

Advertising communication: Constructing meaning potential through disjunctive grammar.

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INVESTIGATION

Communication through language, irrespective of the model of its structure and deployment, entails the making of meanings. Publicity professionals seem to understand that meaning making in communicating the target audience does not need to be either clausal or sentential-dependent. Meanin productions can be pungent with fragmented structures.



ANÁLISIS

The analysis considered twelve advertisements of beverages and telecommunications for examination to explicate meanings. The Hallidayan **'below the clause'** was the conceptual facilitator of meanings in texts.



TOOLS

The application of technological tools of the table and graph assisted in computing the frequencies of the disjunctive facilities of the texts.



CONCLUSIONS



The nominal group is the most employed device to fascinate readers to consumption.



That advertisers utilized health matters, beliefs and values, monetary gifts, contents of commodities, globalization, etc. to persuade consumers.

The study suggested that advertisements could continue to deploy punctuated structures to reveal the true contents of the advertised products for proper decision making in the products' patronization.



Such behavior of disjunctive deployment could also stimulate the public from being recalcitrant to reading advertising artifacts, as convincing the public, in one way or another, is actually the goal of persuasion in advertising.



ANAGRAMAS

RUMBOS Y SENTIDOS DE LA COMUNICACIÓN

REVISTA CIENTÍFICA