AN ANALYSIS OF MEDICAL RELATED ADVERTISEMENTS ON THE NIGERIAN TELEVISION AUTHORITY (NTA) NETWORK NEWS

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Abstract
Medical related adverts were randomly sampled on the Nigerian Television Authority (NTA) to examine the language use. The samples collected ranged from drugs that can combat endemic diseases such as malaria, awareness on some vital signs of some deadly diseases such as HIV/AIDS, the use of some household products that can help in reducing contaminants that can lead to ill health such as disinfectants, bleaching agents, detergents, bar soaps and jingles on fake drugs. The deleterious effects were taped recorded on a cassette and transcribed for the analysis. The data obtained were further analysed in the purview of Systemic Functional Grammar (SFG), which emphasizes the sociological functions of language use. The paper equally sought for the function of ideas behind television medical adverts and all the linguistic approaches were perceived as registers in English language teaching and learning in L2 situation.

Keywords: NTA, medical related adverts, systemic functional grammar

Introduction

The role English Language plays in Nigeria cannot be overemphasized. It is the language of virtually all fields as asserted by Jowitt, 2000; Banjo, 1996, Babajide, 2001. This is so because of the multilingual nature of the language situation in the nation coupled with the networking in commerce and industry, education, politics, judiciary, legislative, health and medicine and even inter-tribal marriages which makes couple from different linguistic background to communicate effectively through the use of English language. English has helped in bridging the gap of communication by playing the dual functions of second language and Lingua-Franca in Nigeria.

Different scholars have viewed the functions of language as expressive/emotive, directive/conative/ persuasive, poetic, contact, metalinguistic referential, contextual ideational, interpersonal, textual, etc (Halliday, 1998; Stubb, 1995). Amongst all these functions and others not mentioned here people use language to perform different roles, one of which is language use in advertisements (adverts henceforth). Jowitt (2000:11) affirms that one important sign of the preeminence of a language is its use in news broadcasting. This he referred to as 'big three' in which he included newspaper publications and advertisements which are truly a big tool in language learning, especially in teaching English as second language (L2), because of its easy accessibility to both teachers and learners.

In Nigeria for example, most people glue to their television sets to watch both local and foreign news/programmes, to listen to radio or queue at the newspaper vendors stand to read or glance through the dailies. All these programmes are conducted mostly in English language and a few in any of the languages of the environment which could be Hausa, Yoruba or Igbo (the three major languages) where applicable. It is within the programmes that adverts come up as interlude. This paper is out to concentrate on the medical adverts aired during the NTA network news at 9pm to seek for the function of ideas behind the medical adverts and using the SFG to explore the

linguistic approaches which will be taken as register for medical adverts in the teaching and learning of English as second language (L2).

Method of Data Collection and Methodology

Random sampling of medical related adverts of drugs, soaps for health skins, disinfectants, bleaching agents and jingles on fake drugs were tape recorded, transcribed and analysed, prescriptions of the products were written down to further compliment the analysis.

Theoretical Framework

The work seeks to use the traditional ethnographic techniques which are interpretive and include participant observation as suggested by Leech 1983. The investigation also seeks to use pragmatic translation as the basis for the interactional analysis, in that, it is communicative. It is capable of revealing the speaker's intention and what is meant by the use of specific words and sentences, suggested by Snell-Hornbyl988 in Alo, (2006). Harvey, (1998) reveals that pragmatic translation involves the translation of pragmatic functions of expressions and forms. Alo, (2006) affirms that such forms could be speech acts, social greetings, politeness phenomena, swearing, moral and pragmatic beliefs and ideology.

This theory would interpret the intention of the concept behind the creativity and the ideology in the adverts in a society that is culturally bound.

Review of Literature

A few scholars have worked on advertisement in linguistic perspective in Nigeria, amongst the few are: Ogbodo (1990) who reveals the various ways through which advertising has brought development into the Nigeria society. Oyekola (2005) explores the stylistic devices of some Nigerian print media. Ogunsiji (2001) investigates into the discourses in market transaction and affirms that one of the strategies that make market transactions effective is the right amount of language use through the powerful weapon of advertisement on the side of the seller. Rotimi (2012) also examines the notion and practice of advertising in indigenous advertising media and affirms that, the modern advertisements built on what existed in the olden days. So far as this writer knows and to the best of her knowledge, there is no one that had specifically worked on medical adverts especially on television and as a matter of fact this investigation will add more knowledge to the already existing works.

The word 'medical' is so used to refer to those adverts that are of health concern, that create awareness on health matters to the general public. Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, services. Other credible sources also confirm that "advert is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor and through the media" (Ogungbe, 2011 & Rotimi, 2012).

It includes the name of a product 'dettol soap' or service 'awareness on fake drugs' and how that product or service could benefit the consumer, to persuade a target market to purchase or consume that particular brand. These brands are usually paid for or identified through sponsors shown at the end of the advertisement. Advertising can also serve to communicate an idea to a large number of people in an attempt to convince them to take certain actions, as in HIV/AIDS

adverts which are always set out to dissuade people from immoral act, unprotected sex, use of unsterilized objects etc.

Advertisement can be commercial and non-commercial. Commercial adverts often seek to generate increase in consumption of products or services through branding, which involves repetition of an image or product name in an effort to associate released qualities with the brand in the minds of consumers, while non-commercial advertisement is the one that advertisers spend money to advertise items other than a consumer product or service this includes political parties, interest groups, religious organizations and governmental agencies. (Ency. Britannica, 2012).

Medical advertisements fall into the category of both commercial and noncommercial advertisement. Some of the commercial adverts on the Nigeria Television Authority falls within the following product range among others: drugs, bar soap, bleach, disinfectants, detergent and tooth paste. The non commercial advertisements fall into the category of those adverts by National Agency for Food, Drug Administration Control (NAFDAC), to convince the public to visit doctors when they see certain vital signs (an advert on tuberculosis) and how to avoid HIV/AIDS by National Agency for the Control of Aids (NACA). These types of medical advertisements could also be referred to as public announcement.

Oyekola (2005:74) opines that "advertisement is as old as man when in the garden of Eden Satan advertised the qualities of the forbidden fruit to Eve and succeeded in persuading her to taste it even without any economic gain". He further affirms that in Greece men were paid to announce important events. He explains that adverts take different shapes depending on the cultural background. This corroborates with Osundare (1991) that, in Yoruba culture it is called 'Ipolowo' in the traditional setting. Ogbodo (1990:10) also confirms that "it is a regular and common practice amongst native Nigerians. These however metamorphosed into modern advertisement when the colonialists set their feet on the shore of Africa."

Encyclopedia Britannica (ibid) opines that, modern advertising developed with the rise of mass production in the late 19th and early 20th centuries and as such sees 'mass media' as "any media meant to reach a mass amount of people". This corroborates with Folayan's (2012), views on the 150 years of the media in Nigeria and asserts that it has showed a fundamental element in shaping both the society and the polity. The different types of media which can be used to deliver these messages include the "traditional media' such as: newspapers, magazines, television, radio, outdoor or direct mail or 'new media' such as websites and text messages (Rotimi & Taiwo, 2012; Wikipedia retrieved 8/6/12; Folayan, 2012). Our concern in this paper is the television - which is audio-visual and a true mass medium that is accessible to Nigerians.

Brief on NTA

The Nigerian Television Authority (NTA) is the first television station in Africa. It was first known as Western Nigerian Television (WNTV) with its first station in Ibadan in the year 1959 before the independence. According to NTA's claim, it has the largest network of stations and was inaugurated in the year 1977, as a government-owned body (Folayan, 2012).

NTA has branches in all the states including Abuja along with network centres. Today, a number of NTA programmes can be viewed online via Afri-Sat (opcit).

NTA branches broadcast their news in the language of the environment and English while the Network Centres join Abuja to cast news at 7am (AM Express) I2pm (news panorama) and news at 9pm and 12am. Our concern here is the news at 9 pm where the data were collected as the investigation reveals that advertisers advertise their products more during the 9pm news broadcast.

The reason probably might be because Nigerians are known to be busy people and the only time to be in a relaxed mood is in the night when the day's struggle is over, it is then that most Nigerians tune in their television sets to watch the happenings of the day.

And usually if they tune to other private stations like AIT (African Independent Television) they still switch to NTA in fact AIT cast their news at 8pm while NTA at 9pm this is probably so, so as not to interrupt each other. It is within the news broadcast that products are advertised.

Television medical advert is an audio-visual one. The term audio-visual (AV) according to Aggarwal (2009:295), works with sound and visual components and Locatis & Atkinson (1984) define it as "transmitting or delivering messages which include print, graphics, photography, audio communication, television stimulating games and computer". Television Medical advert is a span of television programming produced and paid for by an organization that conveys a message. Advertisement revenue provides a significant portion of the funding for NTA. It is believed that the one displayed during the 9'0clock network news is the most expensive paid adverts in Nigeria, because of its wider coverage to most Nigerians and that means most Nigerians would know about the products being advertised and increase patronage for the company.

Features of Medical Advertisements on NTA Revealed in the Investigation

Newscasters in NTA refer to advertisement time as 'messages' as they always say "lets take some messages" this confirms with (Wikipedia 2010) that, in the United States (US) and United Kingdom a television' advertisement or television commercial is often just called 'commercial' or 'TV ad,' or 'advert commercial', 'advertisement' or simply just 'ad' and in India as 'ad-film'. It is within the messages that medical adverts come in.

The majority of the medical adverts recorded consist of brief advertising spots, ranging in length from a few seconds to several minutes. Many of the medical adverts have catchy jingles of songs, melodies or catch-phrases (slogans) that generate sustained appeal, which remain in the minds of viewers long after the span of the advertisements (for example, school children make references to the songs or catch-phrases in their immediate society).

There are times also when viewers catch fun with some of the catch phrases like 'Amala no bi food o' as the word 'Amalar' which is a brand name of a drug that sounds like 'amala' a kind of delicacy among the Yorubas. As these remain in the minds of viewers, they might buy such drugs for self medication when the need arises.

The adverts are acted in playlets; some are in comedy, dialogue or even in monologue. They are acted to depict a situation where the product(s) become a problem solver. Characters chosen are usually Nigerian actors and actresses, who are chosen probably because the advertising

companies might have carried out survey showing that majority of Nigerians preferred them and they will attract more consumers to their products.

The setting is chosen to sooth the situation, at times it is in the law court, school, bathrooms, kitchen, toilet, bedroom and sitting room through which characters perform their roles. At times the advertising agencies often choose their characters and the story line to create humour as tools in their creative marketing campaigns as seen in one of the recorded adverts- Lonart, a malaria drug where a man is portrayed to be a mosquito that is a menace in the society, where no one could arrest him except Lonart through the use of an anti malaria therapy called Artemether, it was arraigned before the law court and was found guilty. Though the whole scene may be seen to create humour by the agencies but they are still using a persuasive method to call on the public that the only drug that can attack and arrest malaria is 'Lonart'.

Animation is another tool used in medical adverts like 'strepsils' a sweet-like product that can combat sore throat which is advertised with animated characters. This might have been so used to capture the attention of Nigerian children who love watching cartoons like 'Tom and Jerry' such adverts would attract their attention to catch fun. The children could prescribe it to their parents when they perceive any vital-signs that are associated with the advert. Another reason why animated characters are used could be that an advertisement may have a certain appeal that is difficult to achieve with human characters or mere product displays. Some medical adverts combined animation and real actors like the 'elephant blue detergent' where elephants and human beings are combined to bring out the message they want to pass to the public.

Findings and Discussion

The findings will be discussed showing the background of the adverts, because of space and time only three of the adverts will be used for the analysis.

Adverts I: Lonart

Background

It has its setting in a court room. There is a judge, a defense lawyer and a prosecuting lawyer (both dressed in lawyer's costume) a court clerk and the audience sitting to hear the case. As the judge declared the case opened, an arresting officer wearing a uniform with Lonart inscription on it, firmly holding a man who had been costumed to look ugly- the 'mosquito' is brought into the jury box to be tried. The scene is given below in conversation:

Judge:	Call the next case.
Court clerk:	(Calling out) the state versus malaria.
Prosecuting lawyer:	My Lord I call the arresting officer Lonart to testify against the defendant (turning to Lonart) Lonart please give us your testimony.
Lonart:	My Lord malaria is a very dangerous killer. He has killed millions of people, young and old, male and female.
Prosecuting lawyer:	And how did you arrest him.
Lonart:	We used our special anti-malaria therapy ACT to effectively overpower him.
Prosecuting Lawyer:	Malaria I prove it to you that you're a menace to the society and should be locked up forever.

Defendant Lawyer:	Objection my lord.
Judge:	Over-ruled.
Audience:	Haaaa! (The judge used his gavel to silence the court room as there was noise)
Judge:	Silence. Malaria your days are numbered and I order that you be remanded in Lonart's custody,
Singer:	(A man came out rejoicing and singing) malaria o u don pafuka x 2
Narrator:	(Not seen on the stage) Lonart now in a new pack marketed and produced by Green land pharmacy.

Advert II: A ma tern Background

The scene opens to a living room of a house showing a sick woman lying on her husband's lap. The background song of Amatem was heard. Two of his friends entered shouting his name in excitement they were shocked to see his wife looking weak. The conversation:

Scene I

Friends:	Chidichidi,
Friend I:	You no go work today, wetin do you wey your face look like this?
Chidichidi:	Na iba o, di tin wan finish my wife.
Friend II:	Sorry o madam.

Scene II

Background:	The two friends visited another friend and again the friend and his daughter were found sick. The background song was heard with the two friends shouting his name.
Friend I:	Makulimakuli! Bobo how now?
Makulimakuli:	Na iba o.
Friend II:	Na wa o, you no de take melicine (they saw the wife coming out of the bedroom with their daughter looking weak).
Friend:	Even your pikin too.
Wife:	My brother I tire o (A narrator in person of chief Zebrudaya a popular Nigerian actor who has formulated his own English language to create humour appeared to advertise the drug as a solution to malaria).
Narrator:	The solution are Amatem. Amatem are the new malaria melicine which get Lumefantrine and Artemether. Amatem heals all kinds of malaria plus including fever. Amatem get syrup for children. Amatem get tablet for adult. Amatem are safe. It are does not itch for body. It are very easy to use. (Another narrator's voice was heard offstage)
Narrator II:	Amatem says no to malaria. Amatem says yes to life.

Marketed by Ebele pharmacy.

Advert III: Dettol Soap

Background I:	There is a background voice announcing the mission of dettol soap to a school to educate children on personal hygiene. The dettol personnel are seen in a class-room with school pupils.
Narrator:	Today Dettol is going round schools teaching children about hygiene.
Educator I:	Do you know that right now your hands are full of germs. (Children were surprised; they were seen inspecting their hands expecting to see the germs but saw nothing).
Educator II:	Let me show you. (A microscope was set to demonstrate to them).
Educator I:	Now tell me where do you pick up all these germs?
Pupil I:	From the playground (demonstrated)
Pupil II:	From the garbage (demonstrated)
Pupil III:	From the toilet (demonstrated)
Educator I:	Correct! These germs can stop you from doing all the things you like to do with friends. (A boy was shown vomiting and a girl lying on a bed with fever the word fever, was shown on the screen).
Background II:	A woman is seen waiting in a school bus stop waiting for her child, the child sees the mother and runs to her in excitement, he announces to the mother thus:
Pupil I:	Mum, today we learnt how to fight germs with Dettol soap.
Pupil Chorus:	(All the pupils in the class chorus). Ye dettol!
Narrator:	Dettol be 100% sure, No. 1 Worlds anti-septic.

Discussions of Findings

The language used in television adverts (TV adverts) is a simple one. Advertisers use the Standard British English (SBE), or the SBE and pidgin together to portray their messages. The pidgin is used to give a wider coverage to both the literate and the illiterate. Egbokhare (2001) confirms that, in the past Pidgin in mass media was reserved for jokes, humour, cartoons etc... this has changed significantly as it is now employed to convey important information. This is achieved by using characters to play the role, choosing a language that will capture the attention of the viewers. Some of the characters used in the adverts are Nigerian actors and actresses who are probably preferred by most Nigerians and are so chosen to win the hearts of Nigerians to patronize the products.

It was also observed that most of the TV medical adverts come with catchy-jingles that serve as a flame that draws viewers' attention. These jingles also give special identification to the products so as to linger in the minds of most viewers after watching the products on the TV so much that these jingles are memorised by viewers, especially children. They express them by singing them consciously or unconsciously at home, schools, when playing with friends, at times they are seen discussing the performance of the adverts with friends.

At times some Nigerians do self medication by prescribing some of the advertised drugs or recommend them to their relations or neighbours, when they see anyone exhibiting any symptom of the diseases.

It was also revealed that medical adverts are mostly acted through demonstration method by showing the symptoms of the disease or those things that one engages in that could bring about certain diseases and solutions are also proffered by the use of the product. For example, in the dettol soap advert, the school pupils did not only answer the educators, but the performance of the demonstration was shown on the screen as a pupil touches the play ground, garbage and toilet the microscopic object reflects the movement of the germs in the hands of the pupils. This was to prove to the viewers that germs are not objects that can be seen and that it is only dettol that can see it and fight it when used regularly.

Oyekola (2005:75) affirms that print media advert is an off-shoot of production explosion which has resulted in the creation of alternative products competing for consumers attention and patronage. The impression one may deduce from Oyekola's assertion is that for most products that are advertised, the advertisers aim at ensuring that their products win the heart of consumers. This makes it important for medical adverts to be handled with caution because it deals with human lives. The use of substandard drugs by unsuspecting consumer may result to further complications of illnesses. When this happens the manufacturing companies involved are usually made to face the law (especially in country where such laws are enforced). This is why fake drugs are confiscated by NAFDAC in Nigeria and elsewhere to safeguard people from using such dangerous and harmful drugs.

This means that there is an element of truth in medical adverts and not just to promote or compete with other products in the market. This corroborates Faleke (2005:89) assertion that, "interactions between nurse and patients/patients relatives are based on truth". She affirms that in hospital interactions both the medical personnel (MPs) and the patients (pts.) or patients' relatives (prs.) know that for treatment and healing to be properly achieved, truth is needed in their relationship. This implies that every interaction in human health is real and true and that is why after each adverts of drugs the company will announce that users should contact a physician/doctor if the symptoms persist after three days of using the drug. The address of the marketed company is comprehensively given at the end of the advert - this is a proof that the product is genuine and the company could be traced if default. It was also observed that prescriptions are also given to the consumers on how to use the products. The different brands (if available) are also prescribed eitherin the same advert or different adverts as is in the case of soap adverts like Lux and dettol where different brands are made available to the viewers to make choices of the one that will suit their needs.

It was also observed in the investigation that medical adverts aim at educating the general public on issues that affects lives and are not just there for viewers to patronize their products. This is evident in all the three adverts. For instance in 'Lonart' the general public was alerted that mosquito is a menace in the society and that there is the need to arrest it. And as a matter of fact it should be proved to mosquito that its days are numbered as the lasting solution to its arrest is now found in Lonart, the arresting officer. While advert II 'Amatem' creates the awareness that when sickness erupts, it is not the time to lie down but to use medicine. As seen in the first scene

where the wife of Chidichidi laid on her husband's lap, and in visiting another friend again, they met the friend and his daughter down with malaria, this made the friends utter this statement: "na wa o, na you no de take medicine" Amatem was introduced to them as the solution to the problem - the child who could not go to school was seen going to school and Chidichidi going to work after they used the drug.

It was revealed that the active ingredients that make up the composition of the products being advertised are always mentioned in the adverts to let viewers know the potency of the products. This was visible in all the data. In 'Advert P, it was mentioned that an anti-malaria therapy ACT was effectively used to overpower him (i.e. the mosquito). In the same way 'Adverts II* assured the viewers that Artemether and 'Lumefantrine' are the active ingredients which say yes to life. 'Advert IIP gave 'Antiseptic' as the active ingredient that has made the product the world's number one choice with 100% sure of one's state of health. This is also in agreement with the view of Odebunmi (2005:245) that "in medical communication no untruth was often said in hospital interactions between 'S' (Doc) and 'H' (Pt)." Faleke & Alo, (2010) also confirm this.

It was observed in one of the data that the object that causes malaria is perceived as a human being as the 2nd person pronoun 'him, his, he, you, your' and doer noun like: 'killer', was also addressed in the interaction as if it is animate, words like 'arresting officer,'...give us your testimony', 'we' were all used not only to create humour but also to show viewers that 'mosquito' an 'insect' that causes the disease, is acting like a human being who has physical power to overpower other human counterparts so Lonart too should act like a human being to overpower him.

Linguistic Analysis of Television Medical Adverts

i. Code: Lyons (1977: 53) sees code as any utterance whose primary function it is to verify that the interlocutors are using the same language or dialect, or using expressions of the language in the same way, which he called metalinguistic. The code in this work includes; the type of language use, medical terms, code mixing and code switching.

ii. Type of language use: The study revealed that, the Standard British English (SBE) and pidgin that were used in some of the adverts were used according to their settings. In 'Advert I' the setting (court room) did not give room to the cast to interact much in pidgin because of its formal setting situation of the interactants who have to speak the SBE because of the expected level of literacy-the judge, the lawyers, the arresting officer and even the court-clerk, but at the end of the verdict, a hearer came out to rejoice that mosquito has finally been arrested and his joy resulted into singing in pidgin. "Malaria ou don pafuka, malaria ou don pafuka". Advert III which has the school setting, the interactants used the SBE all through, no pidgin. Advert II has the mixture of SBE and pidgin. Another kind of language use in one of the adverts is Chief Zebrudaya English, Jowitt (2000:82) referred to his English as tunny one. Jowitt classified Zebrudaya's English under Popular Nigeria English (PNE). Zebrudaya is a popular Nigerian artist who has formulated his own kind of English with the features of V2 and V3 with MT interference (opcit), the use of tautology, mixture of SBE, PNE and pidgin, double use of concord, wrong use of tenses mostly to create humour e.g.:

i. The solution are Amatem.
ii. Amatem are the new malaria melicine.

iii. Amatem heals all kinds of malaria plus including fever

iv. Code Mixing and Code Switching: the findings revealed that some of the adverts were mix and switch with SBE and pidgin,

v. **Medical Terms:** The term is used here to mean those registers or the variety of language, which, a non-user fails to understand because of its specialized vocabulary used. It was observed in the findings that there are two terms: familiar and unfamiliar terms. The familiar terms are: doctor, pharma, symptom pharmacy, bathing, washing, hands, malaria fever, tablet, syrup, hygiene heals, itch, melicine (pidgin to mean medicine), germs, dettol, soap, anti-malaria. The unfamiliar ones include: therapy, Lonart, Amatem, Arthemeter and Lumefantrine, antiseptic ACT.

vi. **Lexical Occurrences**: The lexical occurrences the findings revealed are: Malaria - fever - iba (pidgin: to mean fever/malaria)

Pharmacy - Pharma

Dettol soap - Antiseptic

vii. **Collocations:** It was observed that some of the words used in the interactions form some collocation patterns, which are fixed and non-fixed collocations. Some fixed collocations ranged from noun phrase or verb phrase to adjective phrase e.g.

- Dettol soap noun + noun
- Dettol antiseptic soap noun + adjective + noun
- Anti-malaria Adjective + noun
- Tablet syrup medicine noun + noun + noun
- Cures all types of malaria Verb + noun.

The non-fixed collocations are plain words which are used to characterize with disease conditions, treatment or prescription which collocate with nouns, verbs or adjective e.g.

Malaria - Fever

Cures - Heals

Tablet - Syrup

viii. **Lexical Relation:** The findings revealed two lexical relations; synonym and antonym which occurred at lexical, phrasal and sentential levels. At - the word level, two different words that mean the same or nearest in meaning were used e.g.

Fever - Malaria

Cures - Heals

Drug - Melicine (medicine) anti-malaria therapy

Dettol soap - Dettol antiseptic soap

ix. **Syntactic Patterns:** Two main types of sentences were observed in the data - simple compound and complex sentence and some of the simple sentences observed are:

i. Amatem says no to malaria, (subject expression)

ii. Let me show you. (subject less) express: imperative)

iii. Call the next case, (subject less expression: imperative)

iv. Now tell me where do you pick up all these germs from (subject less expression: imperative)

v. We used our special anti-malaria therapy to effectively over power him (subject expression).

Some compound sentences are:

i. Malaria your days are numbered and I order that you be reminded in Lonart's custody,
ii. Malaria I prove it to you that you are a menace to the society and should be lock up forever.
iii. Lonart now in a new park marketed and produced by Greenland Pharmacy,
iv. Mum today we learnt how to fight germs with dettol soap. Some complex sentences the findings revealed are:
    i. Correct, these germs can stop you from doing all the things you like to do with friends; that is why you need to fight them with dettol soap by bathing and washing your hands regularly,
    ii. The findings observed the following as phrases:
        i. Objection my Lord (NP)
        ii. Silence (VP)
        iii. Essay to use (AdjP)
    iii. From the toilet (PP)

v. Exclamatory Minor Sentence: Osisanwo (1999: 23) defines exclamatory minor sentences as primary interjection. The findings reveals negative attitude to situations: e.g.

i. Na ibao (pidgin)
ii. ... I tire O. (pidgin).

This is to show how devastated the wife in Advert II was.

The positive ones are:

i. haaaa!
ii. ye dettol !!

xiv. **Affixation:** only prefix was observed:

prefix	**root**	**derived word**
anti	malaria	anti-malaria
anti	septic	anti-septic

Conclusion

The study has revealed that, medical adverts exist on NTA. The kind of language use ranges from code mixing and switching, medical terms, Chief Zebrudaya English, vocabulary and syntactic patterns. These were expressed through SBE and pidgin to demonstrate ideas behind the adverts to Nigerians in playlets. The language should be perceived as register in teaching and learning of English as second language (L2) in television medical adverts in Nigeria,

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