

STYLISTIC STRUCTURING: SYNTACTIC PATTERNS OF ADVERTISING SLOGANS IN BAMENDA URBAN COUNCIL OF THE NORTH WEST REGION OF CAMEROON

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ABSTRACT: *A slogan is a short, catchy and memorable phrase designed to capture the importance of a product. It portrays the brand's identity, creates a sense of likability in the brand name and is used to convey a message about the service of the product it represents. The article was designed to investigate the structural patterns of clauses and groups used in slogans collected from billboards, bar walls and doorposts, put up by different business establishments in Bamenda, in the North West Region of Cameroon. The study is based on the Rank Scale systematic approach of Halliday. The results reveal that there are different kinds of structures such as, the declarative, imperative, nonfinite verbal clause, parallel structure, nominal group, prepositional group and adverb group used in the slogans, and these structures, in the different ways they function, all act in persuading the consumer to buy their products.*

KEYWORDS: Stylistics, Clause, Group, Patterns, Slogan, Bamenda

INTRODUCTION

A slogan is a short, catchy and memorable phrase that is designed to capture the importance of a product. It portrays the brand's identity, creates a sense of likability in the brand name in a very clear and concise message, and is used to convey a message about the product's service that it is representing. It can have a musical tone and known to capture the attention of the audience it is written for, in order for the audience to associate it with the product it represents. This helps to make slogans be a way of identifying goods and services. Crystal (1994, pp. 180) posits that a slogan is a forceful, catchy, mind-grabbing utterance which will rally people to buy something or to behave in a certain way. Crystal gives the structure of proverbs as short sentences, with a strong rhythm that might have striking use of figurative language and frequent use of alliteration and rhyme. He goes on to explain that slogans are not only used for advertising commercial products, but are an essential part of all campaigns- political, safety, protest, health, environmental. When used for commercial purposes, slogans are intended to catch the audience's attention and to influence the consumer to purchase the product. In cases of political slogans, they are meant to convince the electorate of a political ideology, in cases of health, slogans are intended to keep people healthy and environmental slogans protect the environment.

Dubovicienc and Skorupa (2014) give a definition of advertising slogan by Rein (1982) as 'a unique phrase identified with a company or brand.' Rein later asserts that the main idea of the advertising campaign has to 'command attention, be memorable and be brief.' This is a view elaborated earlier on by KE Wang (2013) quoting Crystal (1997) who gives the most frequently used 20 adjectives in advertising slogans with some that are: new, crisp, good, real, full, sure, easy, bright, clean, extra, safe, special. The use of adjectives in a slogan help in describing,

giving it immediate impact and rapid persuasion. Using attractive, clear and positive adjectives call for attention and outline the reason for buying the product. These adjectives show the audience the outstanding qualities used to describe the advertised product and service, thereby increasing the desire for the product and consequently the buying power. When positive adjectives are paired with describing nouns, they help bring the meaning of the message out through the words, thereby making slogans function effectively. Doing this kind of analysis is doing stylistics, since the final purpose of stylistics must have a grammar at the base. Stylistics therefore provides a context within which grammar is placed at the centre. The analysis does not just characterise explicit aspects of language forms, but relates it to the extralinguistic facts, that is, to the situational and cultural environment. According to Halliday & Hasan (1986, pp. 26) the identical component is that part of the linguistic system which is concerned with the expression of content with the function that language has of being about something. They divide this component into two separate components which are the experiential and the logical and explain that the experiential is directly concerned with the representation of experience of the 'context of culture' while the logical derives only indirectly from experience.

Systemic Functional grammar focuses on the functions of language. Halliday the proponent of functional grammar portrays how the form of language is determined by the functions and grammatical patterns by configurations of functions. This theory explains the nature and organisation of the language system by examining the functions it serves in the life of man in the society and how these functions are achieved through the language skills. For Systemic Functional Grammar language is shared by the society and can be best studied by observing how it is used in its situation. In this functional theory, the interpretation of texts is based on how the language is used. The theory interprets meaning as choice, and interprets language or semiotic system as networks of interlocking options (file:///C:/users/USER/Downloads/linguistics_Halliday.htm). This networking in Systemic Functional Grammar considers the clause as the main constituent through which grammar is communicated. It is the fundamental linguistic structure in linguistic communication. Halliday developed a systematic approach called Rank Scale to demonstrate how clauses can be joined together or taken apart. The Rank Scale opens up the structure of the English clause allowing for the comprehensive and systematic examination of how the parts of the clause are organised. Labelling the different parts of the clause by their organisational patterns help to bring out the potential meaning revealed at each rank. According to Halliday the grammar of the clause expresses the semantic system of the language, which in turn sorts out the going-on of reality.

A systemic approach of language study allows the analyst to focus on meaningful choices in language. The basic assumption of Systemic Functional Grammar is that meaning implies choice, meaning that, if there is a choice in any context, then that choice is meaningful. This makes Systemic Functional Grammar more function oriented, labelling syntactic elements not only in terms of class but in terms of functions. Each utterance is assigned a speech function, like giving information, and language is viewed as serving distinct social functions, getting things done. This goes with the concept of the mood structure which is of the interpersonal metafunction of language. The mood refers to the verbal categories relating to the grammatical status of the sentence for example, an independent sentence is declarative (indicative) and an embedded sentence may also have non-finite forms, such as infinitive, participle or gerund (Yeibo 2011, pp. 198). The clause has the imperative and indicative moods, and the indicative is subdivided into the declarative and the interrogative. The different clauses and groups make use of both elliptical and non-elliptical language.

Ellipsis is an aspect of cohesion in language use which expresses the notion of something left unsaid but understood. Language does not function in a vacuum but functions as a text, in actual situations of use. As Halliday & Hasan (1985, pp. 142) put it, 'there is always a great deal more evidence available to the hearer for interpreting a sentence than is contained in the sentence itself.' Ellipsis therefore would be referring specifically to sentences, clauses whose structure is such as to presuppose some preceding item, which serves as the source of the missing information. Ellipsis are frequently used in the advertising discourse and are associated with the brevity principle which helps the economy of space and money. In advertisements ellipsis brings the consumer and producer closer in conversation thereby creating proximity and intimacy. Skracic & Kosovis (2016, pp. 44) assert that the presence of ellipsis in yatch advertisements, presupposes that the reader has many clues that provide them with the missing information, so the explicit structure of the sentence is not very important. The brevity principle is succinctly expressed in the advertising slogan.

The group and the clause are constituent hierarchies that are an embodiment of language coexisting in different parts of the system. Units of different ranks tend to carry patterns of different kinds and the functional specifications of units of different functions is of fundamental significance in determining grammatical structure. The use of the slogan is one of those aspects of language use that are more often elliptical, and can be analysed at the formal and the functional levels. This study examines and carries out a descriptive analysis of the, grammatical patterns of advertising slogans used by the different business companies in Bamenda in the North West Region of Cameroon. Bamenda is the capital of the North West Region, one of the English speaking regions of Cameroon. Out of the 10 regions in Cameroon, eight are French speaking and two are English speaking.

REVIEW OF LITERATURE

Not quite much has been done on advertisements in Cameroon. Mouna (2015) carried a stylistic-pragmatic analysis of the socio-cultural impact on eleven advertising slogans in Cameroon. The article focuses on the place of sociology and culture in designing advertising slogans and the impact on its consumers. Mouna concludes that there is socio-cultural impact on the designing of slogans in Cameroon. Fomukong (2016a) examined the advertisements of brewery and communication industries in Cameroon, analysing the way they design their advertisements linguistically to catch the eye of the consumer. She concludes that the ideology behind these advertisements is to create mental images that will leave positive impressions in the minds of the consumers, thereby making them buy the product. In her second article (Fomukong, 2016b) on advertisements in Cameroon, she looks at the Dangote Cement advertisement. She analyses the linguistic elements on the billboard from the point of view of Jeffries' Textual Conceptual functions and finds out that the advertisement uses prioritising, listing, naming and describing, and implying and assuming. These techniques help to build relationships between the producers and consumers, drawing the attention of the consumers to buy the Dangote Cement.

METHODOLOGY

One hundred (100) advertising slogans collected from billboards, bar walls and door posts put by different establishments in the Bamenda Urban Council in the North West Region of Cameroon (samples are found on Fig. 1), were analysed for the study. The data was collected from February 2017 to 10 May 2017. A descriptive approach was used to analyse the slogans taking into consideration:

- a) The structural patterns of different kinds of clauses and groups as well as their functions; and
- b) The frequency of occurrence of the slogans collected.

The results obtained are expected to indicate the kinds of clauses and groups frequently used in slogans common to the Bamenda Urban Council.

RESULTS AND FINDINGS

Clause structure of slogans

A clause is a stretch of language that determines the working of the language system which is the fundamental language structure. With Systemic Functional Grammar, the clause is the main constituent by which language is communicated. Halliday designates the clause as the most significant grammatical unit and the best example of linguistic structure as a means for the integrated expression of all the functionally distinct components of meaning in a language. The clause is the central processing unit in the lexicogrammar- specifying in the clause that different kinds of meanings are mapped into an integrated grammatical structure. To better describe how the system of language works, Halliday developed a systematic approach called Rank Scale to demonstrate how clauses can be joined together or taken apart. The Rank Scale opens up the structure of the English clauses allowing analyst to examine comprehensively and systematically how the parts of the clause are organised. Labelling the constituent parts of the clause by the function the organisational patterns of words can be described and the potential meaning revealed at each rank. The ranking is: clause complex, clause, Group or phrase, word, morpheme (<file:///C:/User/USER/Downloads/linguisticsHalliday.htm>). Halliday & Hasan (1985, pp. 197) explain that the 'clause in English, considered as the expression of the various speech functions, such as statement, question, response and so on, has a two-part structure consisting of modal element plus propositional element.' The modal element, which embodies the speech function of the clause, consists in turn of the subject plus the finite element of the verbal group. The propositional element consists of the residue; the remainder of the verbal group and any complements or Adjunct that may be present (pp.197).

Finite Clause

A finite clause is a clause that must contain a verb which shows tense. The mood structure of the clause enables the exchange of information, using the subject and the finite verb, forming complete sentences. If the subject and the finite verb are not there, then the information one wants to give the reader is incomplete. Two finite clause patterns were revealed in the slogans collected: declaratives and imperatives

Declarative Pattern

The clause follows the ranked constituency of participant, process, and circumstance. This corresponds to the traditional constituent of subject + verb+ X (where X can be complement, adjunct, or object). McDonalds (2010, pp. 65) argues that in the ranked constituents more of the descriptions is carried over by the function labels which specifies exactly what the element is doing in a particular structure. McDonalds (pp. 69) describes this framework for interpreting syntactic relations, in which the verbal node expresses a process, while the subjects and complements express different kinds of participants (i.e. persons or things which, to whatever degree and whatever way participate in the process) and circumstances referring to adjuncts that express different kinds of features of the setting. The following table shows the slogans collected that were classified as declaratives.

Table 1: Slogans that are declaratives, collected from the Bamenda Urban Council in the North West Region of Cameroon.

Slogan		Name of Product or Company
Our Standard is your rock	TOPROCK (Financial institution)
Our efficiency makes the difference	Photo Lagona
Your comfort and safety is our priority	Psalm 23 Express Voyages
Your image is your picture	Marthy Mark Photo Lab
Your satisfaction is our desire	City Relax Restaurant
We keep our promise	African Insurances and Re-Insurance SA
We make life easy	National Financial Credit Bank (NFC)
We bring home the feature	Kendely Group of Companies (Building)
We bring out your beauty	Trena's Beauty Salon
We believe in what we do	BOCOM (filling station)
We make the difference	LAVENAH Standard Pressing
We are taking the lead	Reigners Chapel Bamenda
The digital age is now	Everland Company Ltd
The difference is clear	EDDISSA Group Inc. (Career counseling)
Quality is our goal	Camfish Cold Store
Admiralty is reality	Admiralty (Hotel)
With Maggi every woman is a star	Maggi (spice)
Printing is our profession	Destiny Prints (Printing Press)

The structure of the clause used in slogans in Bamenda reveal that business establishments make use of declaratives. The declarative mood is convincing and highlights the identity of the subject. The most used process in the declaratives is the relational process. The present simple is used in slogans and the most used verb is the verb 'to be' in the form of 'is.' The other verbs that are used are 'make, bring, keep, believe' which are of the material process and in the present simple. The declaratives are in the affirmative, making statements on how things are.

The declaratives make remarkable use of personal pronouns *we* and *our*, which refer to people and things directly. Using the first person *we* and *our* represents some sort of a self-introduction to the potential customers, giving them a feeling of involvement in the business. It also makes remarkable use, the second person possessive determiner, *your*. The use of the declaratives in slogans make use of complements like comfort, safety, clear.

Imperatives

Imperatives are another form of finite clause used in the slogans. Imperatives tell someone to do something like in the case of advising, requesting, commanding, ordering or instructing. Usually they do not have a subject and are addressed to the listeners who the speaker understands to be the subject. Imperatives take the base form of the verb and in the clausal structure indicate the mood. In the advertising slogans collected some imperatives were found and are shown in Table 2 below.

Table 2: Slogans that are imperatives, collected from the Bamenda Urban Council in the North West Region of Cameroon.

Slogan		Name of Product or Company
Together, let's build Africa	Afrique Construction
Join us in leading the way	NMI Education Cambridge Bookshop
Stay on top	HillTop (Hotel)
Stay cool	K44 (Beer)
Make yourself happy!	Malta tonic
Put your money where your mouth is	Dreamland Restuarant
Enjoy your meal	Mombela – Senegalese Restaurant
...live healthy	Vita Juice
Feel it	Lady D's Beauty Parlour

The imperatives used are more of subtle commands that act as advice that the producer is giving the consumer. In a way the producer is obliging the consumer to follow the advice.

Non-Finite Clause

Nonfinite clauses have verbs that are not marked for person, number or tense. The verbals expresses systemic selections of clauses that are gerunds, infinitives and participles. The gerunds are verbs ending in -ing that function as nouns, the participles are verb that take either the present or past participle endings which may function as describing or modifying nouns, and the infinitive is the base form of the verb with *to*, functions as an adjective or or an adverb,

The non-finite clause has not been counted a clause but a participle modifier. This is a situation in which the verb phrase functions as the head of non-finite clause. Hancock (2005, pp. 120) states that the present participle form of the verb can function like a noun, and when it does, it is traditionally called a 'gerund.' These gerund can act in any slot typically occupied by a noun. Hancock further explains that a word group headed by a present participle of a verb should be considered a non-finite subordinate clause if it takes a verb-like complement. He considers a non-finite subordinate clause cannot stand on its own as a principal clause. The participle clauses are built from the present or past participle forms of verbs (pp. 122), they can be verb+ed, verb+en, verb+ing, verb+ other past participle suffixes. The verbal group non-finite does not give information about tense, polarity or writer's attitude or judgment and they usually do not have a subject. Table 3 below shows the different slogans that are classified as verbals. According to the functionalists a dependent nonfinite clause represents a circumstance for some process that is going on that can determine, for example, state, effect, cause, time and frequency.

Table 3: Slogans that are non-finite verbal clause, collected from the Bamenda Urban Council in the North West Region of Cameroon.

Slogan		Name of Product or Company
Giving you the prestigious home feeling	AZAM (hotel)
Changing the lives of many	Ntarikon Cooperative Credit Union
Moving money for better	Western Union
Bringing Mr. Baker closer to its customer	Mr. Baker
Making the difference	Imagine bakery
Giving your life a meaning	Christ embassy
Making a difference in the printing world	Shiloh Printers
Bringing you closer	MoneyGram
Celebrating everyday	Yummy Restaurant
Seeing the world better	World Vision
Empowering for industrial reformation	Institute for Industrial Reformation
Walking in your rights and privileges	Higher Life Chapel International
Committed to better energy	Total (Filling station)
To satisfy our taste of life	Amabi Restaurant

The verbals are mostly made up of non-finite present participle clauses, one past participle clause and one infinitive clause. The participle verbs function in describing and modifying nouns, giving a better picture of the product.

Parallel Structures

A parallel structure, also called parallelism or parallel construction, is the repetition of a chosen grammatical form within a sentence. It also uses the same patterns of words to show that two or more ideas have the same level of importance. This can happen at the word, phrase or clause level. In a parallel structure, two or more clauses or phrases are connected with a coordinating conjunction (like and, or, but), or a correlational conjunction (like not only...but also, either...or). Parallel structures are also formed when two clauses or phrases are connected with a word of comparison such as 'than' or 'as', and also when one compares items in a list. Table 4 below classifies the slogans that are parallel structures.

Table 4: Slogans that are parallel structures, collected from the Bamenda Urban Council in the North West Region of Cameroon.

Slogan		Name of Product or Company
Your love, their future	Nido (milk)
Our clients, Our passion	Activa (insurance)
Your health, Your wealth	Al. Moubarack
Improving health, Empowering communities	HEDECS (Health consultancy)
Better Professionals for Better Communities	FOTABE University College
One people, One beer	Castel Beer
Proudly African, Truly International	Broli Spghetti
Feel fresh, feel young, feel special	Special Pamplémousse
Fresh, Fast, Tasty	Senate House Sharwama restaurant
Juicy, Tasty, Yummy	Vigo (soft drink)

Save regularly, Borrow wisely, Repay CAMCCUL (cooperative)
promptly

From the data collected on advertising slogans in Bamenda, the parallel structures are made up of nominal, verb or adjective pairs or trios. As in <https://owl.english.purdue.edu/owl/resource/623/1/> a parallel structure functions in providing clarity, emphasis and rhythm. This is how the advertising slogans in Bamenda function, improving consistency and coherence. This is effective in that it balances ideas in sentences, making these ideas to flow. The companies use this structure because people tend to remember these ideas, since the form makes it easier for readers to understand. With its rhythmic nature, the parallel structure makes the slogans carry a very powerful and emotional effect on the readers, giving the slogan its quality of a catchy memorable structure.

Group Structures

Some of the slogans analysed were grouped under the grammatical structure of groups. The different groups found in the data collected were nominal group, prepositional group and adverb group.

Nominal Group

The nominal group has the function that language has of expressing the phenomena of the real world. The elements of the nominal structure are deictic, numerative, epithet, classifier, qualifier and thing. Halliday & Hasan (1986, pp. 40-41) describe the classes associated with each function as the deictic is a determiner, the Numerative a numeral or other quantifier, the Epithet an adjective and the classifier a common or proper noun. The adjectives regularly function both as Deictic and as classifier. The Qualifier is normally a relative clause or prepositional phrase and the thing is the noun. These correspondences are by no means exact.

The Deictic indicates whether or not some subset of a class of things is intended (all, some) and used demonstratively, can stipulate 'proximity to the speaker (this) or possession (your) and generally including identity based on reference. The Deictic element has two parts, one forming a network of systemically related categories, and those functioning as post-deictic are adjectives. The Numerative indicates numerical features of the subset and can be qualifying for example 'one' of ordering e.g. second, matching the familiar classes of cardinal and ordinal numerals plus 'inexact number as in many' ([file:///C:/Users/USER/Downloads/Linguistics Halliday.htm](file:///C:/Users/USER/Downloads/Linguistics%20Halliday.htm)). The Numerative is the element occurring after the Deictic in the nominal group is expressed by numerals or other qualifying words which form three subcategories: ordinals, cardinals and indefinite qualifiers. The ordinals (for example, first, next, fourth) are often used elliptically generally with 'the' or a possessive as deictic (Halliday&Hasan, 1985, pp. 161-162). The Epithet indicates some quality of the Thing. This quality can be objective or the speaker's subjective attitude. The function of Epithet is fulfilled by an adjective. Halliday & Hasan (1985, pp. 163) explain that it is common to find adjectives occurring as Epithet and in their comparative and superlative forms, function in a way that is more like a Numerative. The Classifier determines a particular subclass of things in terms of material, scale, origin etc. The Classifier asks what type is it or what group does the thing belong to? There are noun Classifiers and adjective Classifiers. Thing is the phenomenon of experiences and the semantic core of the group usually realised as a noun. The Thing may be a concrete entity such as an object or a person. It may also be an abstract concept (e.g. science) or an action expressed in a noun.

The ordering of the nominal group is thereby interpreted in terms of a progression that goes from the greatest specifying potential to the least, that is, beginning from the immediate context to the quantifying features then qualitative and finally the class. Table 5 shows distinctly the nominal group in the slogans collected.

Table 5: Slogans that are nominal groups, collected from the Bamenda Urban Council in the North West Region of Cameroon.

Slogan	Name of Product or Company
Africa Global bank	United Bank for Africa
Home away from home	Kinto (Hotel)
Leaders not followers	Star Pressing
Cleanliness at its best	Azur (soap)
King of Android	Modes Mobile (shop)
Maestro of Interurban transport	Amour Mezam (travel agency)
King of the night	Vatican Express (travel agency)
Excellence beyond imagination	School Tonic
Our journey towards excellence	Community Credit Company Plc
Your health first	Living Health Foundation
Superior money Transfer	Crystal Cash
Superior quality beer	Amstel Lager beer
High quality dry cleaning	RECO Pressing
Quality beer	King beer
Quality food at its best	White House Restaurant
Quality Food	Armanti (Mayonnaise)
Quality Prints our hallmark	Maryland Printers
Best in quality	Premium Quality Boutique
N° 1 in quality service	Express Exchange
The Gateway to Progress	Azire Cooperative Credit Union
The best 3G network in Cameroon	NEXTTEL
The Chief cook's recipe	Honig cube (Spice)
The Heart Beat of Bamenda	City FM 88.9 Hz Radio
The voice of the voiceless	Foundation radio
The Final Touch	Camarad Pressing
The finance at the service of investment	MUPECI (Cooperative)
The King of building materials	QUIFEUROU
The N° 1 Money Transfer Company	Express Union
The Nationwide Bank	BICEC (Bank)
The cue for satisfaction	Las Vagas Snack
The people's bank of trust	Union Bank of Cameroon
The Pan African Bank	ECOBANK
The pact with success	Afriland First Bank
The pride of local materials	MIPROMALO

The Queen of beers	Castel beer
The Original King of Beers	King Premium (Beer)
The Final touch in Dry cleaning	Limpopo Press
The Radio of the new Generation	NDEFCAM Radio
The best partner of football	“33” export (beer)
The final solution to our dresses	Petex pressing
A place for your comfort	Blue Pearl (Hotel)

There is a frequent use of ellipsis that gives a stylistic aspect to the slogans. The use of the nominal group brings out an extensive use of epithet in describing like best, final, no 1, superior, quality, new, and the classified used king, queen, maestro, cleanliness, leaders. The noun group mostly begin with the definite article ‘the’ giving the impression that the consumers are already in the know of the product, indicating the assumed background knowledge of the listener and speaker. The use of the personal pronouns *we* and *our* suggests personal relationships between the producers and consumers

Prepositional Group

Prepositions are indeclinable words that introduce the object of a prepositional group. The prepositional group consists of the preposition and an object of the preposition. In the prepositional group however, the preposition though also called ‘head’ cannot occur without the nominal unit, whereas the nominal unit is not part of the prepositional group if there is no preposition present. Prepositional groups modify nouns and verbs while indicating various relationships between subjects and verbs. The nominal phrase or pronoun that follows the preposition is call the subject of the preposition. Prepositional groups can be embedded inside other prepositional groups. A preposition can function as an adjective modifying a noun, an adverb modifying a verb and a nominal when used in conjunction with the verb form ‘to be.’

Table 6: Slogans that are prepositional groups, collected from the Bamenda Urban Council in the North West Region of Cameroon.

Slogan		Name of Product or Company
For people who demand quality and respect	DALLAS Cabaret
At the service of the people	Foundation library
For your future and development	People’s Finance SA
With you from A to Z	Allianz (Insurance)
Always the best prices	SOREPCO (Building Materials)

Adverb Group

Adverb group is a group of words based on an adverb. An adverb group consists of an adverb (as the Head), plus other words which contribute to the meaning. Adverb groups can provide more detail about how, when and where an activity is taking place. They can also indicate the degree of certainty and can express a personal point of view. Table 7 below carries the adverbs in the slogans collected in Bamenda.

Table 7: *Slogans that are adverb groups, collected from the Bamenda Urban Council in the North West Region of Cameroon.*

Slogan		Name of Product or Company
Everywhere you are	SWECOM (Cable distribution company)
Everywhere you go	MTN (Mobile Telephone Network)

The adverb group found in the slogans collected were just 2 and all focus on indicating the adverb of place. 'Everywhere' expresses the idea of location without specifying a specific location or direction.

DISCUSSION

As shown on fig 2, the frequency of use of slogans in Bamenda reveals that the nominal group is the most used structured in slogans with 40%. The next is the declaratives with 18%, closely followed by the verbals with 14% and the parallel structures that take 11%. The imperatives are next with 9% and only 5% of the prepositional group is found. The least of the structures identified is the adverb group which has just 2%. The high percentage of the nominal group might be because the nominal group goes along with additional particles of meaning, which can be considered as modifiers that help to add to the description of the product. However low the percentages of the others might be, they still have stylistic effects on language use. The different structures function in their different ways in persuading consumers and giving the beauty in the variety of language used in designing slogans.

CONCLUSION

The use of the Rank Scale to analyse the advertising slogans in Bamenda shows that the slogans follow the structure of declaratives, imperatives, parallelisms, verbals, nominal groups, prepositional groups and adverb groups. As shown on fig. 2 below, the nominal group takes that lead probably because the use of adjectives is pertinent in description and advertising slogans describe. Nevertheless, some slogans follow the declaratives that also have adjectives that describe. Advertising language functions well in describing, why and where the slogans are, not using direct adjectives as in the nominal groups, but using participles that describe or modify nouns. The use of the first person plural subject *we*, and the first person possessive determiner *our*, especially in the declarative, and *you*, second person singular subject and *your*, second person possessive determiner in the all the slogan structures is an indication of producer/consumer proximity. These references determine the roles of those communicating which is distinct from that of those listening. The subject *you* is also used in the imperatives, though implied. The definite article, *the* is used prominently in the nominal group to also draw close the consumer to the producer and the products. The producer considers that the consumer is already in the know of the product.

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APPENDIX





Fig. 1: A sample of billboards on the streets of the Bamenda Urban Council (BUC) in the North West Region of Cameroon from which slogans were collected

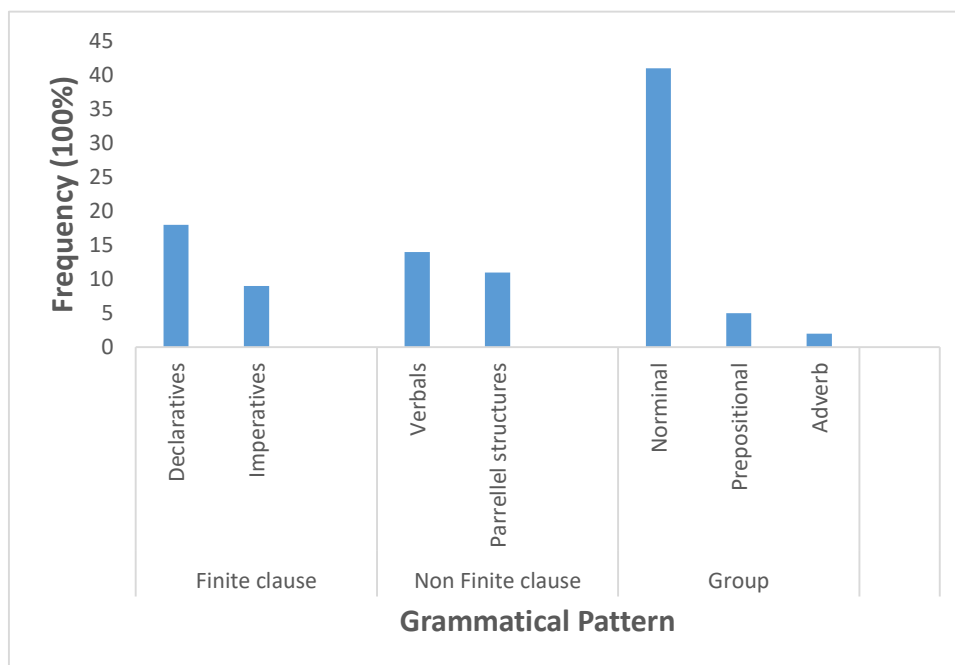


Fig.2: Frequency of grammatical patterns in slogans collected from the Bamenda Urban Council (BUC) in the North West Region of Cameroon