

TRANSITIVITY: PROJECTING ADVERTISING DISCOURSE AS A NATION-BUILDING MECHANISM IN NIGERIA

Taofeek O. Dalamu

Anchor University, Lagos, Nigeria
tdalamu@aul.edu.ng

Gbenga Ogunlusi

Crawford University, Igbesa, Ogun State, Nigeria
gbegaogunlusi82@gmail.com

Abstract

This study investigated functional meaning potential in the discourses of advertising frameworks. To achieve this, eight advertisements of Ecobank, Orijin, Conoil, Chevron, ExxonMobil, Unity Bank, and Etisalat of the 2015 Nigerian Independence Day and Workers' Day were chosen for analysis. After the application of a sampling design to the texts, the advertisements were processed through Transitivity, enhancing the scientific computation of their structural and semantic frequencies. With a combination of qualitative and quantitative procedures, the analysis revealed general and specific meanings, where material processes such as *has gone* and *partnered* dominated the communications. Generally, a behavioural process, *celebrate*, a circumstantial feature of time, *since then*, and the active system of voice, *we wish you*, were deployed to stimulate readers. The study also demonstrated the spirit of association (*we, our*) to stimulate readers. Specifically, *Ecobank* rejoices with Nigerians as *Conoil* institutes a conquering spirit for citizens. *Orijin* throws critical judgment on people, while *Chevron* and *Exxon Mobil* propagate absolute commitment as fundamental to moving Nigeria forward. With *Seaman's Schnapps* largely discouraging intoxication, the study suggested that the advertising industry should add moral contents to their discourses to augment nation building. Significantly, researchers-cum-students of discourse analysis will benefit from this appraisal to understand the effects of Transitivity on the nitty-gritty of advertising structures.

Keywords: Advertising Discourse, Circumstance, Ergativity, Language Function, Processes

Introduction

Language is an inevitable human phenomenon in achieving great communicative tasks. The goals that language performs for people are what Richards, Platt and Weber (1985) and Yule (2016) refer to as functions of language, in relation to socio-cultural, grammatical, and poetic approaches. Other functional spheres are: syntactic, behavioural, and systemic (Kress, 1976).

These functional varieties, as exemplified in Figure 1, address the contributions of addresser, context, message, content, code, and addressee to what language does in society (Jaworski & Coupland, 2006). Kress (1976) pinpoints semantic structure, grammatical arrangement, and utterance organisation as the functions of language. However, every scholarly idea aims at addressing the shortcomings of previous thoughts on a concerned subject. Such goal informs the conceptual knowledge of Transitivity in this enquiry. By Transitivity, the authors refer to the content meaning of a textual entity, indicating a communicative choice. Thus, Halliday’s (1994) systemic approach illuminates ideational, interpersonal and textual values as the functions of language, harmonising, adding to previous insights such as Malinowski’s (1923) socio-cultural and Britton’s (1970) grammatical ideas.

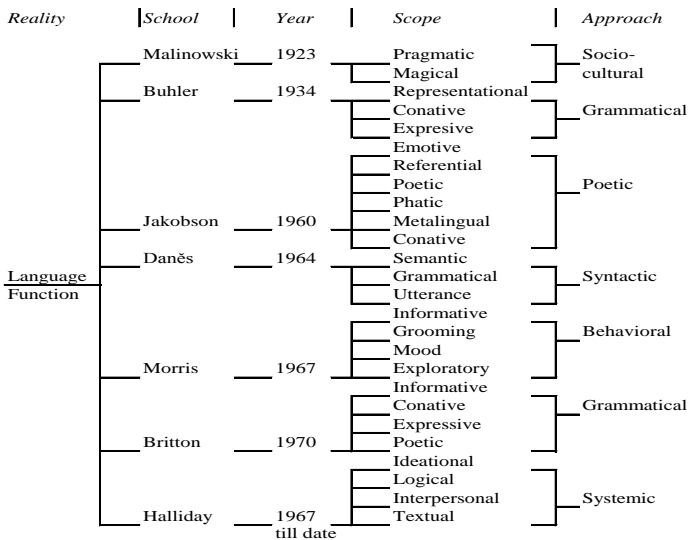


Figure 1: Chronological functions of language (Halliday & Hasan, 1985)

Halliday’s (1994) deals with the *modus operandi* of communication between the addresser/speaker/writer and the addressee/listener/reader to produce meaning. This is the reason for classifying systemic linguistics as a classical meaning-making enterprise. The systemic approach argues that every user of a language makes a choice consciously, or sometimes unconsciously to display some textual artifacts, constituting a string of words (Dalamu & Ogunlusi, 2020). The text is not only linear but it is also coherent. This ends the process of text formation which one can consider as the first stage of systemic operations. It is out of the coherent structures that the logical semantics manifests in details. The second stage reveals the text as a product and a concretised entity with certain semantic values. This seems the juncture where meaning variability of ideational, interpersonal, and textual entities becomes discernible (Dalamu, 2020). Every text has a textual pattern determined by the addresser. This remark indicates the flow of the clauses of the text as revealed through some thematic capabilities with correlating markedness. In other words, the textual configuration of clauses accommodates and reveals thematic-cum-rhematic grammatical narratives. The ideational and the interpersonal metafunctions act on the textual organisations to demonstrate meaning of linguistic properties and contextual items. Figure 2 below shows the stage one (process) and the stage two (product of meaning) in systemic linguistics.

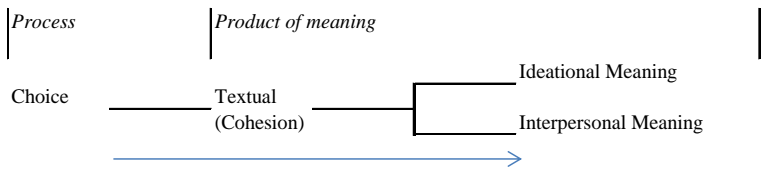


Figure 2: Gliding the addresser’s choice to meaning-making

The ideational metafunctional domain produces meaning through process, participant, agent and circumstance; while the interpersonal sphere focuses the social interaction through the mood system in meaning manifestations (Bloor & Bloor, 2013). These facilities project Halliday’s (1994) thoughts as grammatical and social in explaining the functions of language. The analysts in this study limit the scope to the application of Transitivity because the notion deals with the goings-on in the clause, signaling meaning of interaction. In corollary, Transitivity permits the authors to describe the appropriate patterns of the discourse of advertising in a specific context.

Importantly, the weight of Transitivity on textual matters has attracted many scholars. Benson and Greaves (1985) discuss the ideational *lexicometric* of French business correspondence, and the network system of semantic-grammatical descriptions; while Fontaine, Bartlett and O'Grady (2013) explore potential of choice in discourse. As a contribution to earlier endeavors, this study explores the application of Transitivity to the adverts, elucidating the content functions of material, mental, relational, behavioral, verbal, and existential processes.

Significantly, Halliday and Matthiessen's (2014) insight assists in generating meaning in the advertising frameworks. Therefore, the following ideas have helped in exploring the goal of this research as to how Transitivity assists in deciphering advertising messages to generate meaning; and revealing the contributions of advertising structures to nation building.

Advertising Discourse

Language is central to discourse and advertising because it serves an interfacing purpose. Both discourse and advertising describe ways in which language resources are constructed and deployed to play some functional roles in society. Thus, discourse is multi-dimensional with overlapping definitions owing to its links with several disciplines (van Dijk, 2008). In that regard, Fairclough (2003) claims that discourse is synonymous with discourse analysis; whereas Blommaert (2009) describes discourse as meaningful symbolic structures used by people. As a social activity, Johnstone (2008) remarks that discourse analysis is a systematic consideration of a set of broad analytical *topoi* and a research method, useful for examining a variety of questions.

Creating a connection between the product and society, advertising plays crucial roles in today's businesses by promoting several products in order to increase consumption and economic growth. As a stimulant, the mission of adverts is a factor that influences experts to produce the communications with unique language choices (Dyer, 2005). Besides being parasitic, the ubiquitous nature of adverts is loaded with concise structures, indoctrinated with comprehensive messages.

Theoretical Space

Transitivity is a metafunction in the clause rank of a language, realising English processes and their extension devices. These devices, other than the process, are participating entities, circumstantial elements, and agents (Ravelli, 2000). This characteristic depends largely on the

grammatical structure and the system of voice of the clause as indicative or imperative; and as operative, receptive, and medium. From a general sense, the participant of the mood segment and the process are the most important of the Transitivity constituents. In that regard, Benson and Greaves (1985) describe the Transitivity system in the variation of process structure and process complex. Process structure is intransitive e.g. *Toyin reads*; while Process complex is transitive e.g. *Toyin reads a book*. The first example indicates *Toyin* as the 'doer' of an event in the participant and *is reading* as the content, which can be regarded as the process.

However, the second example extends the clime of the first example with a participant. That is, *a book*. *A book* is the 'done to' that reveals the complexity of the process as *reads*. The process complex shows the ideational potential of a 'doer' and a 'done to'. As Thompson (2014) recapitulates Transitivity performs multiple tasks of material, mental, relational, behavioural, verbal, and existential processes. It also reveals the circumstances of the clause such as location, manner, and cause. Material processes refer to doing and happening; mental processes indicate cognitive verbal patterns; and relational processes identify the attributes of the clause content (Halliday & Matthiessen, 2014). As behavioural processes demonstrate psychological statements; verbal and existential processes manifest the act of saying things and referencing (Dalamu, 2020). Therefore, Figure 3 illustrates the application of the processes, participants and circumstances to the advertising clauses shown in Table 1.

Methodology

Oluwatosin and *Oluwatobi*, who are students, joined these authors to collect applicable adverts from The Punch Newspapers. The readership strengths of The Punch informed the choice of procuring adverts from it. A *Samsun WB50F*[®] camera and an *hp*[®] laptop were two electronic devices that facilitated the data collection process. These authors utilised the camera to capture the adverts from the pages of the newspaper. The pictures of the adverts were further downloaded into the laptop to achieve proper pictorial management of required sizes, using *Microsoft Office Picture Manager*[®]. With the adoption of a sampling method (Charmaz, 2014), the population of adverts of about 24 was stratified into three sub-groups to make informed decision on the appropriate communication relevant to the study.

Based on the instruction that these authors provided, *Oluwatosin* and *Oluwatobi* harvested fascinating adverts of 2015 Nigerian Independence Day and 2015 Workers' Day. The researchers separated the adverts' population of

24 into three domains where one-third was chosen as a sample for the investigation (Bryman, 2012). The propagations of national values were the considerable factors in the selection of the adverts for analysis. Thus, eight adverts based on their communicative pertinence were investigated. The messages of the adverts were labeled as TEXT, which was distributed into clauses.

Data Presentation

Table 1: Texts of the Independence Day and Workers’ Day adverts.

Firm	Text	Clause
Ecobank	1a	It’s our Independence Day
	1b	Let’s celebrate all that makes Nigeria special
	1c	Fellow Nigerian, we wish you a very happy Independence Day.
	1d	Our branches will be closed for the holiday on 1 October 2015
	1e	But our ATMs and other electronic channels will be available 24/7
Conoil	2a	Let’s celebrate our winning spirit
	2b	We celebrate every Nigerian
	2c	That has gone the extra mile to make our nation great.
	2d	Despite all the odds, we have grown stronger as a people and as a country
	2e	And today, we dare to celebrate that true winning spirit
	2f	Happy Independence Day, Nigerians
Orijin	3a	There’s power in our past
	3b	The labor of our heroes past shall not be in vain
	3c	If we stay true to the original intent of their fight for independence of our motherland.
	3d	Their vision was to unify several rich and diverse cultures to create a strong nation
	3e	Where peace, pride and justice live
	3f	Happy Birthday Nigeria
Chevron	4a	Our pledge remains unwavering...
	4b	Over 5 decades ago, when we first partnered with Nigeria
	4c	We committed for the long term
	4d	Since then, we’ve continued to support energy development and invest in economic and human development
	4e	Today, we are happy to felicitate with the nation
	4f	As it celebrates its 55th year of independence
	4g	Happy Independence Anniversary Nigeria!
Exxon Mobil	5a	Happy Workers’ Day Nigeria
	5b	We are committed to develop the Nigerian economy and its people
	5c	ExxonMobil affiliates wish to congratulate all their employees & contractors for the commitment, dedication and contributions to their operations.
	5d	We also wish all other workers across the country a Happy Workers’ Day.
	5e	One with Nigeria

Seaman's Schnapps	6a	You MAY take 1 day off to pay.
	6b	May unlimited blessings flood your path.
	6c	Happy Workers' Day
	6d	Drink responsibly
Unity Bank	7	Unity Bank celebrates Nigeria at 55
Etisalat	8a	Our agency isn't available to create a proper ad.
	8b	Apparently. They are also enjoying Workers' Day.
	8c	After all, body no be firewood.
	8d	Man must rest!
	8e	Happy workers' day

Data Analysis and Discussion

This study lays emphasis on the Transitivity system to generate content meaning (Gieszinger, 2001). Consequently, the adverts have some similarities. Except for TEXT 1 and TEXT 7, the frameworks have minor clauses, *Happy Independence Day*, *Nigeria* and *Happy Workers' Day*, as indicators of the seemingly primary purpose of the adverts. One also observes that the majority of the adverts projects declarative functions except for clause 5(e), *One with Nigeria*, which is fragmented. By implication, the functional ratios specify that the copywriter deploy texts in order to solemnise the public about the festivity moments and not a usual advertising practice.

Another striking but common denominator is that each advert has an identified sponsors such as *Ecobank*, *Orijin*, and *Seaman's Schnapps*



TEXT 1: Ecobank

a

It	's	our Independence Day
Carrier	Proc.:Rel. Attrib.	Attribute

b

Let's	celebrate	all that makes Nigeria special
Behavior	Proc.:Behavioural	Range

c

Fellow Nigerians,	we	wish	you	a very happy Independence Day
	Senser	Proc.:Mental	Agent	Phenomenon

d

Our branches	will be closed	for the holiday	on 1 October 2015
Token	Proc.:Rel. Ident.	Circ.:Cause	Circ.:Location

e

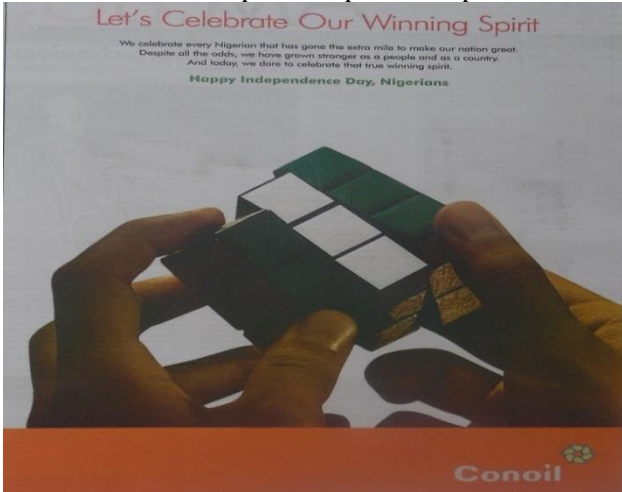
Our ATMs and other electronic channels	will be	available	24/6
Token	Proc.:Rel. Ident.	Value	Circ.:Extent

The content of TEXT 1(a) is 's, with its participants, *It*, as Carrier and *our Independence Day* as Attribute. The ergative model indicates a process that happens by itself, pinpointing *It* as a reference point. TEXT 1(b) is an imperative clause with *celebrate* as the behavioural process, referring to a moment of refraining from many business activities in order to fully engage in joyful exercises. As observed in 1(b), *Let's* is an exceptional case of a subject in the imperative clause, suggesting a course (Halliday & Matthiessen, 2004). So, *Let's* is behavior of the process whereas *all that makes Nigeria special* is the range as a specifier. *Wish*, as a gesture, in TEXT 1(c) has *we* and *a very happy Independence Day* as senser and phenomenon respectively. *You* is the agent that benefits from the desire of the content structure. As operated in TEXT 1(b), the ergativity reflects an active system of voice.

Will be closed, in TEXT 1(b) is the process with *Our branches*, token, and *closed*, value, as participants. *Will* as a modal device locates the event of the nearest future. Perhaps, this process of proposition exercises the potency to indicate circumstances, *for the holiday* and *on October 1 2015*, establishing location and time, and a medium of reason. The constituent functions as an agentive object of participant-like that accommodates “for + nominal group (NG)” (Halliday & Matthiessen, 2014). The clause also accommodates a logical semantic of *But*, a linking parameter between clauses 1(d) and 1(e). The process, *will be*, performs a futuristic function. The circumstance, *24/7* operates as extent that exhibits frequency. Therefore, the ideational meaning reveals the spirit of association and advertising persuasion through the marker of *Our*, *Let's* and *We*, acknowledging *Ecobank*[®] as part of the celebration. The five clauses in TEXT 1 indicate two clear-cut divisions of: greetings and felicitations, and mildly unsuspecting

advertising sensitisation, directing readers to the Automated Teller Machines (ATM) as unrestricted cash dispensing mechanism.

Furthermore, the Nigerian flag of green-white-green color, flowing in the advert supports the Independence Day. The texts and the flag signify the celebration of freedom of Nigeria from the British. Notably, *our* in 1(d) and (e) is semantically-different from the utilisation of *our* in TEXT 1(a). The former is a personal referencing to Ecobankstaff, applicable towe in TEXT 1(c); whereas the latter represents partnership.



TEXT 2: Conoil

a	Let's	celebrate	our winning spirit
	Behaver	Proc.:Behavioural	Range

b	We	celebrate	every Nigerian
	Behaver	Proc.:Behavioural	Range

c	That	has gone	extra mile to make our nation great
	Actor	Proc.:Material	Goal

d	Despite all the odds	we	have grown	stronger	as a people and country
	Circ.:Contingency	Actor	Proc.:Material	Goal	Circ.:Role

e	And today	we	dare to celebrate	that true winning spirit
	Circ.:Loc.	Senser	Proc.:Mental	Phenomenon

f	Happy Independence Day, Nigeria
	Minor Clause

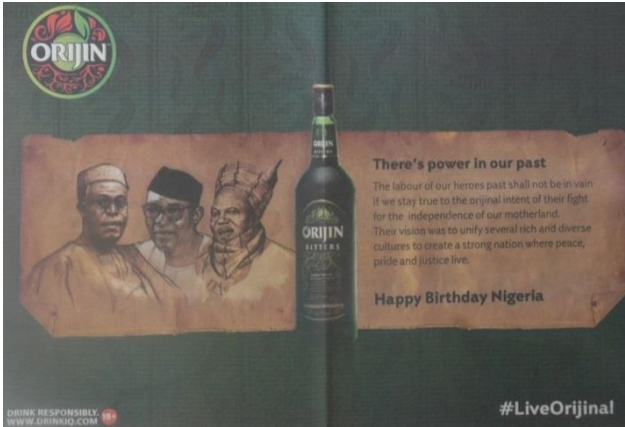
TEXT 2 has six clauses in which the last one is a minor clause, *Happy Independence Day, Nigeria*, a greeting. Clauses 2(a) and 2(b) have *celebrate* as the process. In TEXT 2(a), *Let's* and *our winning spirit*, and in TEXT 2(b) *we* and *every Nigerian* are participants. The mood participants of *Let's* and *We* demonstrate corporation in the holiday sacrament. *Our winning team* indicates a spirit of collectivism, whereas *every Nigerian* points to an individual, who contributes to the development of Nigeria. Moreover, *Let's* as the marker of TEXT 2(a) is a call to action so also is *We* in TEXT 2b. *We* serves as a trifling statement, representing the reaction of *Conoil's* team to the Independence. *Celebrate* is a common phenomenon in TEXT 1(b) and 2(a), (b), and (e), signaling honour to citizens.

The marker, *that*, in clause 2(c) projects a hypotactic binder for the purpose of expansion, and as a participating device of the clause. The material process, *has gone*, exemplifies *that* as actor and *the extra mile* as goal. The process extends its position from *has gone* to *make*— a seemingly circumstance of manner. The deployment of *the extra mile* as goal is somehow honorary because, the systemic organ points to an individual, extraneously taking unusual steps *to make* the nation great. The copywriter marks TEXT 2(d) with *Despite all odds*, and ends the clause with *as a people* and [*as*] *a country* to augment the message as contingency.

The material process, *has grown*, attracts *we* as actor and *stronger* as goal attained from 1960 till 2015. *Has grown* illustrates developments that *Conoil* and the Nigerian people have experienced for 55 years. This influences the advert to glide from clause 2(d) to 2(e) with a linking conjunction, *And*, accompanied by *Today*, a circumstance of time. The appearances of the circumstantial in 2(d) and 2(e) characterise cohesive structures at the beginning, middle, and end (Fontaine, 2013). The mental process, *dare to celebrate*, portrays the emotional status of *Conoil* and Nigerians.

The advert attests that Nigerians have been facing challenges in developing the country, with some recorded breakthroughs. The attained height is a reason for utilizing *the true winning spirit* as a pointer to the nation's greatness. The emotive *dare* describes the courage of Nigerians to overcome some challenges. Consequently, at 55 years of winning, nobody can hinder the people from celebrating their contributions. *We* and *every Nigerian*, and *the extra mile*, for instance, in 2(b) and 2(c) perform the roles of agent and medium. The clauses operating as active in the system of voice, *to make our nation great* as shown in 2(c), is a form of a minor clause.

The *winning spirit*, which appears in clauses 2(a) and (e) performs ambiguous roles. *Our winning spirit* means the diligent efforts of Nigerians to subdue colonialism. True winning spirit might suggest the successful business transactions between Nigeria and Conoil. The winning spirit in reference demonstrates the commitment of the Conoil to succeed. The images of hands, which turn the sections of the hardware in order to click the appropriate portion, support the winning spirit in question.



TEXT 3: Orijin

a	There	's	power	in our past
		Proc.:Existential	Exist	Circ.:Location

b	The labour of our heroes past		shall not be	in vain
	Token		Proc.:Rel.Ident.	Circ.:Manner

c	If	we	stay	true	to the original intent of their fight	for independence of our motherland
			Proc.:			
		Actor	Material	Goal	Circ.:Angle	Circ.:Cause

d	Their vision		was to unify	several rich and diverse cultures	to create a strong nation
	Value		Proc.:Rel.Ident.	Token	Circ.:Manner

e	Where		peace, pride and justice	live
	Circ.:Loc.		Actor	Proc.:Material

f	Happy Birthday Nigeria	
	Minor Clause	

There are six clauses in TEXT 3, culminated in *Happy Birthday Nigeria*. Nevertheless, clauses 3(a), (b), and (c) are declaratives, revealing communicative events. Particularly, the existential clause in (1a), *There's power in our past*, references previous human efforts to gain liberty from imperialism. It is unsurprising that the existential clause operates in both *presentative* and *locative* spheres, sensitizing citizens to sustain the vision of Obafemi Awolowo and other leaders. Clause 3(a) creates a relationship between the 'ancient' Nigerians and 'modern' Nigerians.

Contextually, *the labor of our heroes past shall not be in vain* is a line/verse of the Nigerian National Anthem. The process, *shall not be*, is relational, identifying previous contributions in order to provoke Nigerians to courageous steps. *The labor of our heroes past* is the token in this case. *Shall* characteristically enhances the structure *notin vain*, negating recalcitrance to nation building. This claim propels the deployment of the conditional *if* in TEXT 3(c), manifesting that no one achieves successes at the platter of gold (Russell,2013). The hypotactic, *if*, binds 3(b) and 3(c) together and introduces *we stay true to the orijinal intent...*to readers. The material process, *stay*, creates fervency for readers, making shifting one's ground from *the orijinal intent* of the fathers to frivolity unacceptable. *To the orijinal intent of their fight; and for independence of our motherland* add values to the Transitivity system, functioning as angle and purpose. These complex circumstances operate as agency in the structures of "to + NG" and "for + NG".

TEXT 3(d) is relational, identifying the value, *Their vision*, with the token, *several rich and diverse cultures*. The clause points to the quality of the *vision* of the past. The communicator introduces a circumstance of manner, *to create, a strong nation*, in order to elevate the message. In this case, *to create* inspires readers to invest their resources to nation building. *Where* connects clauses 3(d) and 3(e) in sequence, affirming location and space (Martin & Rose,2013). However, the material clause employs *live* as its process with *peace, pride and justice* as personified entities.

The process, *live*, indicts some people, disclosing negligence to national treasures. The copywriter systematises his/her opinion in an active voice the form of parody. Nonetheless, 3(b) and (e) function as non-ranged devices. The saliency of *Orijin*– the name of the product and *orijinal* – a lexeme in clause 3(c), explicates that the replacement of [g] – voiced velar stop to [j] – palatal approximant (Adetugbo,1997) serves a branding-cum-marketing purpose. Linguistically, the construct is fallacious, yet, remarkably-persuasive as an identity and product trademark. The conversion of origin to *Orijin/original* could create a lasting impression on consumers' cognitions.

The pictures in TEXT 3 are distinctive, propagating the images of Awolowo, Balewa, and Azikiwe, who fought for the Nigerian Independence of

1960. These pictures represent freedom from colonialism. Connotatively, *the labour of our heroes past* is synonymous with the assiduous efforts of these leaders. Moreover, the voice of the narrator, displayed as *our* in three consecutive times, refers to Nigerians, the herb product, *Orijin*, and the producer of *Orijin*.



TEXT 4: Chevron

a	Our pledge	remains	unwavering
	Token	Proc.:Rel. Attrib.	Value

a	Over 5 decades	when	we	first	partnered	with Nigeria
	Circ.:Extent	Conj.	Actor	Circ.:Loc.	Pro.:Material	Circ.:Accompmt.

c	We	committed	for the long term
	Actor	Pro.:Material	Circ.:Cause

d	Since then	we 've continued to support	every development	and	invest	in economic and human development
	Circ.:		Goal	Conj.		
	Loc.	Actor	Proc.:Material			Circ.:Loc.

e	Today	we	are	happy	to felicitate	with the nation
	Circ.:Loc	Carrier	Proc.:Rel.Attrib.	Attribute	Circ.:Manner	Circ.:Accompmt.

f	As	it	celebrates	its 55th year	of independence
	Circ.:Role	Behavior	Proc.:Behavioural	Range	Circ.:Cause

g	Happy Independence Anniversary, Nigeria!
	Minor Clause

Seven clauses communicate ideational meaning in TEXT 4, including, *Happy Independence Anniversary Nigeria!* The grammatical structures of clauses 4(a) – 4(f) are declarative. Clause 4(a) signifies *remains*, a relational attributive process, to stimulate the communicative intention. The token is *Our pledge*, indicating a kind of solemn promise from all Nigerians. The text explicates security, which gives an assurance to the people. The value is *unwavering*, negating any doubt in order to promote steadfastness of *Chevron*[®] to the development of Nigeria. The constant resolution, which is unchanged, is expressed through *Over 5 decades ago*, beckoning the extent at which *Chevron* has sustained commitments to the development of Nigeria.

The second marker in clause 4(b) before the subject theme is hypotactic, *when*, demonstrating the logical periodicity (Martin & Rose, 2013). The material clause contains two different circumstantial features of *Over 5 decades ago* – showing extent; and *with Nigeria* – showing an accompaniment of completeness. However, *when* and *first* operate as internal conjunctions of time. *We... partnered* is the material clause with *We* as actor, serving as the agent without a medium. And *partnered* is the process, illustrating common interest in Nigeria. Just as in 4(b) and 4(c) also is a material clause with *committed* that attracts the actor *We*. *We* is an agent without a medium. *For the long term* assists *We* to produce a beneficiary of “to + NG” – a circumstance-like entity. The process, *committed*, fingers the degree of trust that *Chevron* has for Nigeria. In clause 4(d), the phrase *Since then*, mark the Subject *we*, which is the Actor of the process. The material process begins from the Finite and ends within the domain of the Residue. That is, *‘ve continued to support... invest*, explaining *Chevron’s* contributions to Nigeria from the past to the present.

The circumstantial features of *Since then* and *in economic and human development* refer to location in time and place. TEXT 4(e) projects a relational process of *are*, accompanied with *We* and *happy*, Carrier and Attribute. *Happy* indicates the attribute of *Chevron* to rejoice with Nigerians. Two circumstances, *Today*, of location and *with the nation*, of extension enhance the message in terms of time and accompaniment. The framework ends with a behavioural clause marked with an additive structure of *As*, elaborating a role. The behavioural process, *celebrates*, has its residual participant as *its 55th year of independence*. Clauses 4(a) – 4(f) demonstrate the ergative model as active in the system of voice except for 4(b) and (c), which operate without range.

On the one hand, the “flowing” flag in TEXT 1 indicates a sort of liveliness to Nigerians and the state. On the other hand, TEXT 4 demonstrates

absoluteness of Nigerians to the nation, depicted by a human elliptical picture. The image of the hand, which holds the Nigerian flag, at the chest of the individual, reveals a personal pledge to the development and growth of Nigeria to symbolise loyalty.



TEXT 5: ExxonMobil

a	Happy Workers' Day Nigeria
	Minor Clause

b	We	are committed to develop	the Nigerian economy and its people
	Actor	Proc.: Material	Goal

c	ExxonMobil affiliates	wish to congratulate	all their employees & contractors	for the commitment, dedication and contributions	to their operations
	Senser	Proc.: Mental	Phenomenon	Circ.: Cause	Circ.: Matter

d	We	also wish	all other workers	across the country	a Happy Workers' Day
	Senser	Proc.: Mental	Phenomenon	Circ.: Location	Minor Clause

e	One	with Nigeria
	Participant	Circ.: Accompaniment

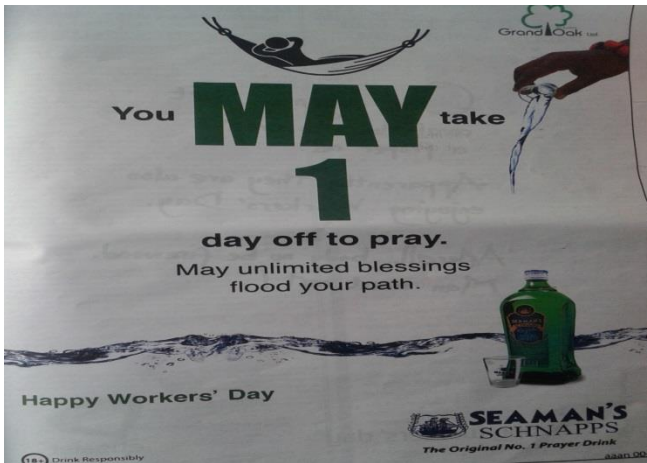
There are two minor clauses, simulated as *Happy Workers' Day*, in TEXT 5. One is standing alone, indicating *Nigeria* as in 5(a), while the other functions as an adjunct in clause 5(d), reflecting the felicitation. *We are committed to develop the Nigerian economy and its people* deploys an obligatory going-on,

are committed to develop, to exhibit allegiance of huge responsibilities of *Exxon Mobil*[®] to Nigerians. In that sense, there seems to be a to-do-list between *Exxon Mobil* and Nigerians. A pair of industrial boots facilitates the emotional capacity and intellectual sincerity of *Exxon Mobil* benefitting Nigerians. The text, *workers*, and a pair of safety boots are modes that construct a production environment, protected from being harmful to people. The ergative patterning of 5(a) is active.

The publicist reveals the concealed actor, *We*, in 5(b) as *Exxon Mobil affiliates* in 5(c), which functions as senser because of a change in the process, *wish to congratulate*. *Exxon Mobil* utilises a mental process, *wish to congratulate*, to express deep joy to people. The clause pinpoints the purpose of the yearning, as being *for the commitment, dedication and contributions to their operations*. This structure illuminates circumstances of cause and matter with prepositional markers of *for* and *to* respectively. From the ergativity's point of view, *for their commitment, dedication and contributions* is participant-like of "for + NG", and *to their operations* is also participant-like of "to + NG." Clause 5(c) showcases the active system of voice.

Observations show a similar mental process, *wish*, in clause 5(d) – an emphatic model. The prominence exonerates *Exxon Mobil* from giving special weight to the company's workforce; and Nigerian workers, as the circumstance-like, *across Nigeria*, enhances the remark in an actively-voiced structure. The advert deploys 5(e), *One with Nigeria*, as a punctuated clause, which is a probable declarative item. *One* is the participant, while *with Nigeria* is participant-like circumstantial element expounding accomplishment. Consequently, *Exxon Mobil* reinvigorates its loyalty and liability, comparable to swearing an oath.

It is salient to observe the utilisation of *we*, *Exxon Mobil*, and *we* in clauses 5(b), (c), and (d), as being reference (Thompson, 2014). *We*, as in clause 5(b), is exophoric pointing to *Exxon Mobil* in the front in clause 5(c); whereas *we*, as in clause 5(d) points to *Exxon Mobil* at back in clause 5(c). . .



TEXT 6: Seaman’s Schnapps

a	You	MAY take	1 day off	to pay
	Actor	Proc.: Material	Goal	Circ.: Matter

b	May	Unlimited blessings	flood	your path
	Proc.: Ma-	Actor	terial	Goal

c	Happy Workers' Day
	Minor Clause

d	Drink	responsibly
	Proc.: Behavioural	Range

The advert of *Seaman’s Schnapps*® in TEXT 6 has two declaratives, one imperative and one minor clause. Clause 6(a) is a material clause with *MAY take* as the process. As a matter of salience, the modality *MAY*, in a capitalised form, is a signifier of the month of May, globally-decorated its first day as the workers’ public holiday. Thus, the lexeme, *MAY*, is an identity of the felicitation and the auxiliary process of clauses 6(a) and 6(b). *MAY take* in clause 6(a) points workers, as euphemised in *You*, actor, to an officially-ordained day. *MAY* operates in a strong form of consent without restrictions – a channel of liberty. The segment, *1 day off*, goal, and *to pray*, as the circumstance of matter, supports the validity of the workers’ freedom. *1 day off* refers to a free day; while *to pray* is a mini-process of spiritual solicitations.

The advertiser employs *May unlimited blessings flood your path* to project that *Seaman’s Schnapps* as a prayer drink. By implications, *May...*

flood exhibits a communication modesty and concession, exemplifying a great physical-cum-spiritual force with, perhaps, unyielding ethos to stimulate readers. The pronouncement of the process, *May... flood*, invokes the overflow of supernatural favour on the Nigerian workers. Conversely, the clustering structure *Drink responsibly* in the Behavioral clause in 6(d) contradicts and mellows the excessive consumption of the drink without bounds. Thus, consumers are counseled to stay caution in drinking the product despite the eternal blessings' annotation on *Seaman's Schnapps*, projecting every individual answerable for any act of abuse. The ergativity associations manifest clauses 6(a), 6(b), and 6(d) in their active parameters.

Appreciably, three important modes of: the individual lying on a seemingly beach-like model bed; the hand of a person pouring libation through the glass; and the bottle of *Seaman's Schnapps* standing akimbo dominate the advert. The first image signifies a relaxation countenance; the second picture is spiritually-demonstrating blessings; and the third posture illustrates the structure and boldness of *Seaman's Schnapps*. The researchers could connect the individual's relaxing on the beach bed to the verbal construct of *Happy Workers' Day*. As one links the pouring of libation to unlimited blessings; so also is the akimbo-like bearing of the *Seaman's Schnapps* bottled epics originality.

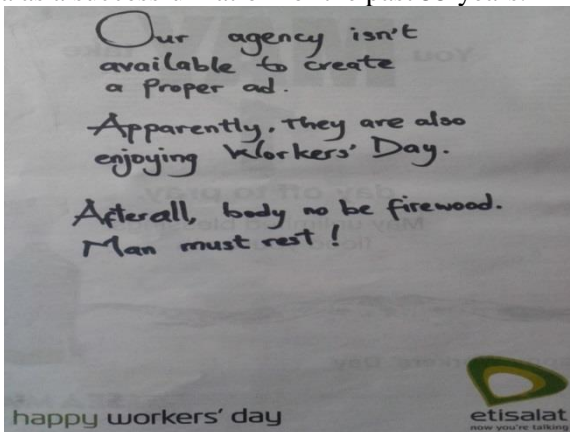


TEXT 7: Unity Bank

Unity Bank	celebrates	Nigeria	at 55
Behaver	Proc.:Behavioural	Range	Circ.: Location

There is only one clause, *Unity Bank celebrates Nigeria at 55*, in TEXT 7; being a statement in the declarative to exhibit a behavioural content. The clause deploys *Unity Bank*, behaver, and *Nigeria*, range; process – *celebrates*; and circumstance – *at 55*. *Unity Bank*[®] is the well-wisher in that sends a congratulatory message to Nigerians. The behavioural process, *celebrates*, solemnises, the participants. In the 2015 Nigerian Independence ritual, *Unity Bank* honours the stakeholders. Considerably, *at 55* is a circumstance of location interms of the age of the Nigerian nation. The relationship between the systemic agents, *Unity Bank* and *Nigeria*, is active.

However, the image of a gorgeously-dressed woman is a pictorial affordance that illustrates a celebration context. This is because this elegant appearance is unusual in a daily basis. Most Nigerian women dress stunningly in this caliber during festivities. Therefore, the interpreters resolve that the attractive form of the woman denotes the current situation, projected in TEXT 7 as *Nigeria at 55*. The extra-ordinary emergence of the woman reveals Nigeria as a successful nation for the past 55 years.



TEXT 8: Etisalat

a	Our agency	isn't	available	to create a proper ad
	Carrier	Proc.: Rel.Attrib.	Attribute	Circ.: Manner

b	Apparently.	They	are also enjoying	Workers' Day
	Circ.: Manner	Senser	Proc.: Mental	Phenomenon

c	After all	body	no be	firewood
	Circ.: Manner	Token	Proc.: Rel.Ident.	Value

d	Man	must rest!	
	Behavior	Proc.: Behavioural	

e	Happy Workers' Day
	Minor Clause

Among all the clauses in TEXT 8, only clause 8(a), as pointed out in Figure 4, is minor. Thus, clauses 8(a) – 8(d) are declaratives. Text one in the *Etisalat*[®] advert is a relational clause that reveals the attribute of the advertising contractor as being unavailable to discharge the required responsibility. *Our agency*, carrier, is also part of the membership of Nigerian workers. The relational process, *isn't*, functioning as the negative polarity, elucidates the absence of the copywriter to construct an ad that can mesmerise readers. The clause indicates that the Workers' Day also affects the production of a beautiful advert to captivate the target audience, as augmented with circumstance of manner, *to create a proper advert*. The adverbial marker, *Apparently*, signifies the degree of the gratification that workers give preferences to. Notably, *Apparently* receives a period at the end of the word. That communicative technique presents *Apparently* to readers-cum-analysts as an orthographic linguistic construct (Cook, 2001).

The relational and behavioral clauses in 8(c) and 8(d) are Anglo-Nigerian Pidgin. One could translate them to the following forms: [*After all, human beings are not machine*]; and [*Every individual needs to rest*]. The pointer of clause 8(c) is *After all*, a circumstance of Manner pinpointing a degree of intensity. *No be* operates as a relational identifying process, having *firewood* as value. The participant validates that the human body, as negativised by the process, *no be*, does not function equivalent to a machine. Owing to that, the publicity connoisseur agrees that *Man must rest* as emphasised with an outcry and passionate interjection (!). The clamour for the behavioural *rest* is a means of backing a cause for a state of quietness and relaxation for workers, denoting *body no be firewood*. The active voicing system governs the clauses in TEXT 8. Unlike all the other analysed adverts,

only the image of *Etisalat*, appears in the advertising schema. Nevertheless, *Happy Workers' Day*, creates a parallel line for TEXTs1, 2 to 7.

Results

Table 2: The conversion of the Transitivity analysis of *Ecobank*, *Orijin*, *Conoil*, etc. in Figure 3 to numerical forms.

Transitivity Devices	Clause Recurrence								Transitivity Recurrence
	TX1	TX2	TX3	TX4	TX5	TX6	TX7	TX8	
Material Process	0	2	2	3	1	2	0	0	10
Mental Process	1	1	0	0	2	0	0	1	5
Relational Process	3	0	2	2	0	0	0	2	9
Behavioural Process	1	2	0	1	0	1	1	1	7
Verbal Process	0	0	0	0	0	0	0	0	0
Existential Process	0	0	1	0	0	0	0	0	1
Circumstance	2	3	5	11	4	1	1	3	30

Two volumes of digitisation are deducible from Table 1. The first, as revealed in Figure 4, shows the recurrence statuses of the Transitivity facilities. The second stage, as exhibited in Figure 5, displays the computation of the clauses' Transitivity components.

Figure 5 illustrates in a table and a graph the recurrence nature of the Transitivity devices.

Transitivity Devices	Recurrence
Material	10
Mental	5
Relational	9
Behavioural	7
Verbal	0
Existential	1
Circumstance	30

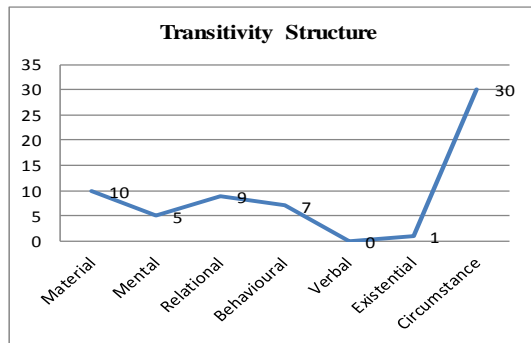


Figure 4: Recurrence statuses of the Transitivity elements of *Ecobank*, *Orijin*, *Conoil*, etc.

Figure 4 demonstrates the Transitivity devices in a composite form, explicating the processes and circumstantial elements together. In the entire Transitivity domain, circumstantial features record the highest point of 30 whereas material processes and relational processes have relatively-similar values of 10 and nine respectively. The next to those processes is behavioural

with seven points. However, as mental processes recur in five consecutive times, the existential process hardly operates in the system; it appears just once. Figure 5 reveals the communicative strategies that *Ecobank*, *Orijin*, *Conoil*, etc. deployed as: motivating the Nigerian citizens in order to get things done; creation of relationship between one entity and another; and positioning the people's attitudes in a particular direction.

Moreover, location, cause, manner, accompaniment and matter enhance the messages. Time, space, reason, degree, and comitative reveal augmentation, expansion, and projection. Although, minor clauses are not part of the Transitivity ingredients, the analysis displays seven of them in the advertising frames.

Figure 5 calibrates the components of the clause in the Transitivity as analysed in Figure 3 earlier.

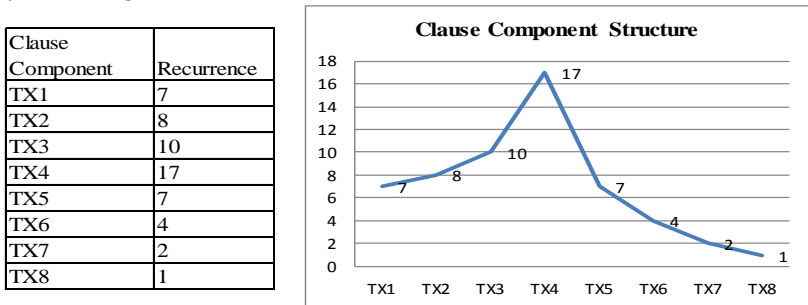


Figure 5: Computation of clauses' Transitivity components of *Ecobank*, *Orijin*, *Conoil*, etc.

It is worth stressing that TEXT 4, as shown in Figure 5, has many components in this analysis, because the *Chevron* ad utilises seven clauses to motivate recipients. Following Figure 4, clauses 4(a), (d), (e), and (f), have a quantum of systemic devices. The *Orijin* ad of TEXT 3 is next with 10 Transitivity features, where clauses 3(b), (c), and (d) are long with many semantic systemic slots. There are eight components of the clauses in TEXT 2, displaying 2(d) as the longest. Moreover, TEXTs 1, 5, and 8 are bedfellows because their clauses are of seven equal dimensions. The longer clauses are 1(c) and (d); and 5(c) and (d), whereas TEXT 8 contains a short form of clauses. At the lowest ebb are TEXTs 6 and 7 with four and two clauses respectively. Such recurrences imply that *Seaman's Schnapps* and *Unity Bank* ads do not deploy wordy systemic structures to inspire readers.

Significantly, the authors could emphasise that TEXTs 3 and 4 of *Orijin* and *Chevron*, in Figure 5, employ numerous clauses in the domains of circumstantial elements to encourage readers. Nevertheless, the

communicative tactics rely heavily on enhancements to facilitate consumption.

Conclusion

This study has utilised the Transitivity system to generate meaning potential in the adverts deployed of the 2015 Nigerian Independence Day and Workers' Day. These researchers observe, as demonstrated in Figures 4 and 5 that advertisers unveil the circumstances of location (*across the country*), manner (*to felicitate*), cause (*of independence*), role (*as*), and accompaniment (*with Nigeria*) to convince recipients. The material processes (*MAY take*) operate as the landmark, while relational processes (*remains*), and the behavioural process (*celebrates*) almost functioning in *paripassu*. Notwithstanding, the existential process (*There's*) occurs just once, mental processes (*dare, wish*) are also deployed as persuasive devices.

The minor clauses, *Happy Birthday Nigeria* and *Happy Workers' Day*, in the ads suggests the periods of the campaigns. The lexemes of association, *We, Let's* and *Our*, dominate the texts. Many ads deploy a behavioural process, *celebrate* as an indicator of felicitating with Nigerians. Most of the ergative models are the systems of voice, in active forms. The texts are not only advisory in their contents; their clauses also challenge the weaklings of the focus of past heroes, illustrating the power of unity to greatness.

The investigation shows clearly that advertising could assist immensely in nation building, reforming the attributes of the citizens in order to appreciate moral values. Government agencies could support advertisers in this regard. It is the authors' hope that students-cum-researchers will consider this work appealing, serving as a gateway to understand the nitty-gritty of Transitivity as it influences communication analysis.

References

- Adetugbo, A. (1997). *English phonetics: A course text*. Akoka, Yaba: University of Lagos Press.
- Benson, J., & Greaves, W. (eds.) (1985). *Systemic perspectives on discourse*, XV. Norwood, NJ: Ablex.
- Blommaert, J. (2009). *Discourse*. Cambridge, UK: CUP.
- Bloor, T., & Bloor, M. (2013). *The functional analysis of English*. Abingdon, Oxon: Routledge.
- Britton, J. (1970). *Language and learning*. Harmondsworth: Penguin.
- Bryman, A. (2012). *Social research methods*. New York: OUP.
- Charmaz, K. C. (2014). *Constructing grounded theory*. Thousand Oaks, CA: Sage.
- Cook, G. (2001). *The Discourse of advertising*. New York, NY: Routledge.
- Dalamu, T.O. (2020). Investigating multilingual contexts in the Nigerian advertising space: A domain of intellectual stimulation. *Crossroads: A Journal of English Studies*, 29(2), 4-26.
- Dalamu, T. O., & Ogunlusi G. (2020f). Explicating choice of MTN® advertising frameworks in Nigerian print media. *Ethical Lingua: Journal of Language Teaching and Literature*, 7(2), 163-186.
- Dyer, G. (2005). *Advertising as communication*. London, GB: Routledge.
- Fairclough, N. (2003). *Analysing discourse: Textual analysis for social research*. New York, USA: Routledge.
- Fontaine, L. (2013). *Analyzing English grammar: A systemic functional introduction*. Cambridge, GB: CUP.
- Fontaine, L., Bartlett, T., & G. O'Grady, G. (eds.) (2013). *Systemic Functional Linguistics: Exploring Choice*. Cambridge, GB: CUP.
- Gieszinge, S. (2001). *The history of advertising language*. Frankfurt, GER: Peter Lang GmbH.
- Halliday, M. A. K. (1994). *An introduction to functional grammar*. London, GB: Arnold.
- Halliday, M. A. K., & Matthiessen C. M. I. M. (2004). *An introduction to functional grammar*. London, GB: Arnold.
- Halliday, M. A. K., & Matthiessen, M. I. M. (2014). *Halliday's introduction to functional grammar*. Abingdon, Oxon: Routledge.
- Halliday, M. A. K., & Hasan, R. (1985). *Language, context, and text: Aspects of language in a socio-semiotic perspective*. Geelong: Deakin University Press.
- Jaworski, A., & Coupland, N. (eds.) (2006). *The discourse reader*. New York, USA: Routledge.

- Johnstone, B. (2008). *Discourse analysis*. Oxford, UK: Blackwell Publishing.
- Kress, G. (ed.) (1976). *Halliday: System and function in language*. Oxford, UK: Oxford University Press.
- Malinowski, B. (1923). The problem of meaning in primitive languages. In C.K. Ogden and I.A. Richards (eds.) *The Meaning of Meaning* (pp.296-336). London, K. Paw, Trend, Tubner.
- Martin, J. R., & Rose, D (2013). *Working with discourse: meaning beyond the clause*. New York, USA: Bloomsbury Academy.
- Ravelli, L. (2000). Getting started with functional analysis of texts. In L. Unsworth (Ed.), *Researching language in schools and communities*. London, UK: Cassell, 27-63.
- Richards, J., Platt, J., & Weber, H. (1985). *Longman dictionary of applied linguistics* London, UK: Longman.
- Russell, H. (2013). *Self-determination leads to success*. Retrieved on 17th June, 2017 from <http://thisibelieve.org/essay/138134/>.
- Thompson, G. (2014). *Introducing functional grammar*. Abingdon, Oxon: Routledge.
- vanDijk, T. A. (2008). *Discourse and power*. New York, NY: Palgrave Macmillan.
- Yule, G. (2016). *The study of language*. Cambridge, UK: CUP.