011
 It’s time to make progress.

Structural Analysis

1.

Behind every enterprising entrepreneur	will	be	his government support
Subject	Modal		Predicate
Mood – Declarative			Residue

The mood block of this clause is declarative. The modality of the modal finite (will) could be analyzed as expressing certainty with some impression of futurity. The speech function is a statement on what will be the policy of the proposed government of Goodluck Jonathan.

2.

Goodluck Jonathan	understands	the despair of young man or woman who can create but is unable to
Subject	Finite	Complement
Mood – Declarative		Residue

The mood of this clause is declarative. The speech function is a statement giving a definite proposition about the ability of Goodluck Jonathan.

3.

Those days	Will	Soon	be over
Subject	Modal /finite	mood adjunct- time	Predicate
Mood – declarative			Residue

The mood is declarative. The speech function is a statement of information (proposition). The modality value of the modal finite is showing certainty of the proposition from the speaker’s opinion. Also, the mood adjuncts “soon” as well as the modal finite “will” expresses time in terms of futurity.

4. Jonathan / Sambo 2011 – calling the attention of the readers

5.

It	is	time to make progress
Subject	Finite	Complement
Mood – Decl.		Residue

The mood is declarative. The speech function is a statement. It states the line of action to be taken to ensure the realization of the proposition in clause 3 above.

DATUM 6: PDP Presidential Advert: The Tribune 8th April, 2011

No Kidding!

President Jonathan has created an electoral process like no other, driven an independent-minded INEC with zero presidential interference.

He has presided over a government where the civil society and citizen advocacy have flourished in a way the country has never seen before.

He has welcomed local and foreign assessment actively promoting a free democratic space for opposition and media to thrive.

Goodluck Jonathan is a new kind of president.

Structural Analysis

1. No kidding!

(There)	(is)	no	Kidding!
Subject	Finite	Polar adjunct	Complement
Mood. Declarative			Residue

This is an ellipted exclamatory structure. The subject (there) and the finite (is) originally ellipted. The mood is declarative: An exclamation calling the attention of the reader and showing the emotion of the speaker about what he is about to say.

2.

President Jonathan	has	created	an electoral process like no other, driven an independent minded INEC with zero presidential interference
Subject	Finite	Predicate	Complement
Mood – Declarative			Residue

The mood is declarative. The speech function is a statement. The present perfect tense together with the positive polarity is an indicator of the speaker’s level of certainty.

3.

He	has	presided	over a government where the civil society and citizen advocacy have flourished in a way the country has never seen before
Subject	Finite	Predicate	Complement
Mood –Declarative			Residue

The mood of this clause is declarative just like clause 2 above. The speech function is giving statement on the credible work done by Goodluck Jonathan as president. Just like clause 1 above, the use of present perfect tense indicates the speaker’s level of certainty.

4.

He	has	welcomed	local and foreign assessment actively promoting a free democratic space for opposition and media to thrive
Subject	Finite	Predicate	Complement
Mood –Declarative			Residue

This is another clause with mood block of declarative offering information on the credible efforts made by Goodluck Jonathan as incumbent president.

5.

Goodluck Jonathan	is	a new kind of president
Subject	Finite	Complement
Mood –Declarative		Residue

The mood of this clause is declarative. The speech function is a statement of assertion, asserting that there had been no president like GoodluckJonathan. This is presented as a subjective opinion of the speaker

DATUM 7: PDP Presidential Advert The Tribune 28th March,2011

My solemn pledge!

“ I assure the world of credible elections in Nigeria. I intend to keep faith with that promise”

Vote Nigeria United

Vote A Better, Kinder, All inclusive Nigeria.

Vote Jonathan/Sambo.

Structural Analysis

1. My solemn pledge.

Minor clause calling attention and giving assertion

2

I	assured	the world of credible elections in Nigeria
Subject	Finite predicate	Complement
Mood – declarative	Residue	

The mood is declarative. It is reiterating a promise. The tense of the finite is past suggesting that the proposition being represented in the clause was made sometimes in the past.

3.

I	intend	to keep faith with that promise
Subject	Finite predicate	Complement
Mood - Declarative	Residue	

The mood is declarative. The speech function is a statement affirming the speakers stand on the promise made in the clause 2 above.

4.

Vote	Nigeria united
Finite	Complement
Mood- imp.	Residue

The mood is imperative with the subject (you or let us) ellipted. The speech function is a plea, giving a non-authoritative order to the reader to vote for a candidate that will keep Nigeria united

5.

Vote	a better, kinder, all inclusive Nigeria
Finite	Complement
Mood- imp	Residue

The mood is imperative. The speech function is persuading the reader to vote for him.

6.

Vote	Jonathan/Sambo
Finite	Complement
Mood–Imperative	Residue

The mood here is imperative pleading with the reader to vote Jonathan/Sambo as president.

DATUM 8: PDP Presidential Advert.The Punch, 23rd November, 2010

Behold the consensus candidate of Nigerians.

Our country’s journey to greatness is a task for all Nigerians: Muslims,Christians, Men, Women, young and old.

You are cordially invited to join all-embracing Nigerian team.

GoodluckEbele Jonathan

Goodluck. Good work

Structural Analysis

1. Behold the consensus candidate of Nigeria!

This is a minor clause. (an exclamation) calling the attention of the readers to the candidate being advertised.

2.

Our country's journey to greatness	is	a task for all Nigeria northerners southerners, Muslims, Christians ,men, woman, young and old
Subject	Finite	Complement
Mood – Declarative	Residue	

The mood here is declarative. The speech function is a statement. It states a fact about the task for all Nigerians.

3.

Our dream	is	a united, indivisible and progressive nation for the good of all
Subject	Finite	Complement
Mood -Declarative	Residue	

The mood is declarative. The speech function is a statement expressing the speaker's vision for the country.

4.

You	are	cordially	invited to join the all embracing Nigeria team
Subject	Finite	Mood adjunct entreaty	Predicate
Mood –Declarative	Residue		

The mood is declarative. The speech function is offer; a warm invitation to the readers to join his team..

5. GoodluckEbele Jonathan

- Name

6. Goodluck, Good work

Minor clause

4.3 Discussions on PDP Adverts

The structural analysis of PDP adverts above shows the dominance of declarative mood throughout the adverts. Through the use of the declarative mood, the speaker is able to express his view point and assumption on the personality and ability Goodluck Jonathan (Presidential candidate of PDP). The declarative mood offers convincing promise and information to the readers there by getting the readers persuaded to share his view point and belief about the candidate being advertised. In **datum 6** the speaker is able to solemnly highlight the achievements of President Jonathan in the little time he has spent in office as president. The declarative mood shortens the distance between the speaker and the readers as he sturdily carries the reader along in presenting the various impacts of Goodluck Jonathan, one after the other. In **datum7** the speaker uses the declarative mood to reiterate his earlier promise and his determination to keep faith with his promise. With the use of declarative mood the speaker reflects on the political situation of the country. He tries to clear the doubt of the readers that he might rig the election being the incumbent president. In **datum 8**, the first declarative clause is giving an indirect command; the second is expressing the speaker's vision while the third is giving a warm invitation. Through the use of declarative mood, the subjective opinion of the speaker is made obvious. Other mood types could not have achieved this. The 3 imperatives in **datum7** are direct command but from the interpersonal perspective they are rather suggestions and plea in form of command to get the readers incited to vote for Goodluck Jonathan.

From the analysis of modality, only one modal operator (will) is found and it appears two times i.e. at **clauses 1 and 3 of datum 5**. The use of **will** expresses the high value of certainty in the opinion of the speaker. It equally indicates the speaker's commitment to his promise. **Will** together with the mood adjunct **soon** in **clause 3** express time in terms of futurity. However, there is an instance of one mood adjunct "**cordially**" in **clause 4** of **datum 8**. This indicates the speaker's sincerity and commitment in the invitation. Meanwhile, the choice of present perfect tense in **clauses 2, 3 and 4** of **datum6** is an indicator of the level of certainty and truthfulness of the proposition. The exclamatory sentence in **clause 1** reveals how passionate the speaker is about the truthfulness of his claims. The speaker however, reflects on the political situation of the country through some lexical choices.

For instance; **better, kinder, all inclusive Nigeria** in **clause 5**, and **Nigeria united** in **clause 4** of **datum 7** are emphasizing the unity of the country based on the strong opposition to his candidature by the northerners who believe in the rotation of presidency between the south and the north. This is the political situation that informs the content of this advert. All these are employed to make the adverts convincing and get the readers persuaded.

Findings and Summary

The arrangement of both ACN and PDP adverts follow almost the same pattern. The declaratives and interrogatives are put first to incite the readers, appeal to their emotions and negotiate a relation with them. The imperatives come last to demand the service of the readers. However, the analysis reveals a terse imperative mood and absence of interrogative mood in PDP adverts. From the lexico-grammatical analysis of the advertisements of the two political parties (ACN and PDP), it is observed that imperative mood clauses dominate the ACN adverts while PDP adverts are full of declarative mood. Statistically, imperative mood clause carries the 62.9% of the 28 major clauses analysed in the four adverts of ACN. 81.75% of 17 major clauses in PDP adverts are in declarative mood. The percentage distribution of the mood types used in the adverts of the two political parties is presented in the table below:

	Declarative	Interrogative	Imperative
ACN	18.5%	18.5%	62.9%
PDP	81.25%	-	18.75%

The analysis so far reveals a terse use of modal verbal operators and mood adjuncts to reveal the attitude and feelings of the speakers. ACN adverts do not attest any Modulation or Modalisation while the few ones in PDP adverts are found in only one advert (datum 5). This might be as a result of the fact that advertisement is not a face to face communication and the speakers wish to conceal their attitudes in order to avoid being arrogant or too radical. The differences in the distribution of the mood types of the adverts of the two political parties could be related to a number of contextual factors and interpersonal meanings involved. According to Thompson (2004:41) "The choice of clause type is concerned with interpersonal meanings and so the contextual factors relate mainly to tenor, the relationship between the interactants". The political context of the adverts reveals that ACN is an opposition party while PDP is the ruling party with her presidential candidate as the incumbent President. Thus, the many interrogative moods as well as the imperative mood are to negotiate their acceptance and equally establish a relationship with the readers. As opposition party and a debutant in the political scene, Nuhu Ribadu uses most of the interrogative mood clauses to condemn the ruling power by highlighting some socio-economic and political problems that the country experiences under the present administration such as **poor health care** in datum 1, **fuel scarcity** in datum 4 and **insecurity** in datum 2.

The dominance of declarative mood in PDP adverts may be related to the contextual issues in the political scene. The candidature of Goodluck Jonathan was not generally applauded by the party members as well as some ethnic groups who believe that the northern part of the country should present the next president. So, the declarative moods and few modal verb operators in the adverts of PDP are to offer information and explanations that would afford Goodluck Jonathan acceptance from both party members and the northern political leaders. For instance the exclamatory minor clause in datum 8 **Behold the consensus candidate of Nigeria** is an indirect way of persuading the reader to accept the candidature of Goodluck Jonathan. From the foregoing, one may conclude that the two political parties direct their adverts to audience of differing relationships. While PDP adverts are directed to the political class, the ACN adverts are directed to the poor masses. This might be the reason for the overwhelming victory of ACN in the southwest at the April 2011 poll.

Conclusion

The interpersonal metafunction of a text refers to the way the writer/advertiser uses language to establish and maintain relations with the readers in order to influence their behavior by expressing his viewpoint. The study has attempted to present interpersonal analysis of political advertisements. The analysis has revealed that there is no one to one correspondence between the lexico-grammar and interpersonal meaning of a clause.

Butt, et al (1995:75) explains that ‘yet the relation between lexico-grammar and interpersonal meanings is not always straightforward – information can be sought using the imperative and declarative mood as well as interrogative; and there is no “normal” way of encoding an offer of goods and services.’

The study also reveals that the attitude and opinion of the speakers in the political adverts are covertly indicated neither by the use of modal verbal operators nor mood adjuncts but by the lexical choices as well as grammatical structures that reflect the socio-economic and political context of the adverts.

Finally, the study has shown that the interpersonal meaning of a structural choice is not determined by the lexico-grammar but contextual factors. Thompson (2004) affirms that “in order to identify meaning choices, we have to look outwards at the context. What, in the kind of society we live in do we typically need or want to say.” The analysis done in this study will enhance better understanding of political advertisements from interpersonal metafunction perspective.

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