

AN INTERPERSONAL METAFUNCTIONAL ANALYSIS OF TELEVISION ADVERTISEMENTS OF SELECTED BANKS IN NIGERIA

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ABSTRACT: *The study examined the interpersonal metafunctional meanings of Television Advertisements of selected Banks in Nigeria. Interpersonal metafunctional meanings reflect in advertising activities in our society and text makers always rely on it to get their expected result(s) of passing intended message to the target audience. This study explored the way interpersonal metafunctional meanings are used to relate events and activities of various banks to the world at large on television in order to attract customers' attention and affect their attitude positively and earn high patronage from the viewers. The study adopted the three meta functions of Halliday's 2004 theory to determine the kind of social relationship and indicate roles of the participants in the advertisements of selected banks. The data comprised of 9 purposively selected bank advertisements from 3 prominent banks used by both young and old people. The banks selected are: Diamond Bank, Ecobank and Fidelity bank. The study revealed that the indicative mood showed that the subjects in the adverts were majorly topical, while the themes helped in focusing and organising the advertising messages that were being communicated to the viewers and were majorly 'marked' themes. Also, the result revealed that imperative mood were few in the adverts and this is not surprising since language of advertisements is that of persuading and declaring. The few examples of imperative mood are used to invite the target audience to do something or achieve something together. The study concluded that indicative - declarative mood is predominant in the adverts and this is not unexpected as the language of adverts is to project what is available as it is to the target audience or potential customers.*

KEYWORDS: interpersonal meaning, advertisement, mood, and target audience

INTRODUCTION

According to Halliday (1994), all languages are represented by three main kinds of meanings which are called metafunctions: the ideational, interpersonal and textual. The term 'metafunction' is particular to SFL to indicate that all languages perform three main functions. The ideational (or experiential) metafunction is concerned with how the human being expresses his/her experience in the world. The ideational meaning is encoded by the *transitivity system* (clause as representation) which is realised through processes, participants involved in the processes and the circumstances in which they are involved.

He upholds in his work that language is a network of systems that is meta-functionally organised and reflects human experience and relations with himself and the outer world. Thus, the analysis

of the data under study centres on the linguistic aspect of the language used in several bank advertisements using Halliday's Interpersonal Metafunction. Andersen (2017), explains that the interpersonal resources of language designate "the area of the language in which choices are made which assign communication roles to the performance (whether speakers or writers) and to the addressee (whether listener or reader)". He further posits that as an interactive event, the clause contributes to the development of an exchange (of meaning) between a speaker (or writer) and a listener (or reader). Rui & Jingxia (2018), explore the interpersonal meanings of modality in macro-blogging English news discourse by the case of "Donald Trump's Muslim Entry Ban". the result revealed that modality language is widely used in micro-blogging news. The speaker or writer tends to use implicit objectiveness of the news discourse and get ride of writer's responsibilities. Zohrabi, M., Dobakhti, L. & Mohammad, P. (2019), study the interpersonal meanings in children's storybooks. Accordingly, interactional meta-functions was analysed through interpreting the frequencies of each dimension of interactional meta-function in all the pictures used in the storybooks. The study revealed that viewers can enter into relation with represented participants in stories with human characters easier than the ones with animal characters.

The approach of the Systemic Functional Linguistics (SFL) does not only enable linguistic analysts to focus on the formal features of discourses but also provides them a background to concentrate on the use of language in particular contexts of situation. According to Eggins (1994, p.2): "Language use is functional; its function is to make meanings; these meanings are influenced by the social and cultural context in which they are exchanged; and the process of using language is a semiotic process, a process of making meanings by choosing". This is further corroborated by Herbele (2000, p.21) that "systemic functional linguistics is concerned with language use in a determinate cultural and situational context, that is, with the cultural aspects of a language and with who is saying what to whom, in what place and through what medium."

In other words, the systemic functional approach enables the analyst to focus not only on the prescribed structures of discourse, but also on other non-formal and semiotic features. Thus, Halliday's Systemic Functional Linguistics (SFL) is one of the most applicable theories for the analysis of text and context relationship in language. This is attributable to the fact that it is a linguistic theory that focuses on how people use language to express themselves.

SFL is a linguistic theory that perceives language as a social semiotic system. Halliday (1985, p.101) submits that "grammar goes beyond formal rules of correctness" In other words, it is a means of representing forms of experience, which enables people to build a rational picture of realism, to make meaning of their experience in and them. The main focus of SFL, therefore, is that every act of communication involves choices. That is, a language consists of a system of choice used by the speaker/writer as a resource for making meanings.

Text and Context

Systemic Functional Linguistics (SFL) theory explains the interrelationship between text and context because of its concern about how people use language to express their desires, passions and sentiments. It has contributed to the description of textual cohesion and discourse. Its applications have included analysis of educational discourse, casual conversation, media discourse, institutional discourse and clinical and medical discourses and it has contributed significantly to our understanding of the nature of social action and its mediation through language in each of these spheres. Hodge and Kress (1988), submit that a text may be described as an assembly of messages which have a socially attributed harmony whilst discourse refers to the social process in which texts are rooted... text is the material object produced in discourse.

As a theory, SFL has a number of fundamental principles which collectively distinguish it from other theories of language. The first is that it is a functional theory. That is, language is viewed not principally as an official system, but one which has evolved with human cultures and societies, playing a central role in the evolution and performance of social functions. The human body is that region of the world which is the primary field of human experience but it is continuous with the rest of the world. We are in the world and our experiences form our world.

For Firth (1968), language cannot be viewed separately from its functions in context. Similarly, for SFL, the systematic relationship between context and text is a central part of the theory (Halliday & Hasan, 1989). Taking a social perspective on language, SFL sees the context-text relationship as theoretically fundamental.

Context and text are inseparable phenomena because a word's meaning remains incomplete without a total consideration of context. This is confirmed by Odebunmi (2006) who submits that context is the backbone of meaning. It is, in fact, extremely contextual difficult to proceed with any realistic search for meaning without considering pressure on word usage. He states further that the communication of creatures other than human beings is largely occasioned by particular circumstances, which in the human world can be tagged 'context'. Therefore, text is meaningless without a proper consideration of context since the configuration of words occasions the existence of text and a word's meaning cannot be fully realised in the absence of context. So, context works together with text for a total and complete meaning of the text.

In any given culture, people often partake in social activities such as casual conversations, debates, wedding ceremonies, service encounters, storytelling and the like. Each of these activities can be identified by their structure and their forms of language. Conventional forms emerge in cultures through which such social activities are achieved. These forms, of course, are modelled in SFL as genres.

In functional linguistics, Martin and Rose (2008, p.6) contend that "genres are defined as a recurrent configuration of meanings and that these recurrent configurations of meanings enact the

social practices of a given culture”. This means that we need to consider how meaning and culture relate to each other. By identifying and describing genres linguistically, and then mapping their relations, SFL models the context of culture as a system of meanings in a way that the relations between culture and text can be explained empirically and methodically. In SFL, the text (not the sentence) is the basic unit of analysis and there are three key variables in the context of situation: field, tenor and mode. The interpersonal function is concerned with the way we endorse social relations while textual function interplay with the two other functions to produce texts. That is, according to Kress and van Leeuwen (2006), the textual function attempts a coherent world of the text in which the world in which all the elements of the text bind, and which itself blends with its relevant situation.

Interpersonal and Textual Metafunctions

In interpersonal meta-function, we try to use language to express and understand the feelings, attitudes and judgement of others in communicative acts expressed through the mood system, while the textual metafunction enables the ideational and interpersonal features of a text to be understood by the speaker and the listener. The major system in the textual metafunction are the theme and rheme. Interpersonal relationship occurs when interlocutors interact with each other in daily social activities. Matthiessen (1995, p. 784) states that interpersonal relationship refers to the relationship between the speaker and the listener during interaction. He defines interpersonal relationship as: “Interpersonal relationship is the relationship between speaker and listener and their potential for interacting: the cluster of socially meaningful participant relationship, both permanent attributes of the participants and the role relationships that are specific to the situation, including the speech roles, those that come into being through the change of verbal meanings”.

Mood Theme-Rheme Systems

The analysis involves the classification of the elements of clause in the textual messages in the television adverts under two of Halliday’s (2004) metafunctions: interpersonal and textual. That is segmenting the clause into (a) mood and residue (b) theme and rheme. It also includes the grouping of clause moods into types, and themes into types too.

Data Analysis Procedures

For the analysis of the interpersonal metafunctional meanings of Television Advertisements of selected Banks in this present study, the adverts were watched and listened to critically. The moving objects were screen shot into motionless clippings for ease of analysis. The data were analysed using Halliday’s (2004) meta discourse theory.

Theoretical Framework

To arrive at an accurate and meaningful analysis of the data, insights was drawn from Halliday’s (2004) three levels of meaning , namely Ideational, Interpersonal and Textual functions for the television advertisements.

Halliday's (2004) Systemic Functional Grammar Three Levels of Meanings

In the past, representational, interpersonal and textual meanings as developed by Halliday (2004) tend to be organised through the traditional modes of speaking and writing. However, nowadays, both written and visual components are considered to be crucial tools in our society for the construction of meaning. Halliday (1985) also draws attention to the way that signs often come in predictable combinations and that these combinations themselves have meaning. In complex systems, we have meanings being created through the arrangements, or chunks of grammar, which almost take on the quality of signs in their own right, also having meaning potential. So we can conclude that signs also tend to come in predictable combination.

English language according to Systemic Functional Grammar has five units which are: The Sentence, The Clause, The Group/Phrase, The Word and Morpheme. The units can be arranged on 'a scale or hierarchy' according to the size and this is called rankscale. It is expected that each unit would be made up of members of the unit next below it on the scale. The highest rank on the scale is the sentence; hence, we should usually expect sentences to be made up of clauses, clauses to be made up of groups, groups to be made up of words and words to be made up of morphemes. The advertisers always make use of all these units in their adverts in order to make texts coherent and to pass their intended message across to the target audience.

According to Bloor and Bloor (2004), functional linguists are the contemporary linguists that have been in the forefront of the aspect of language that accounts for how human language works. The functionalist approach enables the analyst to focus, not only on the formal features of discourse, but also on the use of language in particular contexts of situation. In view of the above, Halliday's systemic Functional Linguistics has been found to be one of the most applicable theories for the analysis of text slash context relationship in language by many scholars like Bloor and Bloor (2004) and Halliday and Hasan (2004). The reason why the Hallidayan approach seems to be one of the most appropriate linguistic theories for explaining the interrelationship between text and the visual is its concern about how people use language to express their wants, desires, passions and sentiments. So, the functional linguists use language to achieve different ends in different situational, cultural and psychological contexts.

As it has been said earlier that language functions go beyond the art of giving and receiving information, it gives emotive emphasis, which is in discourse; language is used to express emotions and the attitude of the speaker; it helps to produce useful utterance to influence the attitude and behaviour of the hearers. In Systemic Functional Linguistics, the interpersonal meaning includes, along with the expression of opinion and attitude, the mood of the clause expressed in English by the presence/absence and ordering of the subject and the finite verb. In addition, in semantics, interpersonal meaning includes the type of speech acts chosen (statement, offer, question, and directives), realized by grammatical options and encoded the mood system (declarative, interrogative and imperative). Advertising is an affective discourse whose imperative, indicative and interrogative 'mood types' carry with them and produce different sorts of emotions e.g. the imperative gives advice, suggestion, promise, and invitation, the declarative mood is employed in

advertises for pragmatic reasons. They function as a kind of forceful affirmation in banks advertisements.

METHODOLOGY

The study adopted the descriptive survey research design method which is qualitative data analysis in nature. The qualitative method allows for flexibility and enables the researcher to cover a wide number in order to obtain a general overview from the sample. The study relies on nine advertisements from three commercial banks as its primary data. Books, articles and scholarly writings on interpersonal meta-functional meanings served as sources of secondary data for the study.

Data Presentation: Analysis, Results, Findings and Discussion of Findings

The data comprised of 9 purposively selected banks advertisements from 3 prominent banks used by both young and old people. The banks selected are: Diamond Bank, Ecobank and Fidelity bank. The primary data were from television advertisements uploaded on the pages of selected banks YouTube channels through the internet. Some television stations were also visited to get the adverts.

Indicative: Declarative

The interpersonal function of few clauses in the advertisement was to give information about the bank's services and products. This was done mainly through statements that were declarative. These clauses were analysed indicating the subject, the finite, the predicator, complement and adjunct in some cases. Data 1.1 to 1.11 shows that the subjects were majorly topical, while the themes helped in focusing and organising the advertising messages that were being communicated to the viewers and were majorly 'marked' themes.

Datum 1.1: We 're Fidelity – we keep to our words

We	're		Fidelity	-we	keep		to our words
Subject	Finite	Predicator	Complement	Subject	Finite	Predicator	Adjunct
Mood		Residue		Mood	Residue		
Topical	Rheme			Topical	Rheme		
Theme				Theme			

Datum 1.2: One day, I would be great just like that

One day,	I	Would	Be	great	just like that
Adjunct	Subject	Finite	Predicator	Complement	Adjunct
Residue	Mood		Residue		
Marked	Rheme				
Topical					
Theme					

Datum 1.3: Now, they can help me launch my rocket

Now,	They	Can	Help	Me	launch	my rocket	
Adjunct	Subject	Finite	Predicator	Complement	Predicator	Complement	
Residue	Mood		Residue				
Marked	Rheme						
Textual							Topical
Theme							

Datum 1.4: They always make people’s dreams come true

They	Always	Make	people’s dreams	come true	
Subject	Adjunct: Mood	Finite	Predicator	Complement	Adjunct
Mood			Residue		
Topical	Rheme				
Theme					

Datum 1.5: They support farming, construction, business, factories and they always keep their word

They	Support	farming, construction , business, factories	And	They	always	keep	their word		
Subject	Finite	Predicator	Complement	Adjunct: Conjunctive	Subject	Adjunct: Mood	Finite	Predicator	Complement
Mood		Residue			Mood		Residue		
Topical	Rheme				Topical	Rheme			
Theme									

Datum 1.6: Just save up to GHZ 300 in you Fidelity Bank Account and stand a chance of winning any of the three gold bars and GHZ gold bars and save for gold at Fidelity Bank

Just	save up	to GHz 300	in your Fidelity Bank Account	and	
Adjunct: Mood	Finite	Predicator	Adjunct	Adjunct	Adjunct: Conjunctive
Residue	Mood	Residue			
Marked	Topical	Rheme			
Textual					
Theme					

Stand	a chance of winning any of the three gold bars and GHz gold bars and	save for	gold at Fidelity Bank.
Predicator	Complement		Adjunct
Residue			
Rheme			

Datum 1.7: As CEO of Diamond Bank, time is precious

As CEO of Diamond Bank,	Time	Is	Precious	
Adjunct	Subject	Finite	Predicator	Complement
Residue	Mood	Residue		
Marked	Topical	Rheme		
Structural				
Theme				

Datum 1.8: Ecobank is your green future

Ecobank	Is	your green future	
Subject	Finite	Predicator	Complement
Mood	Residue		
Topical	Rheme		
Theme			

Datum 1.9: A tailor makes suit for the perfect fit

A tailor	makes		suit	for the perfect fit
Subject	Finite	Predicator	Complement	Adjunct
Mood	Residue			
Topical	Rheme			
Theme				

Datum 1.10: There are over one thousand branches of a single bank across thirty-three African countries

There	Are	over one thousand branches	of a single bank	across thirty-three African countries
Subject	Finite	Predicator	Adjunct	Adjunct
Mood	Residue			
Topical	Rheme			
Theme				

Datum 1.10: One is full of opportunities for those who want to be the best

One	Is	full of opportunities	for those who want to be the best
Subject	Finite	Predicator	Complement
Mood	Residue		
Topical	Rheme		
Theme			

Datum 1.11: If you don't get the best from your bank, you need a new bank

If	you	don't get	the best	from your bank,	you	need	a new bank
Adjunct: Conjunctive	Subject	Finite	Predicator	Complement	Adjunct	Complement	Predicator
Residue	Mood	Residue					
Marked	Topical		Rheme				
Textual							
Theme							

As it is stated in the above data, some of the clauses employed by the advertisers are indicative: declarative. This mood type is used to communicate information by the advertisers to the consumers and strengthens the appeal towards what is being advertised. The declarative mood of the clauses likewise shows an expression of information based on factual evidence.

Indicative: WH-interrogative

The interpersonal function of the clauses in the advertisement was to demand information. The information demanded was asked in open basic Wh-questions, wherein the WH-elements conflated with elements in the mood structure- Subject, Complement or Adjunct. Data 2.1, 2.2, 2.3, are Indicative: WH-interrogative, whose WH-elements conflated with Complement. Some of the Datum have their WH-element conflated with Adjunct. The mood type is likewise Indicative-interrogative but with a vocative and there is WH-element conflated with Subject.

On the textual line of meaning, Data 2.1, 2.2, 2.3, have their WH-elements as the topical theme of their respective clauses. In Datum 2.5, the vocative performs the role of interpersonal theme, the WH-element serves the function of textual theme and there is a topical theme in the first-person pronoun (I).

Datum 2.1: What would you do with one Fidelity gold bar?

What	Would	You	Do	with one Fidelity gold Bar?
WH-Complement	Finite	Subject	Predicator	Adjunct
Residue	Mood		Residue	
Topical	Rheme			
Theme				

Datum 2.2: Grandpa! When will I become great?

Grandpa!	When	Will	I	Become	great?
Vocative	WH-Adjunct	Finite	Subject	Predicator	Complement
Residue	Mood		Residue		
Interpersonal	Textual		Topical		Rheme
Theme					

Datum 2.3: Who needs a P.A.?

Whoj	Needs		a P.A?
WH-Subject	Finite	Predicator	Complement
Mood	Residue		
Topical	Rheme		
Theme			

Indicative: Yes-No Interrogative

These set of questions are indicative interrogative closed basic-polar. They perform the interpersonal function of demanding information. The question is usually closed-ended since it is

a question about polarity. There are four instances of Indicative: Yes-No interrogative in the corpus under study. The clause in Datum 3.1 is an indicative interrogative closed basic-polar with vocative.

On the textual line of meaning, Data 3.1 below has finite verbal operator and Subject being thematised.

Datum 3.1: Do you see this (big) complex?

Do	You	See	this 'big' complex?
Finite	Subject	Predicator	Complement
Mood	Residue		
Topical	Rheme		
Theme			

Imperative

There are extremely few examples of Imperative clauses in the advertisements, as indicated below. This is not surprising as the language of advertisement is that of persuading and declaring.

Datum 4.1: Open yours today!

Open	Yours	today!
Predicator	Finite	Subject
Residue	Mood	Residue
Marked	Rheme	
Topical		
Theme		

Table 1: Overview of the Mood System in the Bank Adverts Corpus

Mood system	Frequency	Percentage (%)
Indicative – Declarative	72	74.23
Wh– Interrogative	12	12.37
Indicative: yes-no Interrogative	10	10.31
Imperative	3	3.09
	97	100%

The above table shows that the thematic structures in the advertisement are predominantly the indicative – declarative mood with 74.23 % followed by the wh– interrogative with 12.37%. The lowest being the imperative mood with 3.09%. This is not unexpected as the language of advertisement is to project what is available as it is to the viewer or potential customer.

CONCLUSION

In conclusion, the clauses employed by the advertisers are indicative: declarative. This mood type is used to communicate information by the advertisers to the consumers and strengthens the appeal towards what is being advertised. The declarative mood of the clauses likewise shows an expression of information based on factual evidence. The set of questions are indicative interrogative closed basic-polar. They perform the interpersonal function of demanding information. The question is usually closed-ended since it is a question about polarity. In addition, the result revealed that the interpersonal function of the clauses in the advertisement was to demand information. The information demanded was asked in open basic Wh-questions, wherein the WH-elements conflated with elements in the mood structure- Subject, Complement or Adjunct. Lastly, there are extremely few examples of Imperative clauses in the advertisements, as indicated below. This is not surprising as the language of advertisement is that of persuading and declaring.

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