KENYATTA UNIVERSITY
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A RHETORICAL ANALYSIS OF GIKUYU RADIO ADVERTISEMENTS

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A research project submitted to the School of Humanities and Social Sciences in partial fulfilment of the requirements for the award of the Degree of Masters of Arts in English and Linguistics

JULY, 2015
DECLARATION
This project is my original work and, to the best of my knowledge, has not been presented in any other university for any award.

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To Alfred Chege Chege, my deeply treasured memory till eternity.

Loved in death as in life.

Utromama kwega kuuraga
ACKNOWLEDGEMENTS

Many hands make work light. Indeed, this work affirms this truth as it has been done with the great support of many.

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DEFINITION OF TERMS

**Cohesion** - Linguistic means by which sentences stick together and are linked into larger units of discourse.

**Coherence** - Quality assigned to a text by a reader or listener and is a measure of the extent to which the reader/ listener finds it meaningful as a unit.

**Ethos** - Use of language to appeal to the good in human character.

**Genre** - Literary term meaning a type of writing or discourse.

**Logos** - Use of language to appeal to what is rational and reasonable.

**Non-sequiturs** – Arguments that do not follow logically from previous premises

**Nucleus** - That part in a structure that carries the main idea.

**Pathos** - Use of language to appeal to what is humanly desirable.

**Persuasion** - Types of discourse in which the speaker/ writer seeks to convince the interlocutors through ethical and emotional appeals.

**Relations** - That which holds between the nucleus and the circumstance.

**Rhetoric** - Use of persuasive words with the aim to convince listeners/ readers.

**Satellite** - The part of a structure that complements the Nucleus.

**Schema** - An abstract, conceptual representation said to account for a situation whenever that situation can be taken as an instance of general class of concepts presented by the schema.
ABBREVIATIONS

LC - Logical Connectors

N - Nucleus

NACOSTI - National Commission of Science and Technology

RST - Rhetorical Structure Theory

S - Satellite.
ABSTRACT

Advertisements assume an important role as they introduce products and services to consumers. They are often considered by marketers as the ground-breaking informants on any new products and services to target consumers. They take a particular stance in relation to the products they parade. This study was motivated by the fact that in spite of the fact that Gĩkũyũ adverts are on radio, television and other channels of communication, advertisements from Inooro radio have not been studied with regard to their rhetorical structure. All texts are said to have a structure and the question that begs to be answered is what the structure of Inooro FM radio advertisements is. Based on the Rhetorical Structure Theory, this study focused on the structure of Gĩkũyũ radio advertisements. This study outlines rhetorical relations and their application to Gĩkũyũ advertisements. The researcher further studied the use of language with a view to describing the persuasive strategies advertisers in the Inooro FM radio exploit and the logical connectors that enhance the interaction between the text and the audience. The advertisements were selected from Inooro radio station. In terms of research organisation, Chapter one of the project gives the background of the study, the scope and limitations as well as the motivation for the study. Chapter two shows what other studies have done on rhetorical analyses and thus clearly show the gap this study seeks to fill. Further, the part discusses the Rhetorical Structure Theory, its tenets and applications and show how it applies to this study. Chapter three covers the methodology in terms of data collection and analysis. A descriptive research design was used. Data are presented in form of words to describe the findings in Chapter four. Seven advertisements from Inooro radio station were purposively selected for analysis. The data collected was grouped into tables and described using words.
CHAPTER ONE

1.1 Background to the study
Advertisements, whether spoken or written, are a common feature in the media environment. They are inescapable as they infiltrate the very atmosphere that surrounds us. When buying or looking for a product, advertisements act as groundbreaking informants. This makes the advertising discourse very common and useful. Studies on media discourse have become very common since the media has become a great influence on how people do their things and make their decisions.

Studies of discourse as language in use have been done in the broadcasting field and on radio. Various aspects of this discourse have been studied and various approaches have been taken. Among the approaches taken is the Birmingham School Approach as propounded by Brazil and Coulthard (1982). The proponents of this school argue that spoken discourse is more orderly than it appears; that it is patterned in a certain way than what it appears to be initially. They propose a certain organizational structure to enable the analyst identify the structure of this discourse.

The search in Discourse Analysis is mainly for structure. However, this search may result in a better way of language learning and indicate how individuals interact with and through language and to what end (Hatch & Long, 1980). For example, Mwai (2008) has studied media discourse. She concentrated on the organizational structure of panel discussions of selected radio stations. This study established the role of these structures and their effectiveness in the specific communicative events. The study confirms that what may appear as incidental talk with no particular order to the audience indeed has a structure and a particular order.
Besides interviews and news broadcasts, radio also carries advertisements. All these categories differ from each other in terms of their structure, manner of presentation and intention of the discourse producers. While news broadcasts are intended to simply give information on the state of matters as they are, interviews allow various views and arguments to be presented. Similarly, in terms of their structure and number of participants, interviews allow for variations.

Advertisements form the focus of this study. As Brazil and Coulthard (1982) have pointed out, this discourse is more orderly than what it initially appears to be. There are rules that govern how this discourse is organized. These organisational rules or generic constraints can be analysed systematically so that communication can take place as intended by the speakers in the communicative event.

This study analyses the extent to which the advertisements on Inooro FM adhere to the generic constraints of the structure of advertisements. Radio advertisements are aired on many radio stations particularly in the current wake of radio stations that broadcast in local languages. Inooro FM is one of the stations that air in Gĩkũyũ. Others are Kameme FM and Coro FM. The station broadcasts to more than six million speakers of the language spread everywhere within the boundaries of Kenya and beyond.

Advertisements are designed for certain target audiences and are meant to appeal to them, swaying them towards a certain end, in this case towards buying the product or service that they present (Lucas, 2004, p 399). He identifies some broad purposes associated with advertising. They include: to inform the target audience about a new product in the market, to educate people about the usage of a particular product or service and to persuade an audience to change their opinions about something the advertiser deems important. Since advertising is a multibillion dollar industry, advertisers are always looking for means to draw a large
customer base. One of the chief ways in which this is done is through persuasion whether subtle or overt.

From classical rhetoric which existed between the 5th – 15th Century BC, Aristotle defined rhetoric as the faculty of observing or discovering, in any given case, the available means of persuasion. Quintilian, in the same period, said that rhetoric is the power or judging and discoursing on civil matters that are put before people with certain persuasiveness, action of the body and delivery; it is the art of speaking well (Corbett, 1999).

In the Renaissance Age, Ramus agrees with Quintilian on rhetoric being the art of speaking well about all subjects but disagrees with him in the argument that only style and delivery belong to rhetoric while invention, arrangement and memory belong to dialectic. According to him, rhetoric encompasses all that (Butler, 1985).

Contemporary rhetoricians define rhetoric as the art of discourse. This definition presents rhetoric as an art, which is distinct from a science. Barthes (1970/1988) argues that the central concern of rhetoric has always been the method and manner, how to discover the most effective way to express a thought in a given situation and then how to alter its expression to suit different situations. Any proposition can be expressed in a variety of ways. In a given situation, one of these ways is the most effective in swaying an audience towards a desired end. The work of a rhetorical analyst is to determine the most preferred methods in any given situation. In advertising, the manner in which a statement is expressed is more important than its propositional content. In recognition of the fact that the goal of advertising is not only to inform but also to persuade, it is not surprising that advertising is sprinkled with rhetorical devices (Leigh, 1994).

Several studies have identified some of the rhetorical devices that have been used in the language of advertising and have incorporated the appeals first highlighted by Aristotle and
later developed by modern day rhetoricians and how they work in advertising. For example, Thorne (1997) establishes the key types of persuasion namely: ethical appeal (ethos), those that appeal to our sense of the good in human character; emotional appeal (pathos), those that appeal to our sense of what is humanly desirable and appeal to logic (logos), those that appeal to our sense of the reasonable.

McMahan et al (1984) argue that one uses rhetoric when one hopes to get the readers to agree with them and maybe as a result take some action. Somewhere deep down inside the speaker, there is an opinion that s/he believes a reasonable person should agree with. They argue that persuasion makes use of moving appeals to emotions as well as to reason. The goal of persuasion is therefore to skilfully convince.

Swales (1990) and Bhatia (1993) have argued that rhetoric is more than just persuasion. They have said that there is a wider range of aims and methods of convincing the audience and influence their views towards ideas. Therefore, it’s possible to use nonconventional language in advertising and still not be considered as nonsensical or faulty. This deviation may sometimes occur at the level of form rather than content. It is also a deviation that is consistent across many contexts (Corbett, 1999). Therefore, that deviation can be measured against certain expectations and that the limit on the amount of the deviation is not a mistake.

With advertisements taking up a considerable amount of airplay on both radio and television, a study of this genre in terms of its structure and the use of persuasion forms the corpus of this study. It aims at establishing the structure of advertisements from radio and analyse the persuasive strategies against some rules that have been laid down.

1.2 Statement of the problem
Advertisements are observed to present new and old products to consumers and to persuade the consumers to buy them. The advantages of buying the product are emphasised in the hope
that the audience are convinced and make purchases. Their routine nature may make the implicit structures advertisers use be taken for granted so that people hardly think of them. To facilitate the production of advertisements that manage to attract and sustain the interest of the consumers, there is need for the advertiser to use various strategies to sway the audience to the desired direction. Advertisements also need to be patterned in a certain way so that ideas do not hang and there are no gaps in the communicative event. When analysed, advertisements reveal a pattern that is consistent in all texts within the same genre. They confirm that texts are not haphazardly organised if the speaker hopes to achieve a certain end. This structuring of advertisements is governed by rules that are discoverable through a study of rhetorical structures of genres. This study investigates the nature of advertisements drawn from Inooro FM in terms of structure, persuasive strategies and use of logical connectors. Rhetorical relations such as solutionhood, motivation and enablement and elaboration are assessed and their effectiveness in building up the advertising text is investigated. A casual look at advertisements reveals that the language used in advertisements is by no means ordinary or of everyday use. It is highly hyperbolic and highly manipulated so that it leads the listener to see what the advertiser wants them to see. Persuasive strategies are therefore investigated in this study. The style and lexical choices is deliberate. These lexical choices will also be investigated in terms of how the advertiser moves the listener from one point to another and how the texts hold together.

1.3 Objectives of the study

This study had the following objectives:

1. Describe the rhetorical structure of Gĩkũyũ advertisements in Inooro FM.

2. Describe the persuasive strategies used in Gĩkũyũ advertisements in Inooro FM.
3. Investigate and identify the logical connectors that enhance interaction between the speaker / text and the audience.

1.4 Research questions
The study sought to answer the following questions:

1. What is the rhetorical structure of Gĩkũyũ advertisements in Inooro FM?

2. What persuasive strategies are exploited in advertisements done in Inooro FM?

3. What are the logical connectors that enhance the interaction between the text and the audience?

1.5 Assumptions of the study
The following were the assumptions of the study:

1. Gĩkũyũ Inooro radio advertisements have a rhetorical structure.

2. Gĩkũyũ radio advertisements exploit persuasive strategies.

3. There are logical connectors that enhance interaction between a text and the audience in Gĩkũyũ radio advertisements.

1.6 Significance of the study
Evidence has shown that advertisements take up a lot of time in broadcasting and that advertising over the radio has become major business. Blake Clark (1998) says that 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. This underscores the prevalence of advertising in our daily lives. Knowledge on how to prepare these advertising texts and the linguistic concepts to use is therefore important. This
study in advertising discourse is therefore relevant to advertising copy writers as it provides insight into their structure and effectiveness.

The study also has implications in communication and language learning / teaching in that it can be used for preparation of persuasive pieces for students of advertising and communication. Apart from the language and communication pedagogy, the study is of interest to advertisers and copywriters since it offers insights into how to use language in preparation for the advertisements.

It provides a general schema for the preparation of an advertisement and the persuasive strategies to appeal to different target audience. The study thus provides a link between linguistics and advertising since the advertisements are assessed in terms of the use of linguistic concepts.

The study further contributes to discourse analysis as it borrows from broader concepts of discourse analysis. It analyses texts that are longer than utterances as advertisements clearly are.

1.7 Scope and limitations

This study focuses on media discourse and specifically advertisements in Inooro FM radio. Stewart (2008) says that people listen to the radio individually in their cars, on personal stereos and even at work. This underscores the prevalence of the radio as an advertising agent. The study limits itself to radio advertisements because it is much more widely used than other forms of media such as television and newspaper. Furthermore, it takes little or no effort for a person to hear the advertisements so the burden of spreading the advertising word is easier.
There are several vernacular radio stations that air advertisements in local languages. This study, however, only analyses the advertisements from the Royal Media Services’ daughter station, Inooro FM which broadcasts in Gĩkũyũ. This is informed by the fact that the advertisements done in Inooro are the same aired in the other Gĩkũyũ radio stations and selecting from every radio station are repetitive not yield any different results. Inooro was then considered as the representative station. Interviews were also conducted in Thika town only since most residents are speakers of the language. Getting respondents therefore did not present any challenge.

Two classes of advertisements, namely, product and service were analysed. This is based on the fact that these were the most straight-forward classes and were clear in their intentions of selling the products and services. A total of seven advertisements were analysed. The fact that the advertisements may be designed by different individuals provided valuable variations.

The focus is on the consumer advertising which is directed towards the promotion of some product or service to the general public. The study, however, is not meant to exhaust all the aspects of this particular discourse, or present an answer to all the problems it poses. Rather, it aims at the structure of the advertising text. It focuses on the interaction of language and examines advertising persuasive strategies. To facilitate this, the study draws from a linguistic theory: the Rhetorical Structure Theory as put forward by Mann and Thompson (1987). The tenets of the theory are applied in the interpretation, analysis and presentation of data. The products to be analysed were beauty and electronics, while the services were insurance / banking and schools.

1.8 Summary
This chapter has introduced the study at hand. It has provided the background information, the statement of the problem, research objectives, research question, the assumptions of the
research, the justification and the scope and limitations. Having done that, the next chapter has dealt with reviewed literature that helped in illustrating the study. The chapter has also discussed the linguistic theory that the study has applied in the discussion of its data.
CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction
A lot of studies on advertisements have been done. These studies have assessed advertisements done in English and other languages. There is a lot to borrow from these studies in order to fill the knowledge gap. These studies are classified under five subheadings, namely: advertising, structuring of texts, advertising and linguistics, persuasion and Text Linguistics.

2.1 Advertising
Advertising is referred to as a form of discourse. This is because it has influenced not only the structure of language and the modality of lifestyle, but also the content of how people routinely communicate. The messages of advertising have almost completely taken over the entire cultural landscape outlook towards life. It is not uncommon to see printed advertisements filling the pages of newspapers and magazines. Similarly, commercials interrupt TV and radio programs constantly. As Beasley & Danesi (2002:1) pointed out, ‘brand names, logos, trademarks, jingles, and slogans have become part and parcel of the 'mental encyclopedia' of virtually everyone who lives in a modern-day society’ (Wodak, 2006a, 2006b; Wodak, 2007).

Atchison (1999:49) provides an answer to the question on what kind of benefits advertisements offer to consumers. He provides the following quote from Gray Goldsmith of Lowe & Partners, New York: “I do not think you need to offer a rational benefit. I think you need to offer a benefit that a rational person can understand”. Similarly, Sells & Gonzalez (2002) put it that it is often said that advertising is irrational but this is where the crossover
between information and persuasion becomes important. The assertion is that while an advertisement does not have to be factually informative, it should not be factually misleading.

Advertising can be seen as driving people towards some end. They indirectly persuade people to consume more through making them feel dissatisfied or inadequate; by awakening the greed, worry and ambition within them. The advertising discourse makes a powerful contribution to how we decide where we belong and with whom we belong. According to Hall and Campbell (2001), advertising through the mass media has made us feel like we belong together in one common world. This means that you are familiar with the products we use and we are familiar with the products you use and that familiarity transcends a large geographical distance. Advertisements make us feel that we are not sidelined; we are on the same platform with everyone else. In other words, we live in a world filled with advertised products; often the presence of one of these products rather than another in our lives is determined by the effectiveness of the campaigns for competing products. The advertisers then have to make sure they appeal to every fibre of our being considering that the level of the competition is so high.

Hall & Campbell (2001) classify advertisements broadly into several classes which include: Product advertisements. These market a product or a product line. For instance, advertisements for Dairy Queen (product) create a world filled with Dairy Queen Products and their ingredients. Mountains of chocolate and fields of fresh strawberry, pineapples and vegetables are all part of this world. Consequently, the strategy for the advertisements for food is to make the food look and sound as delectable as possible.

The product can also be used as an advertisement where the product becomes its own advertisement. When small boxes of food items, deodorant or laundry detergent appears in
our mail boxes, they become the advertisement that informs us of such a product. The free sample becomes an advertising strategy.

Service advertisements answer the question: How does an advertiser personify a service? An audio track played in the advertisement is what to our ears becomes the advertisement. An advertisement for an airline, for instance, may play a complaint by a passenger after being shoved around in one airline. This may be later contrasted with another sound of contentment by another who has all the space they need on a different airline. It advertises the wider seats, fewer persons per row which acts as persuasive strategy. The advertiser doesn’t have to do more; the job is done and the consumer is left with the responsibility of making a choice on what they want.

This study will select product and service advertisements for analysis as they are readily available in radio advertisements.

2.2 Structuring of texts

The study of media discourse continues to undoubtedly draw a lot of interest both in Kenya and beyond the boundaries. Perhaps it is the twists and turns that are associated with media discourse that draw this interest. Furthermore, it is clear that the media has become a very powerful tool in opinion shaping thus making it very fertile ground for study. Politicians, the church and other institutions have discovered how much strength there is in the media. In fact it has been argued that any publicity, good or bad, is good. It makes heads turns to your direction; then you can make your point when you have attention.

Karanja (1993) studied the organizational patterns of interviews on KBC television while Mwai (2008) studied organizational patterns used in panel discussions on selected television talk shows. Their studies describe how conversations are structured with a view to establishing the patterns that are used and how these patterns assist in making the
communicative process a success. Kiai (1996) studied radio discourse. The study by Kiai analysed radio programs in Gĩkũyũ established techniques and their effectiveness for radio by the target audience. These studies, like the current study, are based on media discourse.

Another study by Nyongesa (2005) also relates to the current study. The study is based on opinion discourse where the data is drawn from editorials of local newspapers. The study establishes the rhetorical relations that are at play in the editorials. It however differs from the current study in that it draws from the print media while the current study draws its data from the radio. Furthermore, Nyongesa (2005) does not seek to investigate the possible reasons behind the dominance of some relations at the expense of others, something that the current study focuses on.

Munyao (2010), like Nyongesa, also assesses lead stories in Kenyan media. Her study takes the narrative structural approach but still seeks to investigate whether the stories follow a general pattern. Similarly, Maroko (1998) studied the structure of texts with a view to establishing the general pattern that they adopt. With data drawn from M.A proposals, Maroko (1998) established that a certain generic pattern was consistent, though with a few variations across the proposals drawn from different faculties of Kenyatta University. This study relates to the current study in that both set out to discover the rules that govern the two genres. They however differ in that while Maroko (1998) uses the CARS model by Swales (1990) to analyse article introductions, the current study is guided by the Rhetorical Structure Theory by Mann and Thompson (1986). The study applies the relations developed by Mann and Thompson as the blueprint upon which the advertisements are mapped.

Beyond Kenya, Dattamajumdar (2006) has studied linguistic patterns of advertising in Kolkata. The study discovered that advertisements take liberties in modifying the natural order of the language depending upon the product of advertisement and the target group of
consumer. In doing so, advertisements capture the listener’s or reader’s attention and enable them arrive at a certain point of understanding the reference of the product. The listeners or readers are able to reconstruct the linguistic organization that is meaningful to the realm of advertising.

In another study that compares persuasive elements of advertisements in English and Spanish, Montes (2008) identified series of morpho-syntactic and pragmatic elements as effective elements that articulate advertisements translated from English to Spanish. While this study draws its corpus from advertisements just like the above studies, it differs from them in that it draws from an African language and is not a comparative study.

2.3 Relationship between linguistics and advertising

There are studies on the topic of the language of advertisements that can be found in works on genre analysis. Among the important studies that this study looked at is Leech’s (1966) study. The study surveys the types of linguistic devices used by British writers and designers of display advertising.

Leech (1966) is primarily concerned with analyzing the specialized grammar of advertising. He notes the disjunctive nature of much of this language, and he details some of its salient features. These include the low frequency of function words such as articles, auxiliaries, and pronouns. It further shows a preference for nouns over verbs and adjectives; and heavy nominalization over predicative constructions.

Leech (1966) also describes advertising language as a ‘sub literary’ genre the argument he presents is that an advertiser needs to come up with new ideas and to creatively exploit language within predictable linguistic patterns and techniques. Thus, the advertiser’s rhetorical aim (attracting and sustaining the reader's attention; making the advertisement memorable, and prompting the reader into appropriate action) is met by systematically setting
off a familiar pattern against inventive use. Leech's (1966) study provides a direction towards defining features of this language variety. As Bruthiaux (1996:26) argues, Leech's study is one of the first attempts to explicitly link in a full-length study the functional parameters of the advertising genre with its linguistic manifestations, or in other words, to apply the notion of systematic register variation to the language of advertising. This study is important because this variation is what the current study is interested in in terms of structure and linguistic cues.

Geis (1982) concentrates on the linguistic devices favored by producers of television commercials. He reviews some of the linguistic features that recur in the language of TV advertising in the United States. This includes a detailed study of comparatives similes, noun compounds, and count versus mass nouns. He addresses not only how advertisers use language but also how consumers are expected to interpret it.

In yet another study, Toolan (1988) follows Leech (1966) in concentrating on the stylistics of conventionalized and formulaic aspects of the language of advertising in the British press. Like Leech, Toolan sets out to uncover the recurrent structural patterns of the variety, without which, he argues, advertising language would not be recognizable as a distinct variety.

2.4 Persuasion

Advertising has progressed beyond the use of simple techniques for announcing the availability of products or services. It has permeated the domain of persuasion, and its rhetorical categories have become a common feature in contemporary social discourse. Because of the growing effectiveness of its persuasion techniques, advertising has become entrenched into social discourse because of its widespread diffusion throughout society. In the 19th Century’s industrialization, the style of presentation became increasingly important in raising the persuasive ability and effectiveness of the advertising text. As the 19th Century
came to a close, American advertisers in particular were, as Dyer (1982:32) points out, using more colloquial, personal and informal language to address the customer and also exploiting certain effective rhetorical devices to attract attention to a product. This new form of advertising became so pervasive that by the early decades of the 20th Century, it started becoming a component of social discourse. The effect started to change some of the basic ways in which people communicated with each other and in which they perceived commodities and services. This was further developed in the 1920s onwards when advertising agencies sprang up all over, broadening the attempts of their predecessors to build a rhetorical bridge between the product and the consumer's consciousness (Sayer, 2006; Saussure & Schulz, 2005).

Hall and Campbell (2001) mention the effect an advertisement should have on its clientele. Their argument is that if we are to be persuaded to buy a product or service, we must be able to recognize it, distinguish it from competitors, conclude that we want it or need it and remember our desire for that product when an opportunity to obtain it arises or when we create that opportunity. They ensure that we recall the product and our need for it by capsulizing these means of identification and differentiations and these associations and acts of participation in redundant messages that are repeated over and over again.

There are three persuasive strategies that rhetoricians use to appeal to their audience and lead them to a certain end. These strategies are: Emotional appeal (appeal to pathos), Ethical appeal (appeal to ethos), and Logical appeal (logos appeal). Glen (2009) says that appeals are the words, phrases and ideas that advertising copy writers use to tap into the needs of the audience. They must understand that words, even those that have similar meanings, can evoke strikingly different images. The copy writer must have a highly developed ear for the language coupled with an understanding of the needs of the audience. Table 2.1 shows the
comparison of Thorne (1997:214) of persuasive language (which appeals to pathos and ethos) to rational language (which appeals to logos).

Table 2.1 Comparison of Persuasive language to rational language

<table>
<thead>
<tr>
<th>Category</th>
<th>Persuasive</th>
<th>Rational</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Vocabulary characteristics</td>
<td>Simple, home based words</td>
<td>Jargon, borrowed words</td>
</tr>
<tr>
<td>2. Syntactic structures</td>
<td>Short clauses and sentences, imperatives, active voice, personal pronouns, emotive adjectives and adverbs, intensifiers</td>
<td>Long sentences, structured clauses, conjunctions showing logical progression of ideas, impersonal passives, no emotive words or colloquial forms</td>
</tr>
<tr>
<td>3. Meaning / message level</td>
<td>Selective treatment of arguments, emphasis on chosen points, demolition of perceived counter arguments, selective use of figures, playing on people’s emotions</td>
<td>Proven data, acceptance of exceptions and contrary indications, factual, avoidance of emotive appeals and manipulations</td>
</tr>
<tr>
<td>4. Stylistic characteristics</td>
<td>Informal, chatty, easy going, use of contractions, concrete images, unfinished comparatives, adjectives of culture and texture.</td>
<td>Abstract verbs and nouns, logic based link words, words with non-emotive meaning, avoidance of words that can create ambiguity</td>
</tr>
</tbody>
</table>

Adapted from Thorne (1997:214)

Ethical appeals relate to the person himself. How does an advertiser or an advert establish ethical appeal? One way is the audience’s acceptance of him as a man who knows his subject well enough to have an authoritative opinion (Glen, 2009).

No attempt to communicate is without emotional element, but the emotional appeal technique is predominantly an attack on feelings rather than on intellect. The users of this technique seek to identify the nature of their audience and then play on the emotional appeals that will strike home with a particular audience.
Advertisements may make a rather subtle, even flattering appeal to logic when they present the counter-argument. In some instances, this boils down to choosing Product X over its competitor; at other times the approach is more elaborate. The initial iMac advertisements, for example, included a series of "myths" stated with responses. For example, Myth 2, "Macs don't work with PCs," is one point sometimes raised against the Mac; the response acknowledges, then refutes it. This appeals to the logical consumer who wishes to follow the apparent contradictions in the advertisement. At the end of the day, the advertiser will have made his point in a way that engages reasoning. Appeal to logos involves appealing to the reasoning of the audience.

Language can be used to tell the truth, which may sometimes be literal truth or the more general truths such as those in poetry or prayers. Yet, it can be used to distort facts, or to persuade people to take a particular stance towards them. Literary language has that persuasive power though it is perceived as inspiring and uplifting. It manipulates and plays on our feelings and thoughts; though in ways we are willing to accept.

Dunn and Goodnight (2003) indicate that the purpose of one’s speech event determines the structure that it takes. An informative speech will differ from a persuasive speech. In a persuasive speech, where advertisement lies, one must set out to ‘prove one’s case’ and offer a solution to a problem that is perceived to exist.

McQuarrie and Mick (1996) present the several strategies used by advertisers. One of the strategies used is puns. Punning is an amusing use of a word or phrase that has two meanings, which is also called polysemy. The meaning communicated in a pun is left to the reader or listener to decipher so that the text makes sense as it should. Pun, the game of words, will leave a deep impression on readers by its readability, wit, and humour thus making the advertising text interesting and pleasant to the ear. Attridge (1988) aptly captures the nature
of puns in advertising by asserting that the pun is the product of a context deliberately constructed to enforce an ambiguity, to render impossible the choice between meanings, to leave the reader or hearer endlessly oscillating in semantic space.

Simile is a comparison between two different things that resemble each other in at least one way. In advertising, the simile is a device both of art and explanation, comparing an unfamiliar thing to some familiar thing (an object, event, process, etc.) known to the reader. The simile is usually introduced by the words “like”, “as”

Compared with simile, the metaphor is usually more often used in advertising. Metaphor compares two different things by speaking of one in terms of the other. Unlike a simile or analogy, metaphor asserts that one thing is another thing, not just which one is like another.

Personification metaphorically represents an animal or inanimate object as having human attributes - attributes of form, character, feelings, behavior, and so on. Ideas and attractions can also be personified. Advertisers commonly do this to make the product feel closer to the people.

According to Leech (1966, p. 27), the language of advertising is characterized by a number of preferred linguistic patterns and techniques such as simple language, repetition, alliteration and hyperbolic language. These and other styles will be investigated in this style.

While many authors classify the use of linguistic items differently, this study will adopt and hyperbolithe strategies discussed by Mc Quarrie & Mick (1996) to analyse the data in the study.
2.5 Text Linguistics

A text can be defined as a communicative occurrence which meets the seven standards of textuality: cohesion, coherence, intentionality, acceptability, informativity, situationality and inter-textuality (Halliday & Hasan, 1976). There are many English texts that can be treated as discourse, for example, newspapers as studied by Nyongesa (2005). The different ways these texts can be used indicate that they belong to different text types. If any of the standards of textuality are not satisfied, the text will not be considered to be communicative. Hence, non-communicative texts are considered as non-texts.

Leech and Svartrik (1975:156) note that whether in speech or in writing, there are words that help to understand a message by signalling how one idea leads to another; for words are like signposts on a journey.

Dolnik and Bajzikova (1988) have said that it is possible to study a text either as a text or as a product. The text as a product approach is focused on the text’s cohesion, coherence, topical organization, illocutionary structure and communicative functions. The text as a product perspective studies the text production, reception and interpretation (Dolnik and Bajzikova, 1998). Spoken or written texts can be understood as an instance of language use (an act of parol), a relatively self-contained unit of communication. As a communicative occurrence, it meets the seven criteria of textuality also called the constitutive principles of textual communication: cohesion, coherence, intentionality, acceptability, informativity, situationality and inter-textuality. It should also meet the three regulative principles of textual communication, that is, efficiency, effectiveness and appropriateness (Beaugrande & Dressler, 1981, Malmajaer, 1991). The constitutive principles of communication are cohesion and coherence.
Cohesion as developed by Halliday and Hasan (1976) is related to the logical linkage between units of a text. It is indicated by overt formal markers of the relations between texts. The items in the texts must be related for successful communication. Readers, being very creative interpreters, can make out meanings and the direction a text takes even when formal properties of cohesion are typically not marked overtly. This is as introduced by Vestergaard and Schroeder (1985) who talk about the notion of coherence. They define coherence as a way of talking about the relations between texts, whether or not they are indicated by formal markers of cohesion.

Logical Connectors are important in text construction as they serve in specifying relationships between sentences as well as between paragraphs, leading to the feeling that the text hangs together or makes sense.

Since Logical Connectors play an important role, they should not be used as slot fillers that have little contribution to text cohesion (Milton & Tsang, 1993), nor should they be memorized or used haphazardly. Logical connectors are used to connect or join two ideas that have a particular relationship. These relationships can be sequential (time), reason and purpose, adversative (opposition and / or unexpected results) and condition. Examples of connectors expressing sequence include: until, after, before, when, while, since, once, as soon as, as long as, by the time, meanwhile and afterwards, among others. Causal connectives include as, because, unless, since, in order that. Those expressing purpose are so that, in order that, due to, and in order to. Adversatives include even though, though, in spite of the fact that, while, whereas and despite.

This study sought to discover the structures built through operations of decision and selection and how effective they are in realizing the structure of advertisements, identifying the logical
connectors used in the advertisements, classifying them and explaining how they make the communicative process complete and meaningful.

2.6 Theoretical framework

The structure of a text can be analysed in various ways. However, there is always the most suitable of doing this depending on the genre and what the objectives of the analysts are. This study adopted the Rhetorical Structure Theory.

2.6.1 The Rhetorical Structure Theory (RST)

This study adopted the framework developed by Mann and Thompson (1986). This framework deals with text analysis and the principal concern to is to make clear the connections that make a text hold together. In the present study, this theory is used in an attempt to make explicit the connections in Gĩkũyũ radio advertisements.

Rhetorical Structure Theory provides a general framework that makes the analysis of a text possible. Mann and Thompson have explained that a text is not just a string of clauses but a set of hierarchically organized groups of clauses. These clauses stand in various relations to one another. The relations are used to describe texts depending on the assumptions about the reader.

This study outlines Rhetorical Structure Theory's mechanisms and applications, which include studies of clause combining and coherence and applies them to advertisements in Gikuyu to test and check on their applicability.

RST is guided by three objectives:

1. To identify the hierarchical structure in texts.

2. To identify the relations holding between parts of a text in functional terms
3. To identify both the transition point of a relation and the extent to which the items are related and to establish the communicative role of text structure.

RST explains the coherence of texts. This means that a text will show no signs of gaps. It should hang together so that it flows and direction is clearly suggested. That means that for every part of a coherent text, there is some function, some plausible reason for its presence which must be evident to readers to remove any possibility of miscommunication. There is therefore no sense of the text being disjointed or hanging or some information missing.

RST has four main elements, namely, relations, schemas, schema applications and structures. A relation is what holds between two overlapping text spans, namely, nucleus and satellite.

Structure refers to a diagram illustrating either one span or several spans. In this structure, the arcs labelled each with a relation name connect portions of a structure for which the relation holds. Each vertical line descends from the text span being decomposed by a schema application down to the nucleus of the schema application. The nucleus represents the sequence of the undecomposed units of the structure.

Schemas are defined as the structural constituency arrangements of text. They are abstract patterns which constitute a small number of constituent text spans. Furthermore, they give specifications of the relation between them and how certain spans are related to the whole collection. The following are the five kinds of schemas that summarize the relations in texts that make it cohesive and communicative; circumstance, contrast, motivation and enablement / evidence, joint and sequence. These are the commonly occurring schemas. The relations are elaboration, circumstance, solutionhood, volitional cause and result, non-volitional cause and effect, purpose, condition, interpretation evaluation, restatement, summary, sequence and contrast (Mann & Thompson, 1988). A relation can be applied any number of times in the application of a schema.
The Rhetorical Structure Theory as put forward by Mann and Thompson (1986) will be sufficient in analysing the advertisements for this study because advertising is considered as a natural text and all texts have a structure. Furthermore, this theory is not limited to any text type and can therefore be used to analyse any text type. This theory will be adapted in the sense that the second objective of the theory which is to identify the relations that occur in a given text is what this study will use in the analysis and therefore tree diagrams will not be necessary. Chafe (1996: 55–56) discusses the problems of using trees to represent discourse, particularly spoken discourse:

A tree diagram falls short of capturing the gradual development of ideas through time under the influence of both cognitive and social goals and constraints. People move from one thought to another, chunking certain thoughts together to be sure, but continually influenced by ongoing processes of memory as well as by the thoughts, language, and actions of others.

More recently, Wolf and Gibson (2004a, 2005) have argued that more powerful data structures than trees are necessary to represent discourse structure. They annotated newspaper texts, using coherence relations based on those proposed by Hobbs (1985) and Kehler (2002). Wolf and Gibson found a large number of crossed dependencies and nodes with more than one parent, which would make it impossible to represent discourse using trees.

The focus of this research was to identify the relations that are at play in the selected advertisements and to explain how they hold the various parts of the advertisements together. It will also show the relations between propositions as mapped on the various relations that facilitate cohesion and communication. RST is useful in the analysis of advertisements because it allows the analyst to consider the intended communicative effect expressed in or plausibly inferred from the text.

2.7 Summary
This chapter has reviewed literature that is related to the current study. The theoretical framework that has been used in the analysis of the data has also been reviewed and its relevance to the current study shown. The extent to which the tenets of the theory will be applied has also been highlighted.
CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction
This part has dealt with methodological procedures undertaken to carry out the study. This includes information about the research design, data sampling, study area and population, tools used in collecting the data, data analysis, interpretation and presentation.

3.1 Research design
This study used the qualitative research design where descriptive data was collected. This design allows the researcher to use words to describe the characteristics of the object of the study. These characteristics are a kind of a categorical study in which the data are grouped. It helps to answer the question ‘what is’ without trying to establish the cause and effect. Based on the objectives of this study, data was collected without influencing its environment so that the researcher could establish what exists (Jackson, 2009). Seven advertisements were drawn from Inooro radio station. The data was grouped into words rather than numbers and the words grouped into categories. The design is deemed suitable to describe language used within the spoken media discourse (Mugenda & Mugenda, 2012). It allows the researcher to solicit the desired information to address the research questions and summarize information in a way that provides the desired descriptive information.

3.2 Location of research
The research was carried out in a radio station ‘Inooro FM’ where advertisements were selected. Inooro FM radio station is a vernacular radio station that broadcasts exclusively in Gĩkũyũ and targets Gĩkũyũ speakers in Kenya. Its strong reception within Nairobi and its environs made it possible for the researcher to collect data without much of a problem.
Moreover, it provided the data that the researcher was interested in, in form of advertisements. The advertisements punctuate the broadcasts and come at different times to capture the target audience. For instance, advertisements for electronic products that target young men are slotted between musical programmes or sports. The language of the advertisements is Gĩkũyũ because studies on advertising in English and other languages have been done. Advertisements in Gĩkũyũ have not been studied in terms of structure yet they form a good percentage of what listeners of the Inooro radio station hear every day and they influence how they behave.

3.3 Data sampling
The study adopted purposive sampling. Babbie (1990) reports that purposive sampling is a non-probability sampling method which is used when the researcher’s focus is on in-depth information. It allows the researcher to use cases that have the required information with respect to the objectives of the study. Therefore, the selected advertisements were those that had the required information. The data allowed the researcher to identify the structures most prevalent in Gĩkũyũ advertisements and assess the use of persuasive language used. There are several classes of advertisements. These include product advertisements, service advertisements, good will advertisements and infomercials. However, it would be overambitious to attempt to address all of them in this study. Therefore, the researcher selected from two classes of advertisements, namely, products and services.

Product advertisements market a product or a product line. They market such items as foods, electronics or even beauty products. Service advertisements, on the other hand, personify a service since the service is not a physical thing and are usually accompanied by an audio track that describes the service.
These advertisements were for schools, beauty products, insurance and banking services. The service advertisements were four and the goods advertisements were also three. The total number of the advertisements was seven. This number was considered representative because the selected advertisements are expected to draw the interest of various age groups and gender. Milroy and Gordon (2003) say that some studies require smaller samples since that there may be just minimal variations within the genre or class being studied. In this study, variation in the structure of advertisements may be small thereby making a large sample redundant.

Two advertisements were sampled from three of the four subclasses named and one from one of the subclasses. The justification for the selection of the aforementioned subclasses was that advertisements for these products and services are many and so the variety allowed for a broader sample. The advertisements were drawn from the Inooro radio station. This is because the same advertisements are the same played in other Gĩkũyũ radio stations which include Kameme FM and Cooro FM and drawing from them would be redundant. Furthermore, the radio station, as the researcher discovered, has several commercial breaks which allows the researcher the variety of advertisements being sought.

3.4 Research instruments

Tape recorders and interview schedules were the tools that this study employed to enhance data collection. The researcher recorded the advertisements as they punctuated the programming. The tape recorder allows the researcher to replay the information collected and thereby confirming the data. It is a good store of information and can be referred to from time to time. The data collected in Gĩkũyũ was later transcribed. Translations to English were also presented in note form to facilitate communication between the researcher and other interested parties.
Interviews were also conducted to collect data on the use of persuasive strategies. An interview schedule with structured questions was prepared so that the researcher was guided in the questions that all the respondents would be asked. The researcher played the recorded advertisements to the respondent and then asked the questions. The answers were recorded in a note book. It involved qualitative description of a limited number of aspects of a thing or traits of a person. The researcher planned for interview sessions with selected audience at their convenience.

3.5 Data collection

Data collection techniques allow us to systematically collect information about our objects of study and the settings in which they occur. This has to be systematic so that the research questions can be conclusively answered.

The researcher listened to the radio and identified the advertisements that would provide the data needed. The recorder was tested to ensure that it was in good working condition. The identified advertisements were recorded. The advertisements were transcribed on a note book. Translation of the advertisements from Gĩkũyũ to English was then done. This translation was done to allow non-speakers of Gĩkũyũ follow the message in the advertisements. The data that was used for analysis was the one in Gĩkũyũ. This allowed the researcher to extract linguistic data for analysis. Other data were collected through the interviews. The researcher conducted interviews using the structured schedule on selected members of public and the responses were recorded in a notebook.

3.6 Data analysis

Data analysis involved scrutinising the acquired information and describing it. The advertisements were translated and then classified as either product or service advertisements. The data was coded for easy interpretation. The data was broken down into sentences and
phrases so that relations between the text parts could be identified. Relations holding between parts were identified based on plausibly implied meaning or explicit signals if present. This information was presented in frequency tables showing the percentages. This enabled the researcher to identify the prevalence of each of the relations in percentages. Ultimately, the researcher was able to describe the structures in Gĩkũyũ radio advertisements.

The responses from the interviews were analysed to help determine which appeals were dominant. The persuasive strategies were also recorded in tables and the percentages established. The researcher further identified the logical connectors in the advertisements and classified them against a table of logical connectors. The connectors assessed in this study were additives, adversative, causal and sequential. These were presented in a table of logical connectors.

3.7 Data management and ethical considerations

The researcher obtained a research permit from NACOSTI allowing the study to take place. An introductory note from the researcher was also given to the interviewees detailing the purpose of the data collected. The interviewees were reassured of the confidentiality with which the information they give would be treated. The purpose of the data collection was made clear to them before the interviews. Codes, and not names of the respondents were used to ensure confidentiality and for the purposes of any follow-ups or clarifications from the respondents.

3.8 Summary

This chapter has shown systematically how data for the study will be collected and how it will be treated. The interview schedule and the tape recorders were found to be sufficient
tools for the purposes of data collection. Chapter 4 where data is analysed and presented applies the methodology discussed in this chapter.
CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND DISCUSSION OF RESULTS

4.0 Introduction

This chapter presents data analysis and presentation as guided by the objectives of this study. The first part addresses the rhetorical structure of the Gĩkũyũ radio advertisements. The second part deals with the persuasive strategies evident in the advertisements, while the third part addresses the use of logical connectors used in the advertisements.

4.1 The rhetorical structure of Gĩkũyũ radio advertisements

This part addressed the question of how advertisements in Gĩkũyũ are structured based on Mann & Thompson’s (1987) RST. According to Mann and Thompson (1987, 1988), 24 relations were identified and classified into subject matter and presentational relations. The classification was based on the effect intended. In subject matter relations, the text producer intends for the reader to recognize the relation; in presentational relations the intended effect is to increase some inclination on the part of the reader, which can be a positive regard, belief, or acceptance of the nucleus.

Table 4.1 which is an adaptation from Mann and Thompson (1988) summarizes the relations. The table does not draw a distinction between subject matter and presentational relations. Furthermore, both presentational and subject matter relations are applicable in the analysis of advertisements.
Different lists of relations exist. It is clear however that what counts as a relation must be a clearly established connection between the two texts spans, namely, the nucleus and the satellite. The nucleus carries the central idea and the gist of the text, while the satellite supports the idea presented by the nucleus. Mann and Thompson (1988) already warned that ‘no single taxonomy seems suitable’ (1988:256) and that the list of relations is an open class to which other members can be admitted (Mann, 2005). (Rambow, 1993) points out that RST relations may be simply a reflection of intentions and relations among intentions.
Seven radio advertisements were recorded, transcribed and translated. The texts were first broken into clauses. The clauses were then analysed into various relations. According to Mann & Thompson, relations are defined as that which holds between two overlapping text spans - the nucleus and satellite.

Advertisements in this study were analysed against the relations given in Table 4.1. The relations may or may not be signaled by lexical cues; they can be there without overt signaling. Cognitive mechanisms are therefore used to join pieces of text together and readers are able to recognize them even without explicit signaling. Cognitive mechanisms allow a person to use and understand language based on language use. This means that even though there may be no overt marking of some elements, a user of that language understands that they still are there. Relations were also determined by the intention of the text producer.

According to Lewis (1926), an advertising and sales pioneer, an advertisement is divided into four main parts: Interest, Desire, Enthusiasm and Action. Each of the parts was realized through various relations presented in Table 4.1. The data collected obtained the following results.

4.1.1 Interest

This is the first part of an advertisement and it is meant to capture the interest of the target customers. According to Coolsen in Lewis (1910), “The mission of an advertisement is to sell goods.” To do this, it must attract attention, of course; but attracting attention is only an auxiliary detail. The announcement should contain a matter which will interest and convince after the attention has been attracted” (50) Interest is raised in the customer by focusing on and demonstrating advantages and benefits.

The Interest move in the advertisements has been drawn through various relations:
a) **Solutionhood** - In this relation, the reader recognizes that the body of the text presents a solution to a problem. This relation is used in drawing attention to the various products and services as shown in these texts. Parts of the text following the relation offer a solution to a need presented. As such, the Solutionhood premise is followed by units that by and large offer a solution.

In the following advertisement, the need for a solution is presented in the first sentence and the solution offered in the successive sentences.

1) **a)** Nĩ ūri wakorwo na bata wa mbeca **1b)** no ūkarigwo nĩ kũ ūngĩona? 2) *ndûkamake rĩu tondû Milimani Sacco Limited nîmakûreheire mûbango mwerû wa...*(Milimani Sacco Limited)

**Gloss:** Have you ever been in need of money but you do not know where to get it? Do not worry now because the new Milimani Sacco is there...

In the advertisement, Milimani Sacco is shown as the solution for the problems that a person who is in need of money has. Examples 1a and 1b offer a solution to a problem in the rest of the text and units that start at example 2 onwards. The offer of the solution is signaled by the phrase ‘*ndûkamake rĩu*’ (do not worry now). The word *rĩu* (now) signifies a temporal state that moves the reader from a state of lack to a state of finding a solution. This relation is used to draw the attention of the consumer to a need the Milimani Sacco offers a solution to. The advertisement points at a problem of lack of money and goes ahead to offer a solution for the problem.

The following advertisement is also built upon a solution seeking structure with the first part stating the problem and the others offering a solution.
2) i) No wende kůrūta wīra na kambūni īria ngūthi guothe būrūri ińi?ii) Rūu ndūgatangiķe rīngī tondūKiambu Institute of Business Studies īho...

Gloss: Would you like to work with blue chip companies in the whole country? Now do not be perturbed again because Kiambu Institute of Business Studies is there…

In this advertisement, the interest in the consumer is drawn to the product and a Solutionhood relation provides the answer so sought by the consumer. The temporal element serves as a linguistic cue that moves the target consumer from the previous state. The solution for the need to study in a college that will get you a job in a blue chip is offered after the advertiser raises that need in you.

In the following advertisement, the advertiser presents a consumer whose skin is not good alongside another whose skin glows. The need for a solution is presented as the initial sentence and a solution offered in the sentences that follow.

3) Hī ī nī ūkuona ūrīa ūthakarīte! Karī kīī ūrarīa? (Beauty Secrets)

Gloss: Wow! Do you see how beautiful you have become! What are you eating?

The question presented at the beginning draws the attention and interest of the target audience towards the beauty product the advertiser wishes to sell. The problem of bad skin in the one admiring the friend’s skin is presented and the solution is suggested in the text that follows. The consumer is drawn to the product because of the effects it seems to have on a friend which are desirable. The interest of other consumer is thus drawn to the beauty product. A solution for the apparent problem is offered in the text that follows. This is a case where the departure is not signaled by an overt linguistic cue; rather it is suggested by the intention of the speaker. Sometimes, formal properties of cohesion are typically not marked overtly (Vestergaard & Schroeder, 1985). The advertisement is built upon a solution-seeking
structure which draws from the Solutionhood relation. The Solutionhood relation is therefore the premise upon which the advertisement is drawn.

b) Preparation – In this relation, the text that draws the attention of the consumer is presented in a preparation relation where the text prepares the reader or audience to be more ready, more interested or more oriented to receive the product that it presented in the text that follows. Often, a preparatory relation may not contribute in terms of content to the text but rather as an introduction to the product or service. The following texts illustrate this relation and how it serves as an ‘attention grabber’ in an advertisement. The name of the product(s) being sold is mentioned first so that your attention is drawn and you are in the right frame of mind to listen to what is going to be said about the product.

4) Murata Sacco Limited. Murata Sacco Limited, nǐmakāreheire mūbango mwega wa kūga mūthithũ ũkīhũtūkĩra Investment Deposit Account…

Gloss: Murata Sacco. Murata Sacco limited has brought a new plan to help you save through the Investment Deposit Account…

5) Hemland College Thika. Ino nĩ college ŋa certificate, diploma na advanced diploma…

Gloss: Hemland College, Thika. This is a college that offers certificate, diploma and advanced diploma in…

The interest of the consumer is drawn through a Preparation relation where the text presents a title that prepares or puts the consumer in the proper orientation as regards the service being presented. The title / name of the college is foregrounded for the purposes of drawing the interest of potential students and or parents. The text largely serves to introduce the product to the target consumer. The first bit ‘Murata Sacco limited’ is presented as a title that draws
the attention of the consumer to the text that comes after it. Similarly, HemlandCollege also foregrounds the college in an effort to prepare us or to keep us in the right frame of mind as we anticipate the product. Like in preparation relations, these parts do not contribute to the propositional content of the text.

4.1.2 Desire

As you're building the reader's interest, you also need to help them understand how what you're offering can help them in a real way. The main way of doing this is by appealing to their personal needs and wants. The creation of a desire to buy is highlighted through details that are provided by the advertiser about the product. Reasons in support of the product being sold are presented, some through emotive words. When you describe your offering, don't just give the facts and features, and expect the audience to work out the benefits for themselves: Tell them the benefits clearly to create that interest and desire (Lewis, 1989). Rhetorical relations are used to create that desire as follows.

a) Motivation – This relation increases the reader’s or target consumer’s desire to get the products presented. Comprehending the advantages associated with the product increases the consumer’s desire to purchase it. The following advertisements highlight the advantages associated with the products that are likely to create the desire in a consumer to purchase the product.

6) New Milimani Sacco āho niũndũ waku we wĩ mũndũ kũmbe, ngurubu, makanitha ona kambũni o yothe. Nĩ īракāhe ngombo na interest nini makĩria ya 10%. New Milimani Sacco nĩ Sacco īrĩa yakĩtwo mũthingi inĩ wa ũkristiano niũndũ wa kũgacĩrithia mũtũrĩre waku na biashara cia andũ othe bũrũri in. (Murata Sacco Limited)
Gloss: New Milimani is there for you as an individual, groups, churches and any other companies. It is giving you loans at a very low interest of 10%. New Milimani Sacco is a Sacco that is built upon a Christian foundation so that it can establish your life and businesses all over the country.

7) New Milimani Sacco nĩtũheanaga ngombo kũrĩ amemba ta mkombozi loan niũndũ wa gũkũrũgamiŋũra hĩndũ ya ũgwati ona gũgwakĩra nyũmba cia gũkũmborithia na ngombo ingĩ nyingĩ.(MS)

Gloss: New Milimani Sacco offers loans to members like mkombozi loan for salvaging businesses, paying school fees, securing you in times of danger in addition to building you rental houses among others...

The above parts of the advertisement serve to increase the desire of the consumer to get the product. The details provided make the product very attractive to the target consumer thereby enhancing the desire in the consumer to take action. The benefits associated with the product are listed. For instance, the low interest rates, the advertisement seems to draw the attention of the target consumer to the services that the banking institution offers, first to the individual, then to the larger society, the fact that it is a Christian-based institution and that they desire to improve your lifestyle. The advertiser mentions the various loans offered by the Sacco to make it attractive. Furthermore, emotive words further increase the consumers’ desire. Such phrases as ‘interest nini makĩria...(very low interest), gũkũrũgamĩrĩra hĩndĩ ya ũgwati...(securing you in times of danger), niũndũ wa kũgacĩrithia mũtũrũre waku...(to enhance your life) are phrases that appeal to the emotions and feelings of the target consumer thus making the product more desirable.
8) 

 Ndūgatangi ke ēnti tondũ Kiambu Institute of Business Studies īho nĩguo gũtigĩrĩra ați nĩwatuĩka njorua mathomo-ini (Kiambu Institute of Business Studies) Thukuru ūyũ nũhũtũkĩtio nĩ Ministry ya githomo

Gloss: Do not be perturbed (let your heart be at peace) because Kiambu Institute of Business Studies is there to ensure that you have become a champion in your studies…Gloss: this school has been approved by the ministry of education…

Kiambu Institute of Business Studies picks on emotive words such as ‘ndūgatangi ke ngoro’ (let your heart be at peace) and provides a solution to the problem. These words appeal to the emotions of the consumer making them desire the product. A consumer’s desire for the product is heightened as the advertiser plays on the need for security and satisfaction. The reassurance that you will become a champion after going through the institution makes it more desirable.

The appeal to a need for security is used in the above to reassure the consumer that the product is authentic. This increases the consumer’s desire to the product. The reference to the ministry of education and the association thereof is a motivation towards the product.

b) Elaboration- This relation involves the reader recognizing the situation presented in the text as providing additional detail or information about the product or service on sale. This relation typically follows the nucleus (the central matter) as in the advertisement where after the college is mentioned, the details follow. The satellite in an elaboration relation presents additional details about the situation or some element of subject matter which is presented in the nucleus (Mann & Thompson 1988:273). In the following advertisement, what Hemland College offers is provided as the introductory information with the necessary details being provided. From the onset, Hemland College informs the consumer of the products they offer and offers the details that a consumer might require.
9) Helmand College Thika marĩ na certificate, diploma na advanced diploma kothi inĩ cia Information Technology, Computer Engineering, Computer Electronics, ICDL, business courses ta Accounting, full Secretarial, Hair and Beauty, Fashion Design, Catering and Hotel Management, Tours and Travel na Community Development. Tũri na foreign languages ta German, French, na Spanish...

Gloss: Helmand College Thika offers certificate, diploma and advanced diploma in Information Technology Courses, Computer Electronics, Computer Engineering, ICDL courses and business courses like Accounting, Full secretarial, Hair and Beauty, Fashion and Design, Catering and Hotel Management, Tourism and Travel and Community Development. We have foreign languages like German, French, and Spanish...

The part of the advertisements above gives details of what the college offers, what would be called the ‘manufacturers’ specifications’. It immediately follows the name of the college. These details are given in an elaboration relation and they serve to enhance the desire for the product. Should the consumer be looking certain courses to study, Hemland College provides a list of the details of the courses they offer.

Advertisement 10 which is by the Kiambu Institute of Business Studies gives the details of the courses they offer and which are offered at certificate or Diploma level.

10) Kiambu Institute of Business Studies nĩ thukuru ūrakũhe kothi itiganĩte cia certificate na diploma ta Hotel and Catering, Hair dressing and Beauty, Business Management, Sales and Marketing Tourism Studies, Electrical and Electronics, KATC and CPA 1, Motor vehicle and Mechanical courses, Front Office Operations na ingĩ nyingĩ.
Gloss: Kiambu Institute of Business Studies is a school that is offering you a variety of courses in Certificate and Diploma like Hotel and Catering, Hair dressing and Beauty, Business Management, Sales and Marketing, Electrical and Electronics, KATC and CPA 1, Motor vehicle and mechanical courses, front office operations and many others…

This is an elaboration relation that gives details on the services/courses the college offers. The desire for the product is enhanced by the details provided. The variety of the courses, the various levels of study promise to cater for the needs of the target customers because both diploma and certificate courses are offered.

In advertisement 11, the advertiser of Beauty Secrets provides reasons that should make a customer buy the lotion. That the customers face would look like ‘nyanya ya iganjo’ (a tomato from a rich valley) is meant to increase the desire of the customer towards the product.


Gloss: This is the lotion I use and it is called Beauty Secrets. When you use this lotion, you will look like a tomato from a rich valley...

12) …beauty secrets nĩ athondeki njorua a maguta ma kũmenyerera ngothi yaku...

Gloss …beauty secrets are champion makers of lotions that protect, take care of your skin...

These phrases appeal to the need for beauty through an elaboration relation. The consumer recognizes beauty as being a result of using the product being sold and that if she wants to get
the beauty compared to a tomato grown on a rich valley, she should get the product. The desire is thus increased.

The phrases use emotive words that can increase desire of the target customer. The adjective ‘njorua’ loosely translated to mean ‘champion’ makes the producer of the product the best of the best and their products therefore score highly. Furthermore, the verb ‘kūmenyerera’ loosely translated to mean ‘to take care of’ also gives the target consumer more confidence in the product. These further increase the desire by elaborating on the attributes of the product.

4.1.3 Enthusiasm

Every advertisement is meant to awaken and sustain excitement in target consumers so that they are attracted to it, sustained in their quest for it so that eventually they get to buy the product (Lewis, 1989). This stage describes the product and explains why it is good for you and why it costs the much it does. Having already drawn the desire of the consumer, the advertiser now moves to elaborate why this product is not like any other in the market; that it is unique and there are special attributes that separate it from the rest. Our attention is focused on our frustrations about products and services and the suggestion that following along with the proposed products and services, we can find satisfaction for our frustrations Glen (2009). This is facilitated by Elaboration and Justify rhetorical relations.

a) Elaboration

This relation indicates that what is said is additional information. At the enthusiasm stage, the advertiser now moves beyond simply introducing the courses offered at Hemland College and goes on to give details on such areas as the examining bodies. The emphasis created through the provided details is meant to sustain what was stirred at the interest stage. The advertiser needs to give more detailed information after he tells a statement to help the audience to
understand the situation better—in this case information that sets the Hemland College apart, making it distinctly different from others.

13) ...tũri na hostel theru... na fees itũ nĩ hũthũ... ... igeranio ciitũ nĩ cia KASNEB, nĩtwethagĩra arutwo aitũ attachment... computer packages nĩ ngiri ikũmi na igirĩ tu...(Hemland College)

Gloss: …we have clean hostels…our fees is affordable our exams are from KASNEB, City and Guild…we get attachments for our students… computer packages are at only twelve thousand shillings…

The units above concentrate on stressing the traits that make Hemland College distinctly different. The advertiser mentions those attributes like examining bodies, the affordable school fees and the state of the hostel which they suspect would appeal to the consumer and makes it appear like they are only found in that college. In so doing, they sustain the desire already created and promise to reward it by offering you more than just the regular services.

b) Justify relation

This relation establishes a need to argue a second time, a need to give some justification towards a particular conclusion or viewpoint (Mann & Thompson, 1988). The readers’ desire to perform the action presented, in this case purchase the product, is increased. The audience is informed on the reasons why they should choose the product and the speaker reiterates the advantages. Advertisement 14 from Whitewash Multi-purpose Soap captures the reason why the advertiser wants to use the soap - so that her clothes would look as clean as her friends.

14) ...rĩu onaniũ ndĩhũthagĩra thabuni wa whitewash nĩgetha blouse ciakwa ikahenia ta ciaku...
Gloss: I will also start using that whitewash multi-purpose soap so that my clothes can also shine like yours.

Advertisement 14 presents a case where a detergent is being advertised and one of the interactants has used it and her clothes get very clean. The second speaker notices the glamour in the clothes and wants to use that soap henceforth. The speaker justifies the new choice and gives a reason for it- so that the clothes may shine like the counterparts.

Advertisement 15, which is from Kiambu Institute of Business Studies, reiterates the advantages by justifying why a consumer should settle for the institution. The advertiser begins by creating a situation where the consumer desires to work for a renowned company and thereafter seeks to settle the perturbed consumer by promising to train him in such a way that they are capacitated to work for such companies.

Gloss: Would you like to work with blue chip companies in the whole country? Now do not be perturbed again since Kiambu Institute of Business Studies is there to ensure that you become a champion in your studies...

The seller has shown that there is no need for the buyer to be unsettled as the product has addressed that need.

Similarly, the advertiser in New Milimani Sacco establishes a need to reiterate that only their product would meet your needs. The advertiser asks the consumer not to worry as his needs will be addressed. That justifies why they should choose only that particular product.
Gloss: Have you ever been in need of money but you do not know where to get it? Do not worry now because the new Milimani Sacco is there for your personal needs...

The illustrations justify why the consumer should agree with the viewpoint presented by the seller and the seller establishes a need to justify this.

4.1.4 Action

The final stage in an advertisement is the call for action. Here, the advertiser inspires an urgency to possess the product or to move to acquire the service. Details of where, how and when one can get the product or service are provided (Lewis, 1989). This makes it easier for the reader to purchase the product or service.

This part is realized through the Enablement relation where the advertiser gives the details required to ensure that the consumer acquires the product. This is largely done through giving directions or the physical address of the institution or directing the consumer on how to get the product and who the distributor is.

a) Enablement

In this relation, the consumer’s potential ability to purchase the service or product increases. The ultimate desire of the advertiser is to cause the reader to recognize the need for the product or service and while still at it, the advertiser directs the consumer on how to get the service or product. In the following text, the physical address and other contacts for New Milimani Sacco is given to facilitate the consumer in acquiring the services offered by the Sacco.
17)...níũndũ wa ühoro makũria, tũcerere wabici ciitũ Nairobi, Githũngũri, Githũrαι na Gitengela...kana ùhũre thimũ nambũ ........

Gloss: For more information, visit us in our offices at Nairobi(), Githũngũri(), Githurai and Kitengela or call us on...

Likewise, for one to find the physical or email address of HemlandCollege, the physical location is provided. This creates an enablement towards getting the service.

18)...ũka Hemland College Thika, Thika Arcade 5th floor na Kigio Plaza igũrũ wa Unaitas Bank Thika. Thimũ nĩ......nayo email nĩ.......

Gloss: Come to Hemland College Thika, Thika Arcade 5th floor and KigioPlaza atop Unaitas Bank Thika. Our telephone number is......and the email is.....

In examples 17 and 18, the advertisers make it easy for the consumer to get the product by giving clear directions or instructions on how to get the service. The physical addresses of the premises where the product is found, the telephone and email addresses all increase the ability of the consumer to get the product. This is the action that the advertiser desires to get from the consumer.

As can be seen in Table 4.2, the researcher found that advertisements in Gĩkũyũ use the rhetorical relations as put forward by Mann and Thompson (1988), with some more dominant than others. The elaboration relation was the most dominant, appearing ten times in the data (32.24%). This may be explained by the fact that advertisers wish to make the target audience recognize the details of the service or product they are advertising. Table 4.2 summarizes the use of the various relations and their frequency of usage in the data.
Table 4.2 Summary of the relations in the advertisements

<table>
<thead>
<tr>
<th>Name of relation</th>
<th>Interest</th>
<th>Desire</th>
<th>Enthusiasm</th>
<th>Action</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solutionhood</td>
<td>4 (12.90%)</td>
<td>_</td>
<td>_</td>
<td>_</td>
<td>4</td>
</tr>
<tr>
<td>Preparation</td>
<td>2 (6.45%)</td>
<td>_</td>
<td>_</td>
<td>_</td>
<td>2</td>
</tr>
<tr>
<td>Motivation</td>
<td>_</td>
<td>7 (22.58%)</td>
<td>_</td>
<td>_</td>
<td>7</td>
</tr>
<tr>
<td>Enablement</td>
<td>_</td>
<td>_</td>
<td>_</td>
<td>4 (12.90%)</td>
<td>4</td>
</tr>
<tr>
<td>Elaboration</td>
<td>_</td>
<td>5 (16.12%)</td>
<td>5 (16.12%)</td>
<td>_</td>
<td>10</td>
</tr>
<tr>
<td>Justify</td>
<td>_</td>
<td>_</td>
<td>4 (12.90%)</td>
<td>_</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>12</td>
<td>9</td>
<td>4</td>
<td>31</td>
</tr>
</tbody>
</table>

The reason why the elaboration relation occurs the most in an advertising text could be that the speaker may want to give more information about his statement / appeal to support his statement or appeal. Advertisements that were analyzed dwelt largely on giving the details of the product or service, perhaps with a view to showing, albeit subtly, how much the consumer stands to gain with the purchase of the product. This is an unmistakable trait in the selected advertisements and it has contributed to clarity in the message.

The Solutionhood, motivation, enablement and justify relations have the same level of incidence at four accounting for 12.90%. The Solutionhood relation was notably low in incidence considering that advertisements are designed to offer solutions to problems ‘in a world beset by social and environmental problems’. Notably, motivation and enablement occurred together as mentioned by Mann and Thompson (1988) thus indicating, in this case, an agreement with that previous study. Of the analyzed advertisements, five of them
comprising about 62.5% of the sampled data, clearly increased the desire of the target audience to purchase the product and clearly called the customer to action by providing details on where and how to get the product. The two relations of Motivation and Enablement facilitated this. These were found to be advertisements that presented learning and banking institutions. The low prevalence of the Preparation relation at only a frequency of two, comprising about 7.1%, may be explained by the fact that even those texts that do not have a title still mentioned the names of the products enough times within the text thus ensuring that the target customer does not suffer the risk of misinformation or complete lack of information. After all, the title does not necessarily contribute to the information in the advertisement.

Further analysis revealed that most parts of the advertisements exploited one relation only. The Interest move utilized two relations only, namely, Solutionhood and Preparation. The Solutionhood relation was higher in occurrence at 16.6% probably because most advertisements are geared towards making it appear like a solution is being offered. Desire was stimulated through a combination of two relations namely Motivation and Elaboration. The two relations typically focus on showing the advantages of the subject and increasing the reader’s belief in the said subject. According to Mann & Thompson (1988), the Motivation element gives ‘information intended to increase readers’ desire to perform an action’ while the Elaboration element gives ‘additional information’ on the subject thus influencing the behavior of the reader.

Enthusiasm for the product or service was sustained by the use of Elaboration and Justify relations. At an incidence rate of 16.6%, the speakers attempted to justify their use or choice of the product they advertised. A justify relation allows the speaker to give information supporting the writers rights to express the text. In an effort to create and sustain enthusiasm, the advertisers have established that a Justify relation can suffice.
4.2 Persuasive strategies used in Gĩkũyũ radio advertisements

This part addresses the strategies that were evident in the selected advertisements with a view to identifying their occurrence and dominance. This was guided by Mc Quarrie and Mick (1996) and a further discussion on persuasive strategies presented by Leech (1996:27). They presented the following examples of strategies: Phonological devices, such as, alliteration, repetition and rhyme; semantic oddities, for example, puns, euphemism, polysemy, metaphors and similes; superlatives and hyperbolic language, unorthodox spelling and syntax for example, parallelism and use of rhetorical questions; colloquial style and familiar vocabulary as well as intimate address of the audience. These strategies are commonly used by advertisers and make the advertising genre distinct. The following is a list of the strategies exploited in the data collected: Repetition, Similes, Emotive adjectives and Rhetorical questions (Leech, 1996:27).

4.2.1 Repetition

Repetition or reiteration is the use of the same word or phrase or even the same sense in different words for the purpose of making a deeper impression on the audience. Repetition enhances memorability (Hall & Campbell, 2001) thus promoting the products. Repetition of a name of a product is also an index of rank, esteem, intimacy and self-confidence (Mullay & Stockwell, 2010). As Dunn & Goodnight (2003:360) state, the purpose of an advertisement is to tell them, tell them and finish by telling them what you told them. Vivian (2003) notes that radio advertisements with narrower formats offer easily identifiable target audience. The radio lends itself to repeated play of advertisements to drive home a message introduced on more expensive media like television. Radio lends itself to jingles that contribute to a lasting image and impression.
a) Repetition of same words

Same words, were largely realized when advertisers repeated the name of the product or service that is being advertised. In advertisement 19, the name of the product being sold (whitewash multipurpose soap) is used several times at different points in the advertisements.

19) …Whitewash Multi-purpose soap…is repeated four times in an advertisement that is 102 words long.

**Whitewash Multi-purpose soap**

In advertisement 24, where Star Times Digital TV is presented, the advertiser ensures that the consumer does not forget the name of the product by mentioning it repeatedly. This also ensures that the name sticks in the memory of the consumer so that any time the need for that product arises; it is the name of that product that comes to mind.

20) …Star Times Digital TV… the name of the product is used six times in an advertisement that is 150 words long.
Star Times Digital TV

*I niwaingĩrire digital? Aa ndakwĩrire niĩ ngoragwo ndĩ yo.*

*Aa kabisa nĩnjuí no nginya úkorwo wĩna Star Times Digital TV na kûgûra Star Times Digital TV nĩ raithi múno tondû úgúthī duka īrĩa īi hakuhĩ nave, supermarket especially Nakumatt, Naivas, Tuskys, Ukwalu na Uchumi. Niũgûkora Star Times Digital TV. Na ndĩrenda gûkwĩra mahinda inĩ maya ma Easter mena thigûkû njega múno yaku. nĩkĩ?

*Tondû Star Times Digital TV nĩ makûharĩrĩrie kuma mweri ikûmi na imwe nginya ikûmi na ithathatû úkeyonera channel 13 for free gûtarĩ marĩhi ona kĩ, gûtarĩ kûrĩha o na ndururu. ÿna pay digital tv ya 2999 na free to air digital box nĩ 4999 iria úrĩha o mweri o mweri no ni sh 499 tu úgakorwo úkũyônera channel kuma 76 útakûhĩngĩrĩrio nû kana nû. Rĩu gûkungûĩra easter tigĩrĩra wĩna Star Times Digital TV wĩyonere 13 premium channels gûtarĩ marĩhi.Hakuna kuzimwa wina free to air*

**b) Repetition of words with same sense meanings**

Similarly, words that have the same sense meanings were used to realize repetition. "The sense of an expression may be defined as the set, or network, of sense-relations that hold between it and other expressions of the same language." (Lyons, 1995:80)

In the advertisement for New Milimani Sacco, the words ‘*mbeca*’ (money), ‘*lũni*’ (loan) and ‘*ngombo*’ (loan) have the same sense of near synonyms to mean money. The sense realized here is that of synonymy. These words have been used six times in the advertisement.

21) *Nĩ īrĩ wakorwo na bata wa mbeca no ukarigwo nĩ kūngiona? ndũkamake rũu tondũ New Milimani Sacco iho nũndũ waku we wĩ mũndũ kũmbe, ngurubu, makanitha ona kambiũ ni yothe. Nĩ īrakuhe ngombo na interest nini makiriya ya 10%. New Milimani Sacco nĩ Sacco īriya yakũtwo múthingi ini wa ūkristiano nũndũ wa*
Gloss: Have you ever been in need of money but you do not know where to get it? Do not worry now because the new Milimani Sacco is there for your personal needs, group, churches and any kind of company. It is offering you a loan with a very low interest of 10%. New Milimani Sacco is founded on Christianity to enhance your life as an individual and all businesses country wide. In order get a loan as an individual, you need to have been a member for a period of six months, and you need Ksh 1400 for registration, Ksh 700 per member in a group and 10,000 for churches as well as companies. At new Milimani Sacco, we also give to members such loans as Mkombozi loan for business development, paying school fees, securing you in times of danger in addition to putting up for you rental houses among other loans. For more information, visit us in our offices at Nairobi, Githunguri, Githurai and Kitengela or call us on…

The repetition of the words with the same sense reiterates the idea, only that different words are used. The advertiser brings to memory this product by invoking its name in other different words. When a consumer hears of a ‘liüni’ (loan) the thought of money is evoked.
Hyponyms are also used to realize repetition. A hyponym is a word whose meaning is generic and encompasses other meanings in it. In the Kiambu Institute of Business Studies advertisement, the word ‘thukuru’ (school) covers the meaning of Kiambu Institute of Business Studies, since Kiambu Institute of Business Studies is an example of a school. The Beauty Secrets advertisement also employs sense relations where the word ‘maguta’ (lotion, jelly) realizes Beauty Secrets as its superordinate term. In the Whitewash Multipurpose Soap advertisement, the word ‘thabuni’ (soap) is repeated six times and is the superordinate terms for White Wash Multi-purpose Soap. The following example from Beauty Secrets illustrates the use of the all-inclusive terms.


Gloss: Waoh! Do you see how beautiful you have become! What are you eating? I am even wondering whether you are using cooking fat because your skin looks as spotted as chapatti! That is why I am asking what you are eating so that I can also eat. I will tell you. The secret is one - do you see this? This is the lotion I apply called beauty secrets. When you apply this, you will look like a tomato from the rich valley. Beauty secrets are champion manufacturers of lotions that protect your skin with native products like aloe Vera, coconut and avocado. They have different types of lotions for
instance aloe Vera glycerin lotion, mulberry body cream, petroleum jelly with eucalyptus oil and anti-ageing coconut lotion. Beauty secrets, made by nature for you.

The term ‘maguta’ includes in its meaning such other terms as Beauty Secrets, glycerin lotion, body cream and oil. When these terms are used, the effect of repetition is still realized. The use of the superordinate term circumvents the use of the same specific word but ensures that its meaning is covered in an all-inclusive word.

c) Repetition of the pronoun ‘you’

Other instances of repetition were realized in the use of the second person pronoun ‘you’ which is the dominant voice in the advertisements sampled. One of the most distinctive features of advertising is the use of the pronoun ‘you’ (Mullay, 2010). The advertisers address the audience as ‘you’ while trying at the same time to endear themselves to the prospective target markets. The use of the pronoun relates the topic to the audience and helps draw them into the speech activity. The use of second person addressee ‘you’ tends to shorten the distance between the product or the producer and consumers, as if the producer or the advertisement is speaking to you face to face, making sincere promises, honest recommendations. In so doing, the advertisement slogans stand a better chance to move the receiver or customers to action, because the receiver feels that he is being thought of and taken care of and he is the center point of the producers. The various advertisers use the pronoun generously in the advertisements and the second person is the dominant voice. It occurs 43 times in the data collected.

d) Repetition of connectives

Some connectives have also been repeated to reiterate the message. For example, the word ‘na’ (and) has been repeated several times in the Kiambu Institute of Business Studies
advertisement. It gives the illusion of very many advantages associated with the product on sale. Similarly, the connective ‘ona’ (even) is repeated several times in the Star Times Digital TV advertisement to show additional advantages associated with the product. Of the sixteen respondents who took part in the interview, thirteen (81.25%) of them identified repetition of words and phrases as the major reason as to why they could remember the advertisement. This would make them buy the product or service because the name/words tend to stick to memory and would probably be the easiest name on the tongue should the need for such a product arise. This agrees with Hall and Campbell’s (2001) view of repetition as a persuasive strategy.

4.2.2 Similes

A simile defined as “a direct, expressed comparison between two things essentially unlike each other but resembling each other in at least one way. Usually, similes are flagged by use of the words ‘like’, ‘than’, ‘as’ or ‘as if’. We may also find comparative constructions used when comparing two things or two situations: “as…as”, “so…as”. In advertising, it is used for artistic purposes as well as for explanation.

In example 23, that advertises a beauty product, the appearance of the two faces described is as interesting as it is creative. On the one hand, one face is described to be as spotted as chapatti, while on the other hand the other face is compared to a tomato growing on a rich valley. They create vividness and act as persuasive tools that draw the consumer’s attention.

23) ...nĩi ona ũranjũria nĩkũ ndĩrarĩa ngarigwo atĩrĩ we nawe kaĩ urehaka maguta ma kũrĩa tondũ wagĩa maroro ngothi inĩ ũguo ta cabaci?...

Gloss: I am even wondering whether you are using cooking fat because your skin looks as spotted as chapatti!
24) … wona wehaka maya ũkũhana nyanya ya iganjo…

Gloss: When you apply this, you will look like a tomato from the rich valley.

The advertisement on Beauty Secrets is geared towards making the addressee buy the product so that they too can be as beautiful as the speaker. It is an artistic way of persuasion. The face of the addressee is compared to chapatti in the sense that they are both spotted. The idea that in using Beauty Secrets one’s skin will look as smooth as a tomato is persuasive. The similes appeal to pathos because everyone wants to look and feel good. The respondents reported that when the simile was used as in Beauty Secrets, the comparison made the advertisement humorous and memorable thus making the advertisement persuasive and clearer.

4.2.3 Use of Emotive Adjectives

According to Leech’s (1966), advertisers seek to sway the target audience toward buying the product by making the products sound like the best there is in the market. This they achieve by using the superlative forms of adjectives and also using carefully selected intensifiers.

An adjective describes a noun. When a speaker wants to play on the emotions of the listener, emotive adjectives are used. In the following illustration, the word ‘ŋũthi’ (blue-chip) plays on the emotions of the listener as it is used as an adjective.

25) … no wende kũruta wĩra na kambũni iria ŋũthi guothe bũrũri inĩ?

Gloss: Would you like to work with blue chip companies in the whole country?

The predicative adjective is used to play on the logical sense of the audience. The advertiser selects a word that is loaded so that the target audience may be persuaded; after all everyone desires to work for such companies. Interviewees reported that the word ‘ŋũthi’ (blue chip)
is attractive and evokes a ‘feel good’ sense since it boosts the ego of the aspiring worker in that company.

26) ...rĩu ndũgatangĩke rĩngĩ tondũ Kiambu Institute Of Business Studiesĩho nĩguo gũtigĩrĩra atĩ nĩwatuĩka njorua mathomo inĩ.

Gloss: Now do not be perturbed again since Kiambu Institute of Business Studies is there to ensure that you become a champion in your studies.

27) ...Beauty Secrets nĩ athondeki njorua a gũthondeka maguta na kũmenyerera ngothi yaku na indo cia kũmerera ta Aloe vera...

Gloss: Beauty Secrets are manufacturers of lotions that protect your skin with native products like Aloe Vera...

The adjective ‘njorua’ (champions) in Kiambu Institute of Business Studies is used to describe what you become after getting the product. You become a champion. It appeals to both logos and pathos because in one sense it appeals to the emotions in a person and in the other the desire to become the best academically.

The adjective ‘njorua’ (champions) in Beauty Secrets also describes the makers of the beauty lotion. They are described as the champion manufacturers which may also explain why the users of the product become as beautiful as described in the advertisement.

In Star Times Digital TV, the advertiser goes further and uses emotive words repeatedly to emphasize the fact that as an offer, the product will allow its viewers to watch several stations for free.

28) ...nĩ makũharĩrĩrie kuma mweri ikũmi na ĩmwe nginya ikũmi na ithathatu ũkeyonera channel 13 for free gũtarĩ marihi ona kĩ, gũtarĩ kũriha ona ndururu...
Gloss: they have prepared from the 12th -16th that you watch 13 free channels without paying anything, without paying even a coin...

These words appeal to the emotions of the target audience as the advertiser plays on these feelings that they won’t have to pay to watch the stations. They are repeated severally for reiteration and memorization. Once the consumer hears them repeatedly, some emphasis is created on them and the name and qualities stick to memory.

4.2.4 Vocabulary and language style

Leech (1966:27) proposes that advertisers use simple, personal, colloquial style as well as familiar vocabulary to attract and sustain attention. The data collected obtained the following results. The language is conversational and relaxed with two speakers who have an easy conversation making the advertisement sound relaxed.

29) ... Hĩ ī nĩ ũkuona ũrĩa ũthakarĩte! karĩ kĩ ũrarĩa? niĩ ona ũranjũria nĩkĩ ndĩrarĩa ngarigwo atĩrĩ we nawe kaĩ ũrehaka maguta ma kũria tondũ wagĩa maroro ngothi inĩ ũguo ta cabaci?

Gloss: Wow! Do you see how beautiful you have become! What are you eating? I am even wondering whether you are using cooking fat because your skin looks as spotted as chapatti!

In example 29 that had the Beauty Secrets advertisement the interviewees reported that the language was rather interactive and interesting. The advertiser involved the consumer’s feelings and desire for a good skin to persuade them to buy the product. The images used for example, chapatti and a tomato are not beyond the consumer’s environment which means he / she can relate to them. This would make them get to buy the product. The comparisons make the advertisement conversational and relaxed and ultimately persuasive.
In Whitewash Multipurpose Soap, again language is used in a relaxed and conversational manner and makes the advertisement persuasive and the product attractive as follows

30) ...I nĩkĩ nguo ciaku ikoragwo itherete ūguo? kaĩ uhũthagĩra thabuni ūrikũ kũhũra nguo? hũraga nguo cia kwana thabuni wa white wash multi-purpose soap. Atĩ white wash? ūcio nĩ urĩkũ? White Wash Multi-purpose Soap nĩ thabuni wa gwĩthamba, kũhũra nguo ona gũthambia indo...wonekanaga duka inĩ ciothe. Mawĩra mau mothe? Ai no nginya ũŋĩkorwo thabuni ũcio wĩna goro mũno! Aca! wendagio na thogora mwega, ũikaraga ihinda iraya, wĩ mũhũyũ mũingĩ gũkĩra mathabuni marĩa mangĩ...

Gloss: why are your clothes always so clean? What soap do you usually use? I wash my clothes using white wash multi-purpose soap. White wash? Which one is that? White wash multipurpose soap is soap for bathing, washing clothes and washing utensils. It is available in all shops. All those uses? Then, it must be very expensive! No! It is sold at a good price, lasts long, and has more foam than other soaps...

The level of language used in the advertisements is not intimidating or laced with unfamiliar words or ideas. The right emotional appeal finds receptive perceptions and builds on existing predispositions, feelings and attitude. As listeners, we often tend to over generalize, to respond in either-or categories, to emphasize similarities and prefer the familiar and agreeable. The language also promotes clarity since the product or service being sought has been clearly described. It makes the processing of the information in the advertisement easier and more comfortable.

In the Star Times Digital TV advertisement, the language used keeps and the target both entertained and informed. The customer is informed of the advantages of buying the particular pay digital television box and also is kept entertained. The customer is directed on
where to buy the product and the cost it will incur. Out of sixteen interviewees, twelve respondents (75%) admitted that they would buy the product since the advertisement gives them the details they would be looking for while making a choice. Vivian (2003) states that without advertising, people would have a hard time even knowing what products and services are available and where to get them.

4.2.5 Rhetorical questions

According to Dunn & Goodnight (2003), attention in advertisements can be drawn through the use of rhetorical questions, a startling statement or a quotation. Rhetorical questions involve a clever rearrangement of constituents in a sentence in such a way that a persuasive question is posed. A rhetorical question asks the listener or viewer something in a way that makes him feel positive about your product. The answer may be obvious, or the question may require no answer at all. Why do advertisements use questions? It is for the same reason as why they use commands: it evokes the sense of personal communication in the reader. It causes that the reader cooperates with the text having his own individual situation in mind. Although the copywriters cannot expect the direct answer and feedback (as we have mentioned in section about public communication above), they expect the readers to answer themselves silently. Another reason is the presupposition.

Presuppositions are present in any communication and many questions presuppose something. The purpose of the question is to create a lasting effect on the listener, making them think about the proposal at hand critically. Usually, rhetorical questions are skewed in such a way that one is swayed towards the direction the speaker wants them. It is therefore considered as a powerful persuasive strategy.
In the advertisement below, the advertiser presupposes that the consumer might at one point need money and that this money may not be available. He goes ahead to offer an answer thus swaying his audience towards Milimani Sacco who can cater for such an eventuality.

31) Nĩ ũrĩ wakorwo na bata wa mbeca no ũkarigwo nĩkũ ũngĩona?
Gloss: Have you ever been in need of money but you do not know where to get it?

32) No wende kũruta wĩra na kambũni iria ngũthi guothe bũrũri inĩ?
Gloss: Would you like to work with blue chip companies in the whole country?

33) Hĩ ī nĩ ũkuona ũrĩa ũthakarĩte! karĩ kĩi ũrarĩa?
Gloss: Waoh! Do you see how beautiful you have become! What are you eating?

34) Niĩona ũranjũria nĩkũ ndĩrariā ngaŋrigwo atĩrĩ, we nawe kaĩ ñērehaka maguta ma kũrĩa tondũ wagĩa maroro ngothi inĩ ũguo ta cabaci?gĩthĩ tikĩo ndĩrāgiïũþria nĩkũ ũrerĩa ona niĩ ndĩkĩrie?
Gloss: I am even wondering whether you are using cooking fat because your skin looks as spotted as chapatti! That is why I am asking what you are eating so that I can also eat.

The persuasive questions draw the attention of the target listener/consumer to a need that the advertiser wants to draw attention to. They presuppose that the consumer will need the service or product they offer and go ahead to suggest a solution. The solutions for the questions are found in the products and services that are presented so that in buying the product or service, the ‘problem’ is solved. This style borders on language use in that it’s the constituents of a sentence that have been rearranged to foreground a perceived problem and provide a solution for it. Interviewees reported that the advertisements that were introduced
by rhetorical questions seemed to address the needs of the audience by providing solutions to the problems. Table 4.3 captures the summary of the usage of the persuasive strategies.

Table 4.3 Persuasive Strategies and Frequency of Usage

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Frequency of usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repetition i) same word</td>
<td>27</td>
</tr>
<tr>
<td>ii) same sense meanings</td>
<td>13</td>
</tr>
<tr>
<td>iii) pronoun ‘you’</td>
<td>44</td>
</tr>
<tr>
<td>iv) connectives</td>
<td>59</td>
</tr>
<tr>
<td>Rhetorical questions</td>
<td>6</td>
</tr>
<tr>
<td>Emotive adjectives</td>
<td>4</td>
</tr>
<tr>
<td>Similes</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>155</strong></td>
</tr>
</tbody>
</table>

The most prevalent strategy was repetition. The seven advertisements applied this strategy and explored the various subgroups under repetition. The pronoun ‘you’ and the connectives ‘na’ were the most repeated elements. This strategy is largely used as advertisers recognize the need to make their products more appealing and unforgettable. This agrees with Hall & Campbell’s view (2001) that advertisements should make the product so memorable that we remember it when the need for that product arises. Radio advertisements lend themselves to repetition to drive home a message and this contributes to a lasting mental image of the product (Vivian, 2003).

The use of rhetorical questions was also relatively high. This may be because the advertisers wish to be as interactive and engaging as possible with the consumer. Six rhetorical questions were identified with three advertisements having none. In as far as the use of use of rhetorical questions in advertising is concerned, the rule of the thumb is that the questions asked should have answers provided within the same advertisement (and expressly so) so that the
consumer is not left groping for answers to a question of a need raised and not addressed. The advertisements exploited used this ploy effectively so that no questions were left to be answered by the consumer without any direction.

Emotive words that appeal to pathos and logos were also used with four advertisements applying them. Those that appealed to pathos were for beauty products (Beauty Secrets) and banking services (New Milimani Sacco) while those that appealed to logos were for from the advertisements for schools (Kiambu Institute of Business Studies, Hemland College). The respondents reported that repetition was the most effective persuasive tool in enhancing the introduction of the product to the market and pushing the product to the consumer in a subtle way. There was a low usage of similes as well and little variety of linguistic variations which suggests that advertisers chose to use simple straight forward language to avoid losing the target audience in jargon and borrowed words. It was not possible to quantify the aspect of language use since this style is derived from intuitive knowledge of the language which enabled the researcher to differentiate between serious and relaxed discourse. This is in agreement with Thorne (1997) who draws a comparison between rational and persuasive language.

4.3 Logical connectors used in Gikũyũ radio advertisements
This part dealt with the logical connectives that enhance communication between the speaker (advertiser) and the target audience. Logical connectives are words and phrases, such as, moreover, therefore, however, consequently that link clauses or sentences together to achieve text cohesion (Celce-Murcia & Freeman, 1999). The connectives provide sign posts indicating how the text is developing. They move you from one idea to another, often reinforcing what has been said and preparing the audience for what is to come. The classes of connectors are adversatives, additives, causals and sequential (Halliday & Hasan, 1976).
Connectors play different roles in utterance interpretation. There are connectors that lead to derivation of contextual assumptions, those that eliminate and contradict derived contextual assumptions and others that strengthen contextual assumptions according to Blakemore (2002). In this study, this was done with reference to Halliday and Hasan’s (1976) considerations who postulate that cohesion is achieved through overt formal markers of the relations between the texts. The table below summarizes the logical connectors that were sought from the data. The connectives identified were classified under one of the ones below.

Table 4.4 Logical Connectors

<table>
<thead>
<tr>
<th>Logical connective</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additives</td>
<td>Additionally, moreover, in addition, not to mention, as well as, such as, for example, to illustrate, namely, specifically</td>
</tr>
<tr>
<td>Adversatives</td>
<td>But, however, in contrast, while, whereas, conversely, on the other hand, though</td>
</tr>
<tr>
<td>Causals</td>
<td>To the effect that, inasmuch as, due, in view of the fact that, consequently, therefore, so, in order that, providing that, given that</td>
</tr>
<tr>
<td>Sequential</td>
<td>In the first place, first, secondly previously, after, in the end, to summarize, then.</td>
</tr>
</tbody>
</table>

(Adapted from Celce-Murcia & Freeman, 1999)

4.3.1 Additives
These are connectors that are associated with positive cognitive effects of contextual strengthening (Blakemore, 2002)

a) NA (and)
The conjunction ‘na’ (and) is used to introduce additional information which strengthens what has been said previously. This additional information makes the utterance relevant by reducing the processing effort needed by the hearer to process/comprehend the text since the added information makes the premises expressed more vivid and clears whatever the doubts
that the speaker may have (Blakemore, 2002). When ‘and’ is used alone as a cohesive item, it often seems to have the sense of ‘there is something more to be said’, a kind of a seam in the discourse (Halliday & Hasan: 245). The following text from an advertisement by Helmand College Thika shows the usage of ‘Na’

35) ...tūrī na kothi ta full secretarial, hair and beauty,... na community development...

Gloss: we offer courses like full secretarial, hair and beauty...and community development

36) ...igeranio ciitū nĩ cia KNEC, City and Guild, IBM na KASNEB...

Gloss: our examining bodies are KNEC, City and Guild, IBM and KASNEB

37) ...tūrī na hostel theru na fees iitū nĩ hůthū...

Gloss: we have clean hostels and our school fees is manageable

38) ...tūrī na certificate na diploma...

Gloss: we have certificate and diploma courses...

The texts above capture the usage of the connective and its function. The connective gives additional information to some preceding information. It adds the availability of clean hostels to manageable fees. Furthermore, the connective points at additional levels of certification that the college offers: the certificate and diploma courses. In advertising, an advertiser may use the conjunction to show the number of advantages that buying the product or service will bring to the user’s life. It gives the illusion of ‘advantage after advantage’.
b) OHO (in addition (to))

This additive suggests a sense of inclusivity; that within the same package or in the same breath, other things apply. It is used in a situation where something about the subject has already been said and what is being said now is additional information. The following text from the advertisement from Kiambu Institute of Business Studies illustrates its usage:

39) ...thukuru ūyū nĩ ūhĩtũkĩtio nĩ Ministry ya gĩhomo na oho nĩwethagĩra arutwo aitũ attachments...

Gloss: this school is approved by the ministry of education and in addition, we secure appointments for our students...

This connector sounds like one calls back the reader or listener for some more information regarding the subject at hand. In this advertisement, the institution prides itself in more than just the aforementioned attributes. ‘While still on the subject…, before you go…, we have more to say’…is the message carried by the connector. More to offering the mentioned course and being approved by the ministry of education, it prides itself in getting attachments for their students. It reinforces the idea that Kiambu Institute of Business Studies is the college for you.

c) KANA (or)

The use of ‘or’ points at an alternative. It presents an offer of a range of objective alternatives forms (Halliday & Hasan, 246) and asserts that a point is being reinforced or a new one added but with the same effect. The following texts illustrate the usage of this additive.

40)... nĩũndũ wa ūhoro makĩria hũra thimũ namba...kana email kũri...

Gloss: for further information call us on ...or email at...
41) no ũthome full time, evening, weekend kana part time...

Gloss: you can study full time, evening, weekend or part time...

42) thimũ ciitu nĩ .......kana ........nayo email iitũ nĩ...

Gloss: our telephone numbers are...or...and our email is...

The connective offers an alternative to an earlier proposition or view. It adds to the choices that the addressee is presented with incase one is not convenient. The message being emphasized is that the product on advertisement has several options and that is all the more the reason you should consider it. For instance, if you cannot reach the physical location of the college, the option of making a call or sending an e-mail is provided. Similarly, if one is not able to attend the day classes, an evening class is available. It shows addition of options. The choices/alternatives being presented are of equal weight so that none overshadows the other and together they make it easy for the consumer to get what suits them or their situations best.

d) ONA (even/also)

This additive has been used in the following situations

43) nĩ niĩ ona ūranjũũria ngarigwo kaĩ ūrehaka maguta ma kũrũa tondũ wagũa maroro ũguo ta cabaci...

Gloss: I am even wondering whether you are using cooking fat because your skin looks as spotted as chapatti!

44) ithĩ tikĩo ndũrũgũkũria nĩkĩĩ ūrarũa ona niĩ ndũkũrũe...

Gloss: That is why I am asking what you are eating so that I can also eat...
45)...rĩu ona nĩ ndĩhũthagĩra thabuni wa whitewash multipurpose soap nĩgetha nguo ciakwa ihenagie ta ciaku...

Gloss: I will also start using that whitewash multi-purpose soap so that my clothes can also shine like yours.

The above texts present situations in which inclusivity is sought and emphasized. The situation presented in the preceding text is attractive and therefore draws interest to itself. Something or someone therefore wants to be added to the situation - situation B to situation A. For instance, when one woman notices that the other is looking beautiful after using Beauty Secrets, she asks to for the secret so that she too can be as beautiful. In the advertisement by whitewash multipurpose soap, the advertiser presents a consumer who includes herself in the list of the new user of the detergent because the friends clothes are very clean thanks to the detergent.

4.3.2 Causals
These are connectors that lead to derivation of contextual implications and conclusions by giving reasons and showing purpose (Blakemore, 2002). This may be through showing cause or reason, showing effect, showing purpose, or spelling out a condition. The simple form of a causal relation is expressed by so, thus, because, consequently among others. Causals involve some degree of interpretation by the speaker (Halliday & Hasan). They imply some kind of reasoning or argument from a premise also suggested in the discourse. The following are examples derived from the data

a) TONDU (because)

This connector introduces explanations or justifications in support of a claim. A reason or justification is provided and it answers any questions that would have arisen. In the following
advertisement, the advertiser gives us reasons why we should not worry about our competencies because Kiambu Institute of Business Studies is there to sort out our problems.

46) ...no wende kūruta wĩra na kambũni iria ngũthi guothe bũrũri-ini? Rũ ndũgatangĩke ngoro tondũ Kiambu Institute of Business Studies ĩho nĩguo gũtigĩrĩra atũ nĩwatuĩka njorua...

Gloss: Would you like to work with blue chip companies in the whole country? Now do not be perturbed again since Kiambu Institute of Business Studies is there to ensure that you become a champion in your studies.

The situation presented above points at a need and a solution being offered. The ‘tondũ’ (because) introduces a reason why you should not worry. The clause following the connector gives the solution that is sought in the first clause. A situation where one is looking for a college and a reassurance after it is presented. The reason why the consumer should not worry is introduced by the connective ‘tondũ’ (because)

47)...Star Times mena thigũkũ njega mũno. Nĩkĩ? Tondũ nĩmakũharũrũrie kuuma mweri ikũmi na igũrí ũkeyonera channel 13 gũtarũ marũhi...

Gloss: Why? Because they have prepared from the 12th -16th that you watch 13 channels without paying anything, without paying even a coin.

48)...kũgũra TV ĩno nĩ raithi mũno tondũ ũgũthiũ duka īrĩa ũi hakuhũ nawe...

Gloss: buying Star Times Digital TV is very cheap because you will go to the shop that is nearest to you...

The above situations explain why Star Times Digital TV claims to have prepared a good season for you and your family. The reason provided in the second clause becomes a
justification, a reason why you should purchase the digital box - it is affordable, and you have several stations to watch at no cost among others.

The question answered in the second clause is an explanation as to why the speaker thinks it’s easy to buy the digital box on advertisement - it is readily available. This, of course, makes the digital box very attractive.

b) Nígů (so that)

This connector communicates the purpose for which something is done or for which a certain course of action is undertaken. It creates a link between two clauses so that clause 2 provides the purpose sought in clause 1. The following units of speech exemplify its usage.

49) ...Hemland College Thika, i̓ho nígů gūtigirīrā nīwatuĩka njorua ya mathomo...

Gloss: Hemland College Thika is there so that it ensures that you have become a champion in your studies...

The above usage presents the college as a solution for the need presented in the preceding proposition. The purpose for the college is to fill a gap in education. Hemland College notices the gap in education and offers to fill it by offering several courses.

4.3.3 Adversatives

The basic meaning in an adversative relation is ‘contrary to expectation’ (Halliday & Hasan, 1976). The expectation may be drawn from the content of what is said or from the communicative process, the situation of the hearer and the speaker, so that just like in additives, here too we can find cohesion. The words indicate that the assertion rendered by the second clause is in contrast to an assumption that either may be read off, or must be inferred from, previous information. They introduce information that contradicts and
eliminates assumptions potentially present in the previous segment of the discourse (Halliday & Hasan, 1976). The following excerpt illustrates the usage of adversative connectives

a) NO (but)

As a basic rule, ‘but’ cannot be followed by ‘and’

50) ...nî ũrî wakorwo na bata wa mbeca no ùkarigwo nîkûnû ùngöna?

Gloss: have you ever been in need of money but you do not know where to get it?

The situation in clause 1 ‘nî ũrî wakorwo na bata wa mbeca’ (have you ever been in need of money but you do not know where to get it?) expects a solution in clause 2. However clause 2 presents an answer that is not expected because a solution is not offered. This then presents a problem that the rest of the text addresses. The adversative shows a contrast between the two situations presented in the adjacent clauses.

4.3.4 Sequential connectors

These connectives relate sentences and ideas to each other in terms of time. The relation between the assertions of two successive sentences, that is, their relation in external terms, as content, may be simply one of sequence in time- the one is subsequent to the other.

In the data collected, this group of connectives was minimally represented. The advertisements collected yielded one example possibly because ideas in advertisements do not have to follow any particular order with one preceding the other as would happen in a narrative genre.
a) **RĪU** (now)

This is a temporal element that talks about the present time or describes a present state. From the data, this element connects the present with the future in that the advertiser promises to improve things henceforth. If you have been looking for a college that will give you quality training, you need not worry because starting from now

The following text exemplifies this.

51) *Nī úri wakorwo na bata wa mbeca no úkarigwo nī kū ungionia? Ndûkamake rīu tondū New Milimani Sacco iho nūndū waku we wī mūndū kiūmbe...*

Gloss: Have you ever been in need of money but you do not know where to get it? Do not worry now because the new Milimani Sacco is there for your personal needs, group, churches and any kind of company.

The consumer is moved from the current state to another state. The current state is marked by ‘riu’ (now) and a reason is provided as to why the worrying should cease henceforth.

The following table shows how various the logical connectors were used in the sampled advertisements.
Table 4.5 Summary of the logical connectors and their frequency of usage

<table>
<thead>
<tr>
<th>Logical connector</th>
<th>Frequency of usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additives</td>
<td>11</td>
</tr>
<tr>
<td>Causatives</td>
<td>4</td>
</tr>
<tr>
<td>Adversatives</td>
<td>1</td>
</tr>
<tr>
<td>Sequential connectors</td>
<td>4</td>
</tr>
</tbody>
</table>

4.4 Summary

The results from the data revealed that some rhetorical relations are used more frequently than others. The motivation and the elaboration relations are the dominant relations at 22.58% and 32.24% respectively. Advertisers tend to give a lot of details about their products and this takes up most of the advertisement text. They also give details on how the products can be acquired. Most advertisers use repetition as the strongest persuasive strategy. Most of the other strategies were used sparingly. Results from the interviews revealed that consumers are most likely to get the products whose name they hear frequently since it is the name that will come to mind when the need for that product arises. Logical connectors from all the classes were exploited with the most frequently occurring being additives. Advertisers use them to give the illusion of numerous advantages associated with the product.
CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction
In this chapter, a summary of the findings is presented, conclusions drawn and recommendations for further research made. The purpose of this study was to analyze Gĩkũyũ radio advertisements with a view to identifying and describing their structure, identifying the persuasive strategies and logical connectors from advertisements drawn from Inooro FM.

5.1 Summary of the findings
The RST has several relations which facilitated interaction in the text making parts relate with each other as well as ensuring that there are no gaps in the text. The relations include solutionhood, motivation and enablement, elaboration and others. Both subject matter and presentational relations were evident in the data. Some were more frequently used than others while others were missing altogether.

Like all texts, Gĩkũyũ radio advertisements also have a structure and various rhetorical relations are at play to arrive at the text that can be analysed rhetorically. Rhetorical relations within the texts confirm that texts hold together and have no gaps since every clause can be accounted for in terms of how it relates with adjacent clauses. The researcher found that advertisements in Gĩkũyũ use the rhetorical relations as put forward by Mann and Thompson (1986) and some were more dominant than others. The elaboration relation was the most dominant, and the preparation relation was the least exploited relation. Out of a total of 24 relations, only six (6) were exploited in these data. This accounts for only 25% of the relations.
From the data collected from the field, various persuasive strategies were used by advertisers in Gĩkũyũ. The strategies found were repetition, rhetorical questions, similes, stylistic use of language and vocabulary as well as the use of emotive words and adjectives. The most prevalent was repetition with an incidence level of eight. This means that only two advertisements did not apply this strategy with others applying it more than once. The advertisements were rather conservative in their use of other strategies especially the sound patterns such as alliteration and puns.

Finally, it was noted that various logical connectors as classified by Halliday and Hasan (1976) were used in the advertisements and enhanced communication between the advertiser and the audience. Additive, adversative temporal and causal connectors were present in different proportions. The most prevalent were additives with a frequency level of eleven while the least prevalent were sequential and adversative connectors. Most advertisers dwelt on showing the numerous advantages associated with the product on sale so that the customer can be drawn to them.

5.2 Conclusions
The study has revealed that the studied advertisements from Inooro FM have structure that is distinct and generally adhere to the generic constraints of the advertising genre. The RST has been instrumental in the analysis because the tenets of the theory have been applied. Various rhetorical relations have been used to facilitate the communicative functions of the advertisements and to make the process flow such that there are no gaps. It emerged that not all the 24 relations were exploited in the selected advertisements; in fact, only six were identified which accounted for 24% of all the relations. Studies exploring other genres would be helpful in establishing the applications of the other relations. This might help establish the patterns of the usage of the relations in various genres.
Similarly, the usage of the persuasive strategies was also conservative. The main strategy that was used though with different variations was repetition. This confirmed the theses that when you tell, tell and tell again, the message rings back to memory any time the need for that product arises. Other patterns of linguistic variations that realized the role of persuasion were the rhetorical questions. The study revealed that this strategy was employed albeit sparingly yet it seemed to have a lot of effect on the interview respondents. The fact that after the rhetorical questions an answer was offered made this strategy quite popular with the respondents. It was noted that that only the simplest of concepts were adopted.

Finally, the logical connectives facilitated the interaction between the advertiser and the target market. Some were more dominant in usage than others. The ordinary usage of these connectives was reinforced in the results. The low prevalence of some of these connectives like adversatives and sequential connectives may be explained by the choice of the genre of study. Studies in other genres might reveal higher prevalence of the said connectives. It can be concluded that the choice of genre had a bearing on the prevalence of the various logical connectives.

5.3 Suggestions for further research
This study concerned itself with radio advertisements and their structure. A study on written advertisements that incorporate the use of pictures would be an interesting study in terms of how persuasion is achieved.

Still, other features of the radio advertisements can be studied; for instance the study of the prosodic features since this is spoken discourse. Such features as stress and other voice features may present an interesting study. A comparative study involving voice and written advertisements can also yield results that may answer questions that arise from this study regarding the use of persuasive strategies and other relations.
This study sampled two classes of advertisements for data. A larger sample from one class of advertisements may allow for an in depth study of that particular class.

Finally, this study applied the RST tenets in its analysis. Other theories like the stylistics theory might obtain interesting results in the study of the same genre.
REFERENCES


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Volume 14 Number 3 September 2013. Distribution and appropriateness of use of logical connectors in the academic writing of Jordanian English-Major undergraduates. Dept. of Curriculum & Instruction: Hashemite University


http://www.printwand.com
Appendix 1: Interview schedule

Introduction

The purpose of this interview is to get views from members of public concerning certain products and their appeals. The solicited information will be treated as confidential and for the purposes of this study only.

Age: youth adult

Sex: male female

A. Beauty products
B. Electronics
C. Schools
D. Insurance

1. Have you ever heard this advertisement over the radio? Yes no
2. What product/ service does it flaunt?
3. Do you find the advertisement appealing? yes no
4. What in it appeals to you?
5. Would you buy the product because of the advertisement? yes no
6. If yes, why?
7. If no, why?
8. Would the advertisement influence your view of the product? Explain.
9. Do you think the advertisement is appropriate for the product? Explain.
10. Does it appeal to your need for beauty, education and security? yes no
11. What in the advertisement promises to take care of this need?
12. Are there any words or phrases you remember from the advert? yes no
13. If yes, what words/ phrases are those?
14. In what way does the repetition influence your view of the product?

Yours Sincerely,

Susan Mirigi
Appendix 2 Advertisements

MILIMANI SACCO

Have you ever been in need of money but you do not know where to get it? Do not worry now because the new Milimani Sacco is there for your personal needs, group, churches and any kind of company. It is offering you a loan with a very low interest of 10%. New Milimani Sacco is founded on Christianity to enhance your life as an individual and all businesses country wide. In order get a loan as an individual, you need to have been a member for a period of six months, and you need ksh 1400 for registration, ksh 700 per member in a group and 10,000 for churches as well as companies. At new Milimani Sacco, we also give to members such loans as Mkombozi loan for business development, paying school fees, securing you in times of danger in addition to putting up for you rental houses among other
loans. For more information, visit us in our offices at Nairobi, githunguri, githurai and kitengela or call us on...

HEMLAND COLLEGE

Hemland College Thika mari na certificate, diploma na advanced diploma kothi ini cia information technology, computer engineering, computer electronics, ICDL, business courses ta accounting, full secretrarial, hair and beauty, fashion design catering and hotel management tours and travel na community development. turi na foreign languages ta german, French, na Spanish. igeranio ciitiu ni cia knec, ibm, city and guild, na kasneb. turi na hostel theru na fees itu ni huthu, no uthome full time, evening, weekend kana part time. arutwo aria mararikie form 4 ni mekurio mooe mweke uyu intake ya march irathi na mbere. uka hemland college thika thika arcade 5th floor na kigio plaza iguru wa unitas bank thika. thimu ni ... kana..... nayo email ni......... hemland college thika success is our concern. (123 words)

KIAMBU INSTITUTE OF BUSINESS STUDIES

No wende kuruta wira na kambuni iria nguthi guothe bururi ini? riu ndugatangike ringi tondu kiambu institute of business studies iho niguo gutigirira ati niwatuika njorua mathomo ini. kiambu institute of business studies ni thukuru urakuhe kothi itiganite cia certificate na diploma ta hotel and catering, hair dressing and beauty, biz management, sales and marketing tourism studies, electrical and electronics, katc and cpa 1, motor vehicle and mechanical courses, front office operations na ingi nyingi. computer packages ikumi ni shilingi ngiri uthatu na Magana matano intake cia march na april no irathii na mbere. thukuru uyu niuhitikitio ni ministry ya githomo na oho ntitwethagira arutwo aitu attachment.
Would you like to work with blue chip companies in the whole country? Now do not be perturbed again since KIBS is there to ensure that you become a champion in your studies.

KIBS is a school that offers you various certificate and diploma courses for example hotel and catering, hairdressing and beauty, business management, sales and marketing, tourism studies, electrical and electronics, KATC and CPA, motor vehicle and mechanical courses, front office operations and many others. Ten computer packages cost Ksh 3500. March and April intakes are ongoing. This school is approved by the ministry of education and moreover we scout for attachments for our students. We are located in Kiambu town Kinyutu hse 2nd floor opposite equity bank. For more information call us.

**BEAUTY SECRETS**

**Hi I ni ukuona uria uthakarite! kari kii uraria? nii ona uranjuria niki ndiraria ngarigwo atiri we nawe kai urehaka maguta ma kuria tondu wagia maroro ngothi ini uguo ta cabaci? githi tikio ndiragikuria niki uraria o nanii ndikirie? reke ngikwire, thiri ni imwe- niwona maya?maya nimo maguta maria nihakaga metagwo beauty secrets. wona wehaka maya ukuhana nyanya ya iganj. beauty secrets ni athondeki njorua a guthondeka maguta ma kumenyerera ngothi yaku na indo cia kimerera ta aloe vera , coconut na avocado. makoragwo na aguta ngurani ta aloe vera glycerine lotion, mulberry body cream, petroleum jelly ina eucalyptus oil na anti-ageing coconut lotion. beauty secrets made by nature for you.(110 words)**

Waoh! do you see how beautiful you have become! What are you eating? I am even wondering whether you are using cooking fat because your skin looks as spotted as chapatti! That is why I am asking what you are eating so that I can also eat. I will tell you. The secret is
one - do you see this? This is the lotion I apply called beauty secrets. When you apply this, you will look like a tomato from the rich valley. Beauty secrets are champion manufacturers of lotions that protect your skin with native products like aloe Vera, coconut and avocado. They have different types of lotions for instance aloe Vera glycerin lotion, mulberry body cream, petroleum jelly with eucalyptus oil and anti-ageing coconut lotion. Beauty secrets, made by nature for you.

WHITE WASH

I niki ngu o ci aku ikoragwo ith ete ugu o? kai uhuthagira thabuni uriku kuhara ngu o? huraga ngu o ci akwa na thabuni wa white wash multi- purpose soap, ati white wash multipurpose soap? ucio ni uriku? white wash multi purpose soap ni thabuni wa gwithamba, kuhura ngu o ona githambia indo. won ekanaga duka ini ciothe.mawira mau mothe? ai no nginya ungikorwo thabuni ucio wina goro muno! aca! wendagio na thogora mwega, uikaraga ihinda iraya, wi muhuyu muingi gukira mathabuni maria mangi na uthondekeirwo guku Kenya ni pwani life. riu ona nii ndihuthagira thabuni wa white wash multi purpose soap nigetha blouse ciakwa ikahenagia ta ciaku.(99 words)

why are your clothes always so clean? what soap do you usually use? i wash my clothes using white wash multi purpose soap. White wash? Which one is that? White wash multipurpose soap is a soap for bathing, washing clothes and washing utensils. it is available in all shops. all those uses? then, it must be very expensive! no! it is sold at a good price, lasts long, has more foam than other soaps and it is manufactured here in Kenya by Pwani life. I will also start using that whitewash multi purpose soap so that my clothes can also shine like yours.
MURATA SACCO LIMITED

nimarehete mubango mwega wa kuiga muthithu kuhitukira investment deposit account. mubango uyu ni wa gugwitikiria kuiga mbeca ciaku kuma shilling ngiri imwe guthii na iguru. maciaro ma mbeca ciaku urikoragwo uui hindi ciothe na niuriheagwo minimum guaranteed return. investment deposit account thiini wa murata sacco ndiri na marihi ma o mweri nimo ledger fees na mbeca ciaku ni irekuheithagia loan kuma maita matatu macio guthii na iguru. ingira o ruhonge ini ruothe rwa murata sacco ltd wimenyere uhoro uyu makiria. murata sacco ltd your all time financial friend.(96 words)

Murata Sacco limited has brought a new plan to help you save through investment deposit account. This plan is to allow you to save your money starting from one thousand upwards. You will always know the interest your money has earned at all time and besides being given minimum guaranteed return. Investment deposit account in Murata Sacco has no monthly charge that is ledger fee and your money will allow you to get a loan from three times your money upwards. Walk into any branch of Murata Sacco limited for more information. Murata Sacco limited, your all time financial friend

STAR TIMES DIGITAL TV

I niwaingirire digital? Aa ndakwirire nii ngoragwo ndi yo. Aa kabisa ninjui no nginya ukorwo wina Star Times Digital TV na kugura Star Times Digital TV ni raithi muno tondu uguhii duka iria ii hakuhi nawe, supermarket especially Nakumatt, Naivas, Tuskys, Ukwala na Uchumi. Niugukora Star Times Digital TV. Na ndirenda gukwira mahinda ini maya ma easter mena thiguku njega muno yaku. niki? Tondu Star Times Digital TV ni makuhaririirie kuma mweri ikumi na imwe nginya ikumi na ithathatu ukeyonera channel 13 for free gutari marihi ona ki, gutari kuriha o na ndururu. ina pay digital tv ya 2999 na free to air digital box ni 4999 iria urihagira o mweri o mweri no ni sh 499 tu ugakorwo ukiyonera channel kuma 76 utakuhiingiririo nu kana nu. Riu gukunguira easter tigigira wina Star Times Digital
Have you become digital? I told you I am. I know you must the and buying is very cheap because you will go to the shop that is nearest to you, supermarket especially Nakumatt, Naivas, Tuskys, Ukwala, and Uchumi. You will find and I want to tell you star time digital TV at this time of Easter have a very good offer for you. Why? Because they have prepared from the 12th-16th that you watch 13 channels without paying anything, without paying even a coin. Has pay digital TV that costs 2999 and free to air digital TV box costs 4999 which you pay month after month but it is only ksh 499 and you can watch from 76 channels without anyone stopping you. Now to celebrate Easter make sure you have to watch 13 premium channels without payment. You will not be switched off viewing with free to air.