

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

BY

MOJISOLA TOYIN, MAKINDE

B.A. HONS. English (OSU), M.CA. (Ibadan), M.A. (Ibadan)

PGDE (NOUN)

A Thesis in the Department of English,
Submitted to the Faculty of Arts,
in partial fulfilment of the requirements for the Degree of

MASTER OF PHILOSOPHY

of the

University of Ibadan

SEPTEMBER 2012

CERTIFICATION PAGE

I certify that this work was carried out by Mojisola Toyin Makinde in the
Department of English, University of Ibadan

.....
Supervisor

S.A. Odebunmi,

B.A, M.A(Ilorin) Ph.D. (Ife)

Senior Lecturer,
Department of English,
University of Ibadan, Ibadan, Nigeria

DEDICATION

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

UNIVERSITY OF IBADAN

ACKNOWLEDGEMENTS

I thank the Lord for a time well spent at the University of Ibadan. Indeed, it was a period of persistent reading and constant learning in buoyant health. I appreciate God, for His care, particularly for giving me a mentor, a brother and a guardian, Dr Akin Odebunmi, who meticulously led me through the teething period.

I also want to thank the men in my life most especially my husband, Tunde Makinde and my children- Toba, Tunmise and Toluwanimi Makinde, who despite my long stay away from home and sometimes from marital duties, still showed good measure of understanding and love. My gratitude goes to my Sister, Tunrayo Adeyemo and Sola Odeneye, my Brothers; Nekan and Muyiwa Adegbite, and my mother, Pastor Mrs Adegbite for their care and prayers.

My acknowledgements also go to my brethren and friends. I thank Rev. V. K. Babatunde, Pastor Alaba Oti, Pastor .S. Soyoye, Prof. Y. Oyeneye, Prof. Olu Onadeko, Prof. I. F. Adu, Prof. Funke Lawal, Dr. Abidoye Sarumi, Dr. Mubo Awotunde, Dr. Nike Akinjobi and Dr. Folakemi Solaja.

My warm regards also go to Dr B.A. Laninhun and Dr O.O. Soola of Communication and Language Arts Department, Dr.O.Oha, as well other lecturers and staff in the Department of English, University of Ibadan.

Finally, I extend my appreciation to my bosses, colleagues and friends at Tai Solarin College of Education for their supports and encouraging smiles always.

The Lord will honour you all.
Thank you.

TABLE OF CONTENTS

Title page	i
Certification	ii
Dedication	iii
Acknowledgements	iv
Table of Contents	v
List of Tables	ix
List of Figures	x
Abbreviations	xi
Abstract	xiii
CHAPTER ONE -GENERAL INTRODUCTION	
1.1 Background to the Study	1
1.2 History of HIV and AIDS in Nigeria	4
1.3 Contact and Spread of HIV and AIDS in Nigeria	6
1.4 Advertising Discourse	8
1.5 Statement of the Problem	13
1.6 Aim and Objectives of the Study	15
1.7 Scope of the Study	16
1.8 Significance of the Study	16
1.9 Justification of Theory	17
1.10. Concluding Remarks	18
CHAPTER TWO-THEORETICAL FRAMEWORK AND LITERATURE REVIEW	
2.1 Preamble	19
2.2 Historical Preliminaries	19
2.3 Pragmatic Theories and Concepts	20
2.3.1 Speech Act Theory	23
2.3.1.1 Locutionary Acts	26

2.3.1.2 Perlocutionary Act	28
2.3.2 Pragmatic Act Theory	30
2.3.3 Context in Pragmatics	33
2.4 Pragmatics and Semiotics	35
2.5 Advertising and Semiotics	38
2.6 Advertising Theories	41
2.6.1 Information Acquisition Theory	41
2.6.2 Behavioural Theory	42
2.7 Advertising Communication and the Pragmatics of Medical Communication	42
2.8 Review of Related Literature on HIV and AIDS	44
2.9 Review of Related Literature on Advertising	47
2.10 Concluding Remarks	50

CHAPTER THREE- METHODOLOGY AND AND ANALYTICAL FRAME WORK

3.1 Preamble	52
3.2 Data Collection Procedure	52
3.3 Sampling Procedure	53
3.4 Instrumentation	56
3.4.1 Unstructured Interview	56
3.4.2 Questionnaire	56
3.5 Research Design	57
3.6 Analytical Framework	57
3.7 Concluding Remarks	60

CHAPTER FOUR- PRAGMATIC FORCE AND LOCUTIONS

4.1 Introduction	61
4.2 Pragmatic Acts	64
4.2.1 Co-opting as Pragmatic Act	64
4.2.1.1 Co-opting to Promote Support	64

4.2.1.2 Co-opting to Remove Stigmatisation	68
4.2.1.3 Co-opting as a Means of Protection	70
4.2.1.4 Co-opting to Give Hope to People Already Living with the Virus	71
4.2.2 Projecting as a Pragmatic Act	72
4.2.3 Encouraging as a Pragmatic Act	71
4.2.4 <i>Embolding</i> as a Pragmatic Act	76
4.2.5 Instigating as a Pragmatic Act	77
4.2.6 Advising as a Pragmatic Act	78
4.3 Locutionary Acts	79
4.3.1 Phonological Features	79
4.3.2 Lexical-semantic Features	81
4.3.2.1. Vocabulary	81
4.3.2.1.1 Vocabulary Items Using Medical Terminologies	81
4.3.2.1.2 Vocabulary Items Depicting Bonding	84
4.3.2.1.3 Vocabulary Items Depicting Intimacy	86
4.3.2.1.4 Vocabulary Items Depicting Accomplishment / Good Prospect	88
4.3.2.1.5 Vocabulary Items Depicting Social Relationship	90
4.3.3 Lexical Relationships	92
4.3.4 Stylistic Choices	94
4.4 Concluding Remarks	99

CHAPTER FIVE-PERLOCUTIONARY ACTS

5.1 Introduction	101
5.2 Background Information on Respondents	101
5.3 Analysis of Research Question One	113
5.4 Analysis of Research Question Two	121
5.5 Analysis of Research Question Three	133
5.6 Analysis Research Question Four	140
5.7 Findings and Conclusion	143

CHAPTER SIX-SUMMARY OF FINDINGS AND CONCLUSION	
6.1 Summary of findings	144
6.1.1 Pragmatic Force	144
6.1.2 Locutions	145
6.1.2.1 The Phonological Features	146
6.1.2.2 Lexical-semantic Features	146
6.1.3 Perlocutionary Acts	147
6.2 Conclusion	148
6.2.1 Contributions of the Study	148
6.2.2. Application of the Study	148
6.2.3 Suggestions for Further Studies	149
REFERENCES	150
APPENDICES	159

LIST OF TABLES

Table 3.1	Distribution of Questionnaire	54
Table 4.1	Pragmatic Acts in YOU Adverts	62
Table 4.2.	Vocabulary Items Depicting Medical Activities	83
Table 4.3.	Vocabulary items Depicting Bonding	85
Table 4.4.	Vocabulary Items Depicting Intimacy	87
Table 4 5:	Vocabulary Items Depicting Accomplishment	
	/Good Prospect	89
Table 4.6	Vocabulary Items Depicting Social Relationship	91
Table 4.7.	Use of Antonyms	93
Table 5.1.1	Bio Data of Respondent	102
Table 5.1.2	Occupational Distribution of Respondents	105
Table 5.1.3	Age of Respondents	108
Table 5.1.4	Marital Status of Respondents	111
Table 5.3.1	Response One to Research Question One	114
Table 5.3.2	Response Two to Research Question One	115
Table 5.3.3	Response Three to Research Question One	116
Table 5.3.4	Effects of the word YOU on the audience	119
Table 5.4.1	Response One to Research Question Two	122
Table 5.4.2	Response Two to Research Question Two	123
Table 5.4.3	Response Three to Research Question Two	125
Table 5.4.4	Response Four to Research Question Three	126
Table 5.4.5	Response Five to Research Question Two	128

Table 5.4.6 Effects of Words Easily Recalled by the Audience	131
Table 5.5.1 Response One to Research Question Three	134
Table 5.2.2 Response Two to Research Question Three	135
Table 5.5.3 Response Three to Research Question Three	137
Table 5.5.4 Response Four to Research Question Three	138
Table 5.6.1 Response One to Research Question Four	141
Table 5.6.2 Response Two to Research Question Four	142

UNIVERSITY OF IBADAN

LIST OF FIGURES

Figure 2.1 A Pictorial Description of Speech Act Theory	25
Figure 2.2 A Model of Pragmatic Acts	32
Figure 3.1 Distribution of Questionnaire	55
Figure 3.2 A Modified model of Pragmatic Acts in HIV/AIDS social Management Advertisements	58
Figure 4.1 Distribution of Pragmatic Acts	63
Figure 4.2 The YOU Circle	97
Figure 5.1 Sexes of Respondents	103
Figure 5.2 Occupational Distribution of Respondents	106
Figure 5.3 Age of Respondents	109
Figure 5.4 Marital of Respondents	112

LIST OF ABBREVIATIONS

Ad - Advertisements

Adverts - Advertisements

YOU -The sponsor of the media adverts ‘it begins with you’

UNIVERSITY OF IBADAN