

**A STYLISTIC ANALYSIS OF NIGERIA CENTRE FOR DISEASE CONTROL
(NCDC) COVID-19 SENSITIZATION ADVERTISEMENTS ON SOCIAL
MEDIA**

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Abstract

Several studies have been carried out on social media discourse without much courage for crucial issues like the nexus between stylistics and the language of health advertisement on social media. Consequently, this work has looked into the language of Nigeria Centre for Disease Control (NCDC) COVID-19 sensitization advertisements with a view to analyzing its codification process. Twenty online advertisement samples were subjected to stylistic investigation at different levels of analysis. The paper discovered that the data exhibit some known features of language of advert; nevertheless some peculiar features are equally exhibited. At graphological level, for example, the adverts place emphasis on COVID-19 by either printing it in capital letters or in bold. Particularistic features of Covid-19 online adverts are also pointed out at the lexical and syntactic levels. Stylistic features such as colouring, bold print and capitalization are used to elicit worthwhile important information of COVID-19 and so have aided in the interpretation of texts. These features make readers aware of the aspect of text that simple reading cannot do, thereby helping readers to appreciate NCDC's artistic creation better. One cogent discovery was that health advertisements do not exaggerate like other types of advertisement but state only the facts that are clear, glaring vivid and verifiable.

Keywords: NCDC, COVID-19, Advertisements, Stylistics and Social Media

Background to the Research

It has been generally accepted that the basis of existence and survival in a particular social milieu depends largely on effective communication.

Communication revolves round mutual understanding among the participants. The issue of meaning generation, which forms the bedrock of mutual understanding in a communicative situation has remained problematic and contentious over the years. This is because most of the linguistic theories which have been postulated simply set out to account for only the aspect of utterance and texts, which can be analysed with linguistic rules. Communicative signification in the world of advertisement involves the employment of both linguistic and extra-linguistic (Non-linguistic) signs such as picture, figures, paintings, graphics, colour, symbols, icon, qualisign, rhyme, etc.

The word "Communication" came from a Latin word "Communicare" meaning "to give or "to share". Communication is an effective tool for the promotion of understanding. It is seen as a process of expressing an idea through the use of symbols and audio visual aids. Hence, for communication to take place, language has to be employed practically. The process connects a source that originates and a destination that interprets the message.

Language is human specific. Human language displays creativity, flexibility and adaptability to changes at the vocabulary, idiomatic and interpretational levels. These attributes differentiate it from other forms of communication. In the traditional sense of the word, human language is described as a signaling system using the vocal cords. Subsequently, linguists have enlarged this definition to mean instrument of expression as used on the psycho-social interactive plane. Language is, thus, seen as a cognitive, psycho-social, interactive phenomenon that shapes the concept of the external world around us. Hence, one can describe language as an innate human-specific tool of giving expressions to intuitions, feelings, ideas e.t.c involving two or more people in an interactive mood (listening and responding) or even in a situation of soliloquy.

The role of language to human beings and in the society cannot be over-emphasized. Language is vital to man in every respect whether religious, social or mundane affairs Abubakre (2011). "Language cannot exist without a society and neither can society exist without a language" (P.1) (Adeyanju 2002:527). Language has always been contextualized. Akindele and Adegbite (1999:92) also state that, "Language does not exist in a vacuum" (P92). That is why Tunde-Awe (2014) claims that "language is undoubtedly an instrument which gives vivid

and clear expression to human thought” (P.485). Ahar, Nartondo and Ben (2018):4) argue that language is a basic requirement and an indispensable tool in the human society. It is within these views that we situate the present study, using NCDC COVID 19 case study.

Thus, we conclude that language is a means of social interaction between people within a particular human society. We see it as a human means of expression through sound symbols. Communication systems however come in two diverse forms which could be spoken or written while non-verbal communication is usually language accompaniment in forms of signs, gestures, other movements and demonstrations.

Crystal (1987) says the “Language of advertisement is generally laudatory, positive and unreserved, emphasizing the uniqueness of a product” (P.390). The use of language in advertising could be subjective or objective. The subjective factor is that the writer’s linguistic competence determines his vocabulary usage, style, sentence structure, graphological devices, creative ability and his ability to conform with the stylistic tendencies peculiar to the agency. Also, his consciousness of the advertiser’s objectives successfully and explicitly in good write-ups would portray the language use as being objective.

Style and Stylistics

Omotunde (2014:272) observes that different authors/writers have different views of the concepts of style and stylistics. For example, Malmkjear and Carter (2005) write that style simply means “a consistent occurrence in the text of certain items and structures or types of items and structures among those offered by the language” (P.64). Leech and short (1981) declare that style is “the way in which language is used in a given context by a given person for a given purpose and so on” (P.10). From the above, it is revealed that style in a text:

- i. necessarily goes with recurrent patterns of words, phrases or clause in a text;
- ii. is a conscious creation on the part of the writer; and
- iii. is for a particular purpose.

Dare (2008) believes that the concept of style is a familiar one when he writes that “you are already familiar with “style” as a dress of thought, as a person’s

method of expressing his thoughts, feelings and emotion, as the manner of speech or writing of an individual” (P.62). Stylistics has equally attracted different definitions from scholars and practitioners in the field. Lawal (2003) writes that:

Using a simple morphological analogy, one can say that “style” is to stylistics what “language” is to linguistics.... Stylistics may be a branch of linguistics but one deriving largely from a sociolinguistic interest in the treatment of variables in entire texts viewed as communicative events. (P. 396).

Many attempts have been made by different scholars to define stylistics.

Stylistics according to Saima et al (2014:1) is a branch of applied linguistics concerned with the study of style in texts. He observes that before the 20th century, it started to deal with non literary text. Example: law, religion, advertisement, newspapers etc. Katie Wales (2011), in A Dictionary of Stylistics writes; “ The goal of most stylistics is to describe the formal features of texts for their own sake but in order to relate literary effectiveness to linguistics causes where they are felt to be relevant” (P.264). Stylistic analysis provides a commentary which is objective and scientific based on a concrete quantifiable data and applied in a systematic way. Stylistic analysis is something different from literary criticism. Literary criticism continues to focus on interpretation and the field of linguistics had little to say about literature beyond the sentence level.

To Freeman (1971) “Stylistics, is a sub-discipline which started in the second half of the 20th century” (P.1). It can be seen as a logical extension of money within literary criticism early in the 20th century to concentrate on studying texts, rather than authors. Leech and Short (1981) say “Stylistics is simply defined as the (linguistic) study of style, is rarely undertaken for its own sake, simply as an exercise in describing what use is made of language”. (P.13).

The main aim of stylistics is to enable us understand the intent of the author in the manner the information has been passed across by the author or writer. Therefore, stylistics is concerned with the examination of grammar, lexis, semantics as well as phonological properties and discursive devices. Stylistics is more interested in the significance of function that the chosen style fulfills.

The above sheds light on the origin of stylistics. Abubakre (2011) after carefully studying some definitions of stylistics avers that: "From the array of definitions, stylistics may be defined as the aspect of linguistics which deals with occasions of distinctive language use objectively by providing both the literary and functional interpretations of such usage in literary and non-literary discourse". (p.263).

The breakdown of Abubakre's view is that stylistic analysis:

- i. deals with examination of peculiar use of language in a text;
- ii. can handle both literary and non-literary texts;
- iii. is an objective academic exercise; and
- iv. should reveal the function of stylistic features found in the text.

The fourth point above, according to Omotunde (2014:273), agrees with the view of Malmkjaer and Carter (2005) when they write that "the immediate goal of stylistic analysis is to know why and how the text means what it does" (P.66).

The syntax through which advertising operates exhibits diversity of stylistic features. The syntactic analysis of the language of (NCDC) will give vital information about the study of the advert to be examined. Ogunrinde (2016:348) asserts that "the structures of sentences, clauses and groups are germane in stylistic analysis". It is in line with this assertion that a syntactic analysis is germane to this study. According to Butler (1983:38) syntax is highly suitable model in stylistic studies.

Here we shall consider the pattern of structures used in our data.

The sentence pattern adopted for this research is the systemic approach which is (SPCA/ $\beta\alpha$). According to Halliday and Hassan (1976), the sentence is generally agreed to be the most convenient point departure for grammatical investigation" (P.142). The sentence is the largest structure on the Grammatical Rank Scale and it is made up of one or more than one clause.

Aremo (2004) states that imperative sentences do not usually have overt grammatical subject. This is a sentence that gives a command or makes a request. Interrogative sentence asks questions. Udofot (2009) describes exclamatory

sentence as the “sentence that expresses strong feeling” (P.92) while declarative sentence makes a statement.

Structurally, simple sentence contains one independent clause while compound sentence is made up two or more independent clauses joined by a coordinating conjunction to form one sentence. A complex sentence according to Aremo (2004) “is commonly formed by linking the source sentences using conjunction such as when, because, that or who” (p.396). He also observes that a compound complex sentence as “a cross between the compound sentence and complex sentence” (P.522).

Foregrounding refers to the concept of marking certain features for special effects against the background features in a text. It is a popular concept in stylistic, especially in the analysis of the language of a text especially poetry. According to Wales (1989:182), foregrounding can be achieved in variety of ways usually grouped into two main types: deviation and repetition.

The purpose of foregrounding in linguistic and non-linguistic environment is to add a usual and unique idea to the language. Thus, foregrounding can manifest in various ways in a text. These include; unusual CAPITALIZATION, Italicization, bold words, contractions, underlining, picture/art work and so on. We can say that the use of the above devices create some visual imagery which adds to the memorability of a text (See Adekunle, 2020).

Objectives of the Study

The purpose of this paper is to examine the various devices used by users NCDC on social media in passing across their messages to the readers. The selected messages are predominantly written in the English language. It is the objective of this study to examine the linguistic and extra-linguistic devices employed in the codification of COVID-19 sensitisation messages on social media beyond the level of general conventional meaning.

Some of the stylistic elements that shall be discussed are graphology, syntax and foregrounding. The specific objectives of the paper are to:

- i. Examine the importance of the linguistic and extra-linguistic devices employed in the codification of NCDC COVID-19 sensitisation advertisements.
- ii. Identify and justify the persuasive strategies employed to convince the citizen about the outbreak of COVID 19 outbreak and precaution measures to take.
- iii. Investigate the predominant of stylistic features used in the sensitization messages.

Research Questions

- i. What are the linguistic and extra-linguistics devices employed in the codification of COVID 19 sensitization advertisements on social media by NCDC?
- ii. How can the persuasive strategies employ to convince the citizens about the outbreak of the dreadful novel COVID-19 epidemic diseases be justified?
- iii. To what extent can the predominant stylistic devices contained in the COVID-19 epidemic disease sensitization messages be investigated?

History of NCDC

The Nigeria Centre for Disease Control is the country's national public health institute, with the mandate to lead the preparedness, detection and response to infectious disease outbreaks and public health emergencies. The first formal step establish the NCDC took place in 2011 when some departments in the Ministry of Health, including the Epidemiology Division, the Avian influenza project and its laboratories, and the Nigeria Field of Epidemiology and Laboratory Training Programme (NFELTP) were moved to form the nucleus of the agency. The Bill for an Act to establish NCDC was signed into law in November 2018, by President Mohammed Buhari.

The mission for the NCDC (2017 - 2021) is "To protect the health of Nigerians through evidence based prevention, integrated disease surveillance and response activities, using a one health approach, guided by research and led by a skilled workforce".

The core functions of NCDC include:

- prevent, detect and control disease of public health importance;
- coordinate surveillance systems to collect, analyse and interpret data on diseases of public health importance;
- support states in responding to small outbreaks, and lead the response to large disease outbreaks.
- develop and maintain a network of reference and specialized laboratories;
- conduct, collate, synthesize and disseminate public health research to inform policy; and
- lead Nigeria's engagement with the international community on disease of public health relevance.

History of COVID-19

The coronavirus disease 19 (COVID-19) is a highly transmittable and pathogenic viral infection caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), which emerged in Wuhan, China and spread around the world. Genomic analysis revealed that SARS-CoV-2 is phylogenetically related to severe acute respiratory syndrome-like (SARS-like) bat viruses, therefore bats could be the possible primary reservoir. The intermediate source of origin and transfer to humans is not known, however, the rapid human to human transfer has been confirmed widely. There is no clinically approved antiviral drug or vaccine available to be used against COVID-19. .

Coronaviruses belong to the Coronaviridae family in the Nidovirales order. Corona represents crown-like spikes on the outer surface of the virus; thus, it was named as a coronavirus. Coronaviruses are minute in size (65–125 nm in diameter) and contain a single-stranded RNA as a nucleic material, size ranging from 26 to 32kbs in length

These viruses were thought to infect only animals until the world witnessed a severe acute respiratory syndrome (SARS) outbreak caused by SARS-CoV, 2002 in Guangdong, China. Only a decade later, another pathogenic coronavirus, known as Middle East respiratory syndrome coronavirus (MERS-CoV) caused an endemic in Middle Eastern countries

Recently at the end of 2019, Wuhan an emerging business hub of China experienced an outbreak of a novel coronavirus that killed more than eighteen

hundred and infected over seventy thousand individuals within the first fifty days of the epidemic. This virus was reported to be a member of the β group of coronaviruses. The novel virus was named as Wuhan coronavirus or 2019 novel coronavirus (2019-nCov) by the Chinese researchers. The International Committee on Taxonomy of Viruses (ICTV) named the virus as SARS-CoV-2 and the disease as COVID-19.

COVID-19 Pandemics in Nigeria

The first confirmed case relating to the COVID-19 pandemic in Nigeria was announced on 27th February 2020, when an Italian citizen in Lagos was tested positive for the virus, caused by SARS-Cov-2. On 9 March 2020, a second case of the virus was reported in Ewekoro, Ogun State involving a Nigeria citizen who had contact with the Italian citizen. As at 23rd of May 2020, there are 7526 cases of COVID-19 in Nigeria, 2174 discharged and 221 dead.

Language of Social Media

Social media can be defined as websites and applications that enable users to create, share and exchange information content or to participate in social networking. They are websites and applications designed to allow people to share content quickly, efficiently, in real time. The ability to share photos, opinions, events, etc in real-time has transferred the way we live and, also the way we do business.

Social media is a term used to describe a variety of web-based platforms, applications and technologies that enable people to socially interact with one another online. It is a term that encompasses the platforms of **New Media**, but also implies the inclusion of systems like Friend Feed, Facebook and other things typically thought of a social networking.

Examples of social media websites and applications include Facebook, You tube, Telegram, Twitter, Diggi blogs WhatsApp, Instagram and other sites that have content based on user participation and user-generated content (UGC). NCDC makes use of social media to pass across the advertisement mainly because of restriction places on movement during the lockdown.



NCDC VERIFIED

COMMUNICATION CHANNELS

-  facebook.com/NCDCgov 
-  instagram.com/NCDCgov 
-  twitter.com/NCDCgov 
-  **Whatsapp - 07087110839** 
-  telegram.com/NCDCgov 



www.ncdc.gov.ng | covid19.ncdc.gov.ng
NCDC Toll-free Number: 08009700010

Methodology

This section presents the process involved in obtaining the data used for this research and the process engaged in analyzing the selected adverts. Basically, the corpus on which the study is based is obtained from Facebook, Telegram and WhatsApp. Twenty online adverts were collected randomly from the sources mentioned above between March 20 and April 25, 2020. The choice of online media was informed by the total lockdown imposed across the country by the federal government during the period of coverage. COVID-19 adverts were majorly disseminated through online media as restriction was placed on movement of citizens. Such adverts were readily available in five online communication channels. The selected adverts were analyzed under three major stylistic features; graphology where colour variation, capitalization and print sizes were considered, syntactic features such as sentence patterns and lexical devices were also treated while foregrounding elements were not exempted. We shall limit our focus to identification and analysis of texts via persuasive strategies employed in COVID-19 sensitization advertisements. The stylistic

features exhibit by our data at different levels of analysis are discussed in the next section of this paper.

Data Analysis and Discussion

In this section of the paper, the presentation and analysis of the data collected are done. To begin with, it is observed that most of the advertisements carry the brand name of the disease, COVID-19 and NCDC. This is because it is the main target of all advert. People are already familiar with the name “Corona Virus”, that is why the real name is substituted for which is COVID-19 acronym of the real name (Coronavirus Disease 2019). Most of the adverts have the acronym Covid-19. There are some of the adverts that do not have the brand name of Covid-19, yet they still refer to the corona virus.

Having said this, our analysis focuses on the graphological, lexical, foregrounding and syntactic features as mentioned earlier on.

Graphological Analysis Of Ncdc Covid 19 Advertisements On Social Media

Our graphological analysis in this research entailed, capitalization, print sizes, spacing and colour variation. These have to do with the use of letters; the capitalization of some letters, the choice of type size or colour of the advertisement. Our discussion of graphological features will begin with colour standard that is used by NCDC for their advertisements.

Coloring

The system of graphology consist of typographical devices such as color variation, style of graphological, paragraphing and spacing. Color in advert is one of the most versatile element uses in a number of reasons. In NCDC, the ink production of beautiful colors makes people to note these adverts more than when it is not used. Color is used in NCDC COVID 19 adverts not only for attraction but for passing across important message. It is also used to arouse the curiosity of the readers through visual appealing.

Color separation is used to design different segments of such advertisements, where punctuation mark is needed, we have discovered that such is omitted. Coloring is used to replace many punctuation marks in selected data.

NCDC has demonstrated that color in advertisement can be grammatically meaningful, apart from the beauty which many such mere attractive and affections. All our data show instances of coloring for beautification purpose. This makes them not only mere pleasing in appearance, but also attractive and inviting.

Datum 1 Datum 7 Datum 11 Datum 12 Datum 13
 Datum 16



According to O' Connor (2020:267-273), Red color means: Passion and danger. Yellow means: happiness, hope and deceit. Green means: New beginning, abundance and nature.

The three major colours used in the COVID-19 sensitization adverts are Green, Red and Yellow. These colours are used significantly. Green colour is associated with safety, protection and positive actions to stop the spread of Covid-19, yellow is associated with medium risk zone and recovery hope for the infected, while red is associated with dangerous actions, high risk zone and death. For examples

Datum 1, 7: The background colour is green which is used to explain the positive implication of social distancing.

Datum 1: The theme is captured in green colour

Datum 2: The danger of staying in unventilated zone is captured in red colour.

Datum 5: The cross is pointed in red colour to discourage mass gathering.

Datum 12: This vividly reveals the purpose and usability of different colours.

Datum 12: NCDC used these three colours consistently to update the public about daily confirmed cases of Covid 19. The standard green colour of the background of NCDC logo is an integral part of the graphic. Another logo used by NCDC during Covid 19 outbreak is TAKE RESPONSIBILITY which is printed mainly in green colour and capital letters. The different colours and typeset are not only eye-catching and inviting, they are meant to attract attention of the readers on the social media to the advertisements and by extension to the theme emphasized. Through these colours, important messages have been passed across to the readers, thus foregrounding their messages.

Capitalization and Print Sizes

All the adverts demonstrate usual and unusual capitalization. For examples:

Datum 2: WAYS TO CLEAN
HIGH CONTACT

Datum 4: AVOID SELF-MEDICATION!

Datum 6: STAY HOME
SAVE LIVES

Capitalization is used in NCDC Covid-19 online sensitization advertisements for emphasis and prominence. All the advertisements have their theme either capitalized or in bigger font size. There is no single advert that does not capture capital letters. The bold print is used to draw special attention of the readers to the key message being passed across. The major device of NCDC is to write the message of the advertisements in both capital and bold print. This draw special attention to the theme. This devices make headlines or themes to have visual prominence, thus creating eye-catching effect. In the case of NCDC adverts.

Datum 12: HIGH RISK MEDIUM RISK LOW RISK



RED ZONE YELLOW ZONE GREEN ZONE



Datum 13: Is there a specific drug for Covid-19?

NOT
YET

Most NCDC Covid 19 adverts on social media contain font size range from big to small. There is a mixture and variety in the use of capitalization and small print. This variation manifests in all the data under study as unimportant directives, steps to contain the spread of the disease appear in small print. The theme of each advertisement conspicuously appears in bold print and capitalization.

It is common to find NCDC advertisement whose captions are designed in capital lettering, thereby foregrounding its message. This device moves such advertisements to have high visual prominence, thus creating effect. This research has confirmed Bex (1996) cited in Ogunrinde (2016:343) who observes that there is graphological themitization in advertisement in the sense it has been given a prominent type face, and is in upper letters.

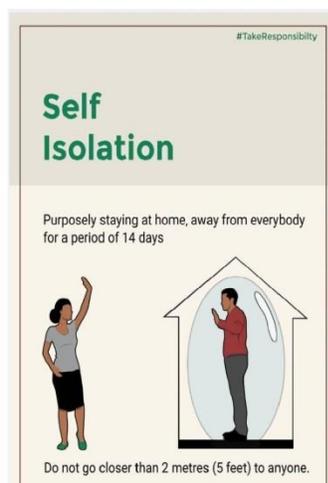
10.1.3 Spacing

Examples are shown below:

Datum 1



Datum 3



Datum 20



In many of the selected advertisements, there are spaces between pieces of information within the body of the adverts. Despite the fact that NCDC Covid-19 advertisements are highly condensed, spacing is still allowed, thereby making readers to digest every aspect of it. This space is created mainly in the body of the advertisements to allow proper internationalizing of the theme, which is the main goal of the adverts. It is also used to get the reader fully involved in the reading of the information that is being passed across (Ogunrinde, 2016,343). Spacing is used so that the reader will have thorough total picture of the advertisements. It aims at getting the readers' attention. It also helps to prevent any feeling of monotony on the advert page. Kleppner (1966) recognizes this as "a device of staggered and irregular arrangement" (P.44) which is calculated towards achieving visual prominence in such adverts.

Syntactic Level

A Syntactic Analysis of NCDC Covid 19 Sensitization Advertisement on Social Media

Here we shall consider the pattern of structures used in this research.

Structural Types of Sentences

Some examples of structural types sentences are cited below:

i. Simple Sentence

Datum 1: ///Stay in a well-ventilated room alone///

Datum 2: ///Take responsibility///

Datum 3: ///Prevent the spread of Covid 19///

Datum 4: ///Stay at least 2 meters away from everyone///

ii. Compound Sentences

Examples are:

Datum 7: ///Wash your hand with soap and water or use alcohol - based sanitizer///[∅]

Datum 8: ///Clean and disinfect frequently touched objects and surfaces///

Datum 17: ///Cover mouth and nose with mask and make sure there are no gaps between your face and the mask///

iii. Complex Sentences

Datum 7: ///Call 080097000010 if you feel sick///

Datum 8: ///If you are ill please avoid contact with others///

Datum 11: ///If we stay in the green zone for a while, we will make all zones green///

iv. Compound Complex Sentences

Datum 4: ///If you notice fever, cough or difficulty breathings and you have travelled out of Nigeria, immediately contact state hotline///

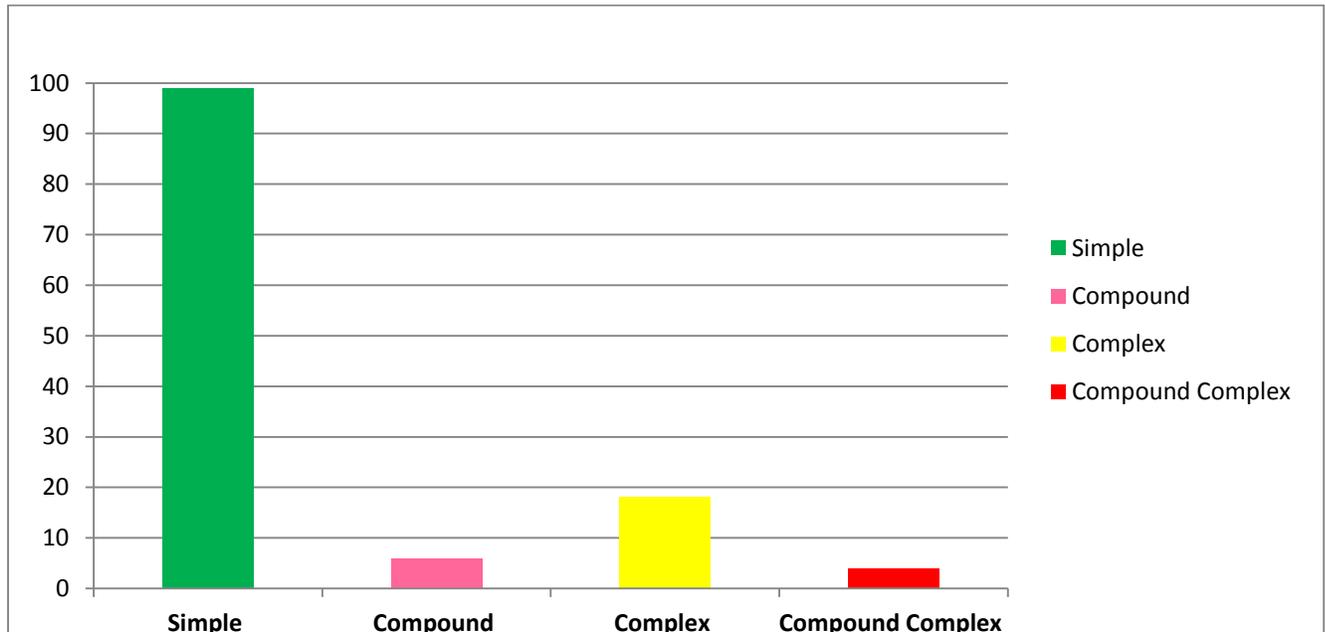
Datum 8: ///Cover your mouth and nose with a tissue when you cough or sneeze and dispose of the tissue immediately///^β

Datum 17: ///Avoid touching the mask while using it: if you do, clean your hands with alcohol based hand rub or soap and water///^β

Table 1: A Statistical Chart Representing The Frequency And Percentage Of Structural Types Of Sentence

S/N	Structural Types of Sentence	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Tot
1	Simple	4	3	2	4	7	5	7	3	7	18	-	-	6	6	10	4	-	5	4	4	9
2	Compound	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-	2	1	-	-	-
3	Complex	-	-	-	3	2	-	1	1	-	-	1	-	1	-	3	-	2	1	3	-	1
4	Compound Complex	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	3	-	-	-	-
																						1

BAR CHART 1: A Bar Chart illustrating the statistics of Structural Types of Sentence



From the analysis so far in table 1, it is clear that (126) sentences appear in our data which cut across various structural types of sentence, out of which (99) are simple making 78%. Compound sentences are just (6) which constitute 4.76%. By implication, only (14) sentences forming 14.29% are complex sentences, while (4) are compound - complex sentences with just 3.17%.

In attempting to interpret the data, therefore, it can thus be postulated that NCDC Covid-19 advertisements are made easier to understand. The dominant use of simple sentences is an indication that most of the sentences are short. They are equally devoid of complexities. The main reason for this fact is that as much as possible the readers come across the adverts, they grab the content without any delay. Therefore, to catch their attentions quickly, COVID-19 adverts are written in clear and simple language.

Also, we have discovered that all the four structural types of sentences are found in NCDC Covid-19 advertisements but the simple sentence is more frequently used to enable the readers to catch the message at a glance and make quick

decision. It points to the simplicity and simplified nature of the adverts. The complex sentence, as used occasionally to give direction on the usability and accurate prescription or steps to follow to prevent the novel coronavirus. Likewise compound-complex sentences are scarcely used to avoid tiredness on the part of the readers. The readers have many messages to read on the social media. Short sentences will help the readers not to be bored from reading the advert. Few compounds sentences also featured in our data. Two simple sentences are joined together to express double actions. For example, “**Cover your mouth and nose with mask and make sure there are no gaps between your face and the mask**”. “**Cough or sneeze into your bent elbow or tissue immediately and wash your hands**”. Compound sentence is not common but the available few used are meant for persuasion which intends to give direction. Structurally, sentences have four types which are: simple, compound, complex and compound – complex. They are illustrated in the data as shown below:

Functional Types of Sentences

Examples of functional types of sentence are given below;

i. **IMPERATIVE:**

Datum 1: ///Stay in a well ventilated room only///

Datum 6: ///Save lives///

Datum 20: ///Prevent the spread of Covid - 19///

ii. **DECLARATIVE:**

Datum 5: ///I can prevent the spread of Coronavirus if I stay by myself///

Datum 13: ///However, clinic trials are ongoing to find in effective drug///

Datum 10: ///Your awareness is a preventive///

iii. **INTERROGATORY:**

Datum 5: ///How do I stop the spread? ///

Datum 13: ///Is there a specific drug for COVID -19? ///

Datum 18: ///How do I get tested for COVID -19? ///

iv. **EXCLIMATORY:**

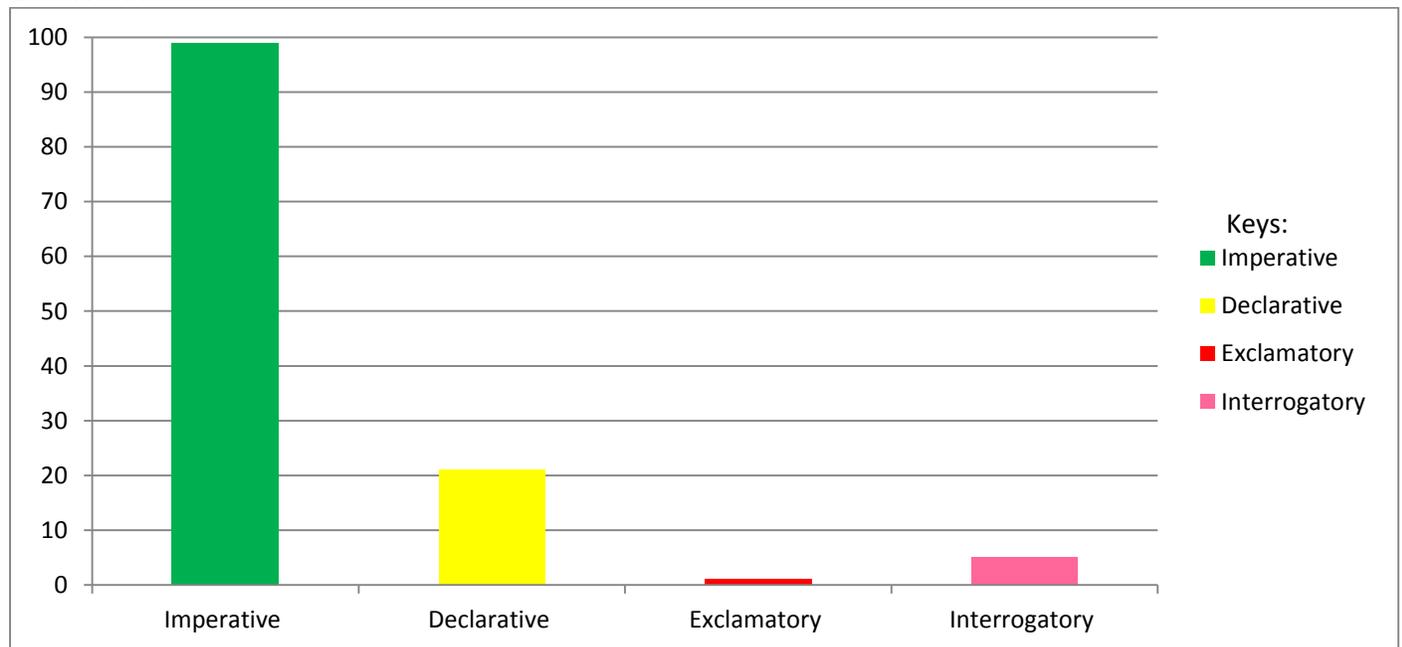
∂

Datum 4: ///Avoid self-medication!///

Table 2: A Statistical Chart Representing The Frequency And Percentage Of Functional Types Of Sentences

S/N	Functional Types of Sentence	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	T
1	Imperative	4	3	2	2	6	5	9	6	6	14	-	-	4	2	14	4	8	5	3	2	
2	Declarative	-	-	-	1	2	-	-	-	1	4	1	-	2	3	-	-	1	1	4	1	
3	Exclamatory	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
4	Interrogatory	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-	1	
																						1

BAR CHART 2: A Bar Chart illustrating the Statistics of Functional Types of Sentence



From the analysis in table 2, we can deduce as follow:

We have 99 imperative sentences in our data which carry 78% of the data. The use of imperative sentences in NCDC Covid 19 is to move a request for special

interest of all the readers. It is also used to instruct the readers about positive actions that can prevent the spread of the disease. The specific obligations they needed to perform to avoid the dreaded COVID-19 must be stated clearly. The frequent use of the sentences "Take Responsibility, Avoid the spreading of Covid 19" is a pointer that only individual action can put an end to the epidemic disease. The statements are action backing in nature. Action is very important to aid the containment of the noble coronavirus which ravaged the whole world. We have 21 declarative statements from our data which represent 16.8%. NCDC COVID 19 use declarative sentences occasionally to express the validity and workability of the guidelines against the dreadful COVID 19 pandemic disease. The effectiveness of the steps that could prevent the disease must be declared to convince the populace beyond reasonable doubt.

Exclamatory sentence which is just one is used to stir up excitement "Avoid self - medication." This advert is repeated frequently because no drug has been prescribed to cure the disease. The importance of the message makes it exclamatory in nature

Interrogative sentences are rarely used in NCDC COVID 19 advertisements because health adverts are not designed in question form. The few used are mainly to supply answer to frequently assumed readers' questions. For example "how do I stop the spread?", "Is there a specific drug for COVID 19?"

Lexical Features

This section discusses the stylistic features of NCDC advertisement on social media at the level of lexis. NCDC advertisements share with other advertisement the use of adjectives: single, double and compound. They are characterized with uses of certain particular phrase TAKE RESPONSIBILITY which NCDC has tagged "awareness phrase".

All the adverts demonstrate the use of verb especially Lexical verbs, such as "Take", "Stay", "Avoid", "Live", "Prevent", "Do", "Cough", "Sneeze", "Cover", "Clean", "Wash", etc. They are real action words because action is needed to stop the spread of the disease.

The above verbs are active and action verbs used purposefully to sensitize people that the ball is in their court to stop the spread of the dreadful disease. The use of these action words is indicative that it is everybody responsibility to prevent the spread of Corona virus.

Examples of adjective used by NCDC COVID-19 adverts are: well ventilated room, moderate-high, High context, staying safe, alcohol-based sanitizer, touched objects, clinical trials, effective drug, supportive care.

The above adjectives are carefully selected by NCDC to conscientize the populace and mobilize them for self actions.

Examples of Adverbs are: “frequently”, “immediately”, “always”, “regular”. The above adverbs are also carefully selected to inform the general public that consistency is very germane to end the spread of COVID-19 in the country. The above adjective and verbs work on the readers due to their carefully selection and content-based function.

Findings

In this paper, we have embarked on a detailed analysis of the language of NCDC COVID-19 sensitization advertisements on social media. Twenty advertisement samples were analysed to arrive at different stylistic features. While analysing these advertisement samples, we examined the appropriate use of language bringing out the features that make the advertisement.

At the level of lexicon, it was discovered that NCDC has certain verbs as its keywords in almost all the advertisement. The verbs such as “Take” and “Prevent” are the standard verbs used from the above analysis. It is clear that NCDC sensitization advertisement share common features of general advertisement; nevertheless, they exhibit some particularistic features already discussed in this paper.

NCDC sensitization is different from other advertisements because they only emphasize facts and undiluted truth about COVID 19. It does not exaggerate like other types of advertisement. According to Bolton (1960) cited in Fakuade et al (2005), “advertiser does not persuade but deceive” (P.97). She claimed that life is

very much complicated by the undoubted fact that language is often used not to communicate but to deceive. This fact exemplified in the world of present day large scale commercial advertising as they tell us certain things that are not true about the product that is being advertised. Fakuade et al also believes that advertisers use inappropriate language at the level of semantics, where language is used deceptively for the purpose of persuasion and wanton creation. NCDC COVID-19 advertisement contradicts the above assertion because health advertisement only spells out the facts. The effect of COVID-19 is glaringly seen across the world. There is no need to exaggerate or deceive the general public before they take action and responsibility.

Conclusion

From the analysis carried out and the findings, we can say that the use of language is a significant part of the meaning of NCDC COVID-19 sensitization advertisement on social media as it reveals the structure and themes. The language is straightforward and this makes for a smooth reading of the texts. From the above findings, it is clear that NCDC COVID-19 sensitization adverts share common features of advertisement; nevertheless, they exhibit some particularistic features as already discussed. The role of language to human beings and in the society cannot be overemphasized. Thus, we conclude that language is a means of social interaction between people within a particular human society. Language does not exist in a vacuum.

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