

Language in Advertisement Using Linguistic Landscape Perspective in Five Local Government Area of Adamawa State

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Abstract - The study entitled use of language in advertisement using landscape perspective in five local government area of Adamawa State will be conducted to explore the use of language on Linguistic Landscape of advertisement in terms of nature of language, linguistic features, creativity and forms of language use. Based on the survey, quantitative research design, eighty (80) non-governmental images of the language used in Linguistic Landscape well is collected from Hong, Mubi North, Mubi South, Maiha, Michika Local Government areas of Adamawa State. Advertisement is persuasive in nature. The goal of those using advertisement is persuade the public to adopt a product, services or idea through magazines, televisions, newspapers and internet. The two purpose of advertisement is to inform and persuade. Among eighty (80) Linguistic Landscape as population, forty (40) Linguistic Landscape will be selected as a sample for the study using purposive non-random sampling strategy. As per the objectives of the study, the checklist will be used to analyze the use of language on Linguistic Landscape of advertisement. The data will be analyzed and interpreted using simple statistical tools such as frequency and percentile. This research work will resolve advertisement problems in these local governments and it will help commercial banks realize the appropriate language to use in advertisement. It will also be of great value and helpful to entrepreneurs, manufacturing companies and services providers in these local governments and Adamawa State at large.

Keywords: Language; Advertisement; Landscape; Local Government; Adamawa State.

I. INTRODUCTION

Linguistic Landscape is an area which shows how language is used in public places [1]. The study of the linguistic landscape is a relatively new and emerging area of applied linguistics. Linguistic landscape reflects the real uses of language in public places [2]. Languages can see as signs

on the streets, in the countryside, in hospitals, at schools, in shops. So, such signs of public places including different languages are considered as linguistic landscapes. In this regard, [3] define linguistic landscape as "the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region or urban agglomeration. Linguistic landscape incorporate the languages used in shop signs, advertisements, products in the supermarket, commercial boards, the names of buildings, menus, graffiti, airport and bus station, public transport, shopping centers, notices, advertising posters, and hoardings. Similarly, there is general agreement that language used in linguistic landscape falls into two categories, top-down (public signs, created by the state and local government bodies) and bottom-up language use (created by shop owners, private business areas). Furthermore, linguistic landscape refers to the use of language used in various public areas as governmental and non-governmental boards, signboards/billboards, wall advertisement, roadside signposts, and posters. It incorporates the verbal and non-verbal use of language from advertisements to billboards, to public signs to commercial shop signs. Linguistic landscape has been introduced by different scholars giving different terms [4]. Advertisement can be regarded as one of the parts of Linguistic Landscape because of a particular use of language. Use of various types of the language and intention behind using such language forms are the major concerns of Linguistic Landscape of advertisement. Similarly, the language learned inside the classroom is regarded as pattern-based or theory based but the language used in public spaces is the real use of language. So, the language system of Linguistic Landscape of advertisement is necessary for the study to find out the language learned inside the classroom and the language which takes place in real fields. Various studies have focused on the analysis of persuasive techniques using in advertisement in order to achieve their goals [5]. The results of their studies revealed that there were Linguistics features particularly to every

language within speech acts that can help politeness strategies such as suggestion, promises, orders and offers as appeal to reader's positive face, which can be regarded as tools for persuasion in advertisements. There is little or no work done on linguistic landscape use in advertisement in these five Local Governments. These research works is to determine the effects of linguistic landscape of advertisement in these Local Government Areas [6]. Therefore, it is necessary to understand the actual use of language on Linguistic Landscape of advertisement. Linguistic Landscape is a recently developed the field of study all over the world. It is necessary to understand the language formation on Linguistic Landscape of advertisement for all the concerned people of any area.

II. LITERATURE REVIEW

2.1 Linguistic Landscape

Linguistic Landscape is an emerging area where the languages are applied in the real field. It is the branch of applied linguistics. The term "Linguistic Landscape" first appears in the study of Landry and Bourhis entitled "Linguistic Landscape and Ethno-Linguistic Vitality: An Empirical Study" which was conducted in 2020. It was the report on the perceptions of Francophone high school students of public signs in Canadian provinces. [7] argue, "the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region or urban agglomeration.

2.2 Natures of Linguistic Landscape

Linguistic Landscape can be seen with various features in public places. People use languages as well as different signs or pictures on Linguistic Landscape. The main target of using such signs and pictures is for communication. So, Linguistic Landscape can be mentioned through the verbal and non-verbal use of language [7]. Linguistic Landscape displays the languages which can be found in a particular area. Such LLs may be monolingual or bilingual or trilingual and so on. In this regard, multilingualism can be considered as one of the major characteristics of Linguistic Landscape. In the same way, translation, transliteration, various styles or creativity, code-mixing and use of non-standard forms are regarded as the features which can be found on linguistic landscape [8].

2.2.1 Multilingualism: Use of more than one language is known as multilingualism. In the field of Linguistic Landscape, application of more than two languages on Linguistic Landscape in written form can be regarded as multilingualism. In another word, use of multiple languages on Linguistic Landscape is called multilingualism in the field of Linguistic Landscape. Multilingualism covers both societal

and individual multilingualism and it is the situation where the speakers use more than two languages. [9] views, "linguistic landscape refers to the social context in which more than one language is present. Linguistic Landscape users may use multiple languages on Linguistic Landscape for the better understanding and easiness for stakeholders [9].

2.2.2 Translation: Translation is the process of translating words or text from one language into another. It can be considered as a bilingual activity in which a piece of language is rendered meaningfully into another language. [10]view, translation needs two languages-source languages (SL) and target language (TL) - where written language version of SL can be translated into Linguistic Landscape. It is a means of Interlingua communication. So, such a translation system can be seen on various Linguistic Landscape for the easiness of people in public places. Translation can be a free translation or literal translation [10].

2.2.3 Code-mixing: Code-mixing means the use of words of one language in the middle of the sentence of another language. It is the situation in which people make a choice of other codes from different languages and make hybridization form of language in their speaking or written forms. It is common in bilingual or multilingual communities. [11]argue code-mixing as "a mixing of two codes or languages, usually without a change of topic Linguistic Landscape. So, code-mixing is found as a feature of Linguistic Landscape because of multiple uses of languages on different Linguistic Landscape. Therefore, localized form of language can be seen in Linguistic Landscape because of the use of codes from different languages [11].

2.2.4 Transliteration: Transliteration refers to the representation of one language with the script of another language. It is the spelling of words from one language with characters from the alphabet of another. So, it is a one-for-one and character-by-character replacement. It is a type of conversion of a text from one script to another. [12]Define transliteration as "the process of transcribing a Named Entity (NE) from a source language to some target language based on the phonetic similarity between the entities. Such a transliteration system can be seen on Linguistic Landscape where the words of one language can be written in the script of next language.

2.2.5 Creativity and Styles: Various Linguistic Landscape of advertisement can be found to attract the attention of people towards Linguistic Landscape users and their institutions. Linguistic Landscape users use persuasive and creative language on Linguistic Landscape. Creativity related to the selection of the words, a fusion of words and pictures, and

attractive designs can be seen on different Linguistic Landscape of [13].

2.3 Review of Empirical Literature

[14] Conducted a study on "Using the Linguistic Landscape as a Pedagogical Resource". This study aimed to discuss the ideas of Linguistic Landscape and describe a small-scale research project undertaken in a local EFL community in Mexico using public signs to analyze the social meaning of English. The objectives of the study were to identify different social meanings represented on the signs and photographs and to suggest some pedagogical implications of Linguistic Landscape.

III. MATERIALS AND METHODS

3.1 Area of the study

This study will be conducted in Madagali, Michika, Mubi North, Mubi South and Maiha Local Government Areas of Adamawa State.

3.2 Population, Sample and Sampling Strategy

For this proposal, eighty (80) non-governmental Linguistic Landscape related to the advertisement will be collected from a different area of Adamawa State. Among them, forty (40) linguistic landscape will be selected as a sample through a non-random purposive sampling strategy for using the data.

3.3 Research Tools

The checklist as a tool to find out the language features of the Linguistic Landscape of advertisement will be adopted. Based on the checklist, and observation features such as transliteration, use of non-standard structures, code mixing, translation and various creativity will be carried out.

3.4 Sources of Data

The study will be primarily base on the primary sources of data. The first-hand data will be derived from the selected data or materials. The primary data will be collected through observation on concerned 40 photographs. However, information from any secondary sources such as books, journal articles, and formal documents will be utilized if found relevant to the study.

3.5 Data Analysis and Interpretation Procedure

Data will be analyzed and interpreted in a descriptive way with the help of frequency and percentile. The results will be presented in different tables and diagrams.

IV. RESULTS AND DISCUSIONS

Table 1: Percentage of respondents on what is attractive in Mubi North

ITEMS (Ads)	NUMBER	PERCENTAGE
Name	399	45%
Spelling	151	12%
Meaning	280	23%
Arrangement	200	17%
Creativity	220	19%

Table 2: Percentage of respondents on what is attractive in Mubi South

ITEMS (Ads)	NUMBER	PERCENTAGE
Name	450	55%
Spelling	230	30%
Meaning	304	42%
Arrangement	234	32%
Creativity	212	17%

Table 3: Percentage of respondents on what is attractive in Madagali

ITEMS (Ads)	NUMBER	PERCENTAGE
Name	215	18%
Spelling	119	12%
Meaning	222	34%
Arrangement	120	20%
Creativity	22	8%

Table 4: Percentage of respondents on what is attractive in Maiha

ITEMS (Ads)	NUMBER	PERCENTAGE
Name	150	25%
Spelling	116	18%
Meaning	80	16%
Arrangement	42	14%
Creativity	12	5%

Table 5: Percentage of respondents on what is attractive in Michika

ITEMS (Ads)	NUMBER	PERCENTAGE
Name	160	27%
Spelling	210	36%
Meaning	183	23%
Arrangement	205	26%
Creativity	206	29%

Table 1-5 represent the data that was collected through an interview scheduled bearing 30 sampled. Ads representing various businesses related to vehicles, shops, food joints, services, goods and so forth. Forty respondents who were aged between 14 and 60 years drawn from students, business people, mechanics, housewives, teachers etc and from at least three different communities and were able to read at least two languages namely English and Kiswahili and a possible third

language were interviewed. Their academic qualifications ranged from the primary school’s last year examination to master’s degree. The schedules were given out at random and each correspondence given fifteen to twenty minutes to answer the questions by ticking the item that they took fancy at.

Table 6: Summary of respondents on Ads across the five Local Government

COMMENT ON Ads	NUMBER	PERCENTAGE
Appropriate	322	25%
Positive	340	28%
Negative	144	15%
Disgusting	66	8%
Confusing	82	6%
Meaningless	220	19%
Others	56	5%

Following the data collected, it was found out that Ads are context determined, that is they are dictated by setting, situation and text of advertisement. These ads are positioned where they could be read, such as on walls, sign boards, road signs, roofs etc. The setting of ads determines whether it can be read or not. This is why they are displayed in the open or where they can be viewed by consumers. The knowledge of the world outside an ads language proved to be a very useful component in the appropriate interpretation of the message. The ads were viewed as local or regional because of their outreach potential which was determined by the language of advertising or their message, i.e. if ads used only. Mubi North has the highest percentage of respondent in respect to names, spelling, meaning arrangement and creativity followed by Mubi South, Michika, Madagali and Maiha. This could be due to geographical locations and how civilized the people settling in the study area, Similarly, Summary of respondents on Ads across the five Local Government suggest that appropriate has the highest percentage followed by positive, then meaningless. Confusing and disgusting does not attract any attention (Table 6).

V. CONCLUSION

It was discovered that context determines largely how the reader will interpret the information on the basis of presuppositions that arise, by filling in the ellipses, second guessing the advertiser’s intention, through schema and background knowledge. The ads clearly showed that in every utterance there can be existential, factive, non-factive, structural and counterfactual presuppositions. There also exists presupposition triggers created by certain lexical items or linguistic constructions. In ads presupposition helps to draw comparisons between advertised goods without raising serious legal crises as well as persuades potential buyers Lam (2009).

Through presupposition we are able to establish an existence of objects, cultural behaviors, even when the ad is short and which makes it memorable without explanation. It was found out that every ad exists within a social and culturally structured framework and communication is enhanced on the basis of a reader’s knowledge and experiences. Every ad assumes a public context every time it’s put on display even if the message could be informal or private. The relevance of an ad is always established according to a reader’s set of beliefs and assumptions. The linguistic style adopted helps in communication of the intended message. Every ad raises both favorable and unfavorable contextual effects and implications in spite of the length of the text [15]. Several information can also be realized in an ad ranging from manifest information (description of product), environment (the background or origin of product), factive (factual attributes of the product), reminder (the use of repetition to emphasize the message) or incidental (some information that cannot be relevant to the consumer). The assessment also proved that not all ads had clear referents; in some cases they were simply implied. Other RT aspects such as anticipatory hypothesis, phonetic effects and length of text were manifested in some of the ads.

ACKNOWLEDGEMENT

The authors acknowledged the effort of Tertiary Education Trust Fund (TETFUND) for providing the Institutional Base Research Grant (IBR) via Adamawa State College of Education, Hong, Adamawa State.

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Citation of this Article:

Sadiq Mohammed, & Abdullahi Abubakar. (2025). Language in Advertisement Using Linguistic Landscape Perspective in Five Local Government Area of Adamawa State. *International Research Journal of Innovations in Engineering and Technology - IRJIET*, 9(2), 83-87. Article DOI <https://doi.org/10.47001/IRJIET/2025.902012>
