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Abstract - The advertisement messages of some products, services, ideas or organisations are phrases, dependent clauses or sentence fragments. Some are sentences that are syntactically, orthographically and semantically complete. The advertisement Messages that are complete sentences however, have different constituent patterns. This paper presents the constituent patterns of some 140 complete simple-sentence advertisement messages identified among some carefully selected 250 advertisement messages. Eighty-five (85) out of the one hundred and forty (140) complete simple-sentence advertisement messages i.e. 61% have the basic simple sentence patterns. Four (4) complete simple-sentence advertisement messages i.e. three percent (3%) have expanded basic sentence patterns making a total of eighty-nine (89) advertisement messages i.e. sixty-four percent (64%) with both the basic and modified basic simple sentence patterns. Fifty-one (51) of the whole one hundred and forty (140) complete simple-sentence advertisement messages i.e. thirty-six percent (36%) are those with the non-basic simple-sentence patterns.

Keywords : *Simple Sentences, Constituent Patterns, Advertisement Messages.*

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Basic and Non-Basic Simple Sentence Constituent Patterns of Contemporary Nigerian Advertisement Messages

Samson Olasunkanmi Oluga

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I. INTRODUCTION

A sentence according to Ballard (2001:137) is the largest unit of a syntactic structure which consists of at least a main clause but which may consist of several. To Radford (2009:479) as sentence is simply a term synonymously used to refer to a root clause which is basically a free standing clause that is not a component of another expression. Swan (2005:24) also defines a sentence as a group of words expressing a statement, command, question or an exclamation, consisting of one or more clauses, having at least a subject and a predicator and starting with a capital letter and ending with a full stop, question mark or exclamation mark especially in writing. Finch (2005:109) points out that the traditional definitions of sentences describe them as grammatically complete units of language capable of standing on their own and semantically independent. This to him is true of so many sentences but not all sentences.

A sentence constituent simply refers to each of the elements or components of a given sentence. A simple major sentence according to Finch (2005:110-111) is a complete sentence that has just a single

clause and consists of elements or components like subject, predicator, direct object, indirect object, subject complement, object complement and adverbial. The various elements or components of a simple major sentence are usually combined in various ways to form the different sentence constituent patterns. Aremo (2004) identifies nine basic simple sentence patterns with obligatory constituents or components which can not be omitted or deleted without rendering the sentence incomplete. The nine basic simple-sentence patterns are the SP, SPO^d, SPOiO^d, SPCs⁽ⁿ⁾, SPCs^(adj), SPA, SPO^dC^(adj), SPO^dC^{(o(n))} and SPO^dA patterns. Some of the basic simple sentence patterns can be expanded by appropriately adding some other optional adverbial(s) to the basic patterns. The non-basic simple sentences are formed by altering the basic sentences in a number of ways as in interrogative, imperative, exclamatory and negative sentences.

Advertisement according to Bearden, Ingram and La Forge (2001:393) is a marketing communication that is persuasive, non-personal, paid for by an identified sponsor and disseminated through mass channels of communication to promote the adoption of goods, services, persons or ideas. Robin (2010) also defines an advertisement as a specific message constructed to inform, persuade, promote, provoke or motivate members of a target audience in respect of a particular brand or on behalf of a group. She adds that a group in this context could be commercial concerns, government agencies or non-profit making organisations. To Needham and Dransfield (2000), advertisement is a message or information about products, services or ideas sent through the media to inform, persuade or influence the people to receive them. Oluga (2003:117) also defines an advertisement as a means of publicizing the activities of a given firm, business or organization with a view to making the goods or products sold or services rendered known to the target audience.

Advertisements according to Okanlawon and Oluga (2008:45) usually have verbal messages apart from their visual images or messages. The verbal messages, spoken or written, are usually specially worded using captivating incomplete expressions like phrases, dependent clauses or sentence fragments as well as complete sentences. The complete sentence advertisement messages however, have grammatical

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10. Benylin → You can trust Benvlin
S P O
11. Canon Printers & Copiers → We have the solution
S P O
12. Starcoms → We speak your language
S P O
13. DHL² → We move the world
S P O
14. Carat Soap → Your skin deserves the best
S P O
15. Mattew Worm Elixir → You have got one thing to lose
S P O
16. Funman Juice → We have got the quality. (We've = we have)
S P O
17. Climax Hotel → A sincere reception awaits you
S P O
18. Stallion Rice → We serve the nation
S P O
19. Ovaltine → Malt makes the difference
S P O
20. IGNIS → Your wife is having an affair.
S P O
21. Fidson Health Care → We value life.
S P O
22. Full-Tox paint → Quality tells the difference
S P O
23. Macmillan → Reading makes a man.
S P O
24. Harp → I like a beer that has nothing to hide.
S P O
25. Mutual Assurance Plc → We keep our promises.
S P O
26. Bournvita → Every child deserves Bournvita
S P O
27. Unity Bank → Success story awaits you
S P O
28. Bank PHB → Everybody loves a happy ending
S P O
- b) *The SPC Advert Message Sentence Pattern*
This is the second basic sentence pattern identified among the one-hundred and forty complete sentence advertisement messages. Thirty-six (36) out of the one hundred and forty (140) complete sentence advertisement messages i.e. 26% have this pattern. This means the sentences of the advertisement messages have the combination *Subject plus Predicator plus Complement* i.e. (SPC) pattern as indicated below:
29. Skoda Octavia → The best decision are those you enjoy.
S P C
30. Pension Trust Fund → Pension is all about trust
S P C
31. Legend → It is your life
S P C
32. Seven (7) Up → The difference is clear
S P C
33. SACA → AIDS is real.
S P C
34. L.G. → Life is good
S P C
35. Sagem Myx7 → It is an experience (It's = it is)
S P C
36. Knorr Cube → Every meal is a story
S P C
37. Interswitch → Life is simple
S P C
38. Thermocool → The choice is yours.
S P C
39. Gillette Blue 2 → Two is better than one.
S P C
40. Maggi cube → Taste is everything.
S P C
41. MTN¹ → Life is beautiful.
S P C
42. Chevrolet → Envy is inevitable.
S P C
43. Hi Malt → I feel good.
S P C
44. IBTC → Your Pension is your future.
S P C
45. Pincanto Kia → Life is more beautiful.
S P C
46. Child Care Trust → It could have been you.
S P C
47. First Inland Bank → You are welcome.
S P C
48. Epson Printers → What you put in is what you get out.
S P C
49. Sovereign Trust Insurance → All our policy is to brighten your life.
S P C
50. Dangote Cement → Dangote is what everybody now uses.
S P C
51. Volkswagen Passat → It is love at first sight.
S P C
52. Top Lait Milk → That is my milk.
S P C
53. Vono Foam → Great comfort is our promise.
S P C
54. Stanbic IBTC → Our door is open.
S P C
55. Nigerian Police → Police is your friend.
S P C
56. Total Oil → Our energy is your energy.
S P C
57. Super Master¹ → Our name is guarantee of originality.
S P C
58. Eskimo Cooler → It is the coolest one.
S P C
59. Thermolineo Food Flask → It is the right choice.
S P C
60. Super Master² → God is the Supermaster.
S P C

61. Lotto Nigeria → Everyone is a winner.
S P C
62. Lafia Hotels → Privacy is our strength.
S P C
63. Globe Motors → Life is a journey.
S P C
64. Coca Cola → Life tastes good.
S P C

c) *The SPA Advert Message Sentence Pattern*

This is the third basic simple-sentence patterns identified among the one hundred and forty (140) complete simple - sentence advertisement message. There are just ten (10) advertisement messages out of one hundred and forty (140) complete simple-sentence advertisement messages which represent just 7%. The sentences of these advertisement messages have the combination *Subject plus Predicator plus Adverbial i.e.(SPA)* pattern as illustrated below:

65. Diamond Bank¹ → Welcome ideas come in mini packages.
S P A
66. Macleans¹ → The mac of fresh confidence is back.
S P A
67. Mercury Cameras → Memories are forever.
S P A
68. Listerine → The world number one is here.
S P A
69. Diamond Bank¹ → Diamonds are forever.
S P A
70. EFCC → Nobody is above the law.
S P A
71. Wema Bank → Great things happen when we talk together.
S P A
72. Peak Milk → It is in you. (It's = it is)
S P A
73. Guinness Stout → Actions speak louder than words.
S P A
74. Omo Detergent → It washes brighter than it shows.
S P A
75. Investment and Allied Assurance → We are by your side.
S P A

d) *The SPOA Advert Message Sentence Pattern*

This is the fourth basic sentence pattern of some of the complete sentence advertisement messages syntactically examined. The advertisement messages whose sentences falls within this category have the combination obligatory *Subject plus Predicator plus Object plus Adverbial i.e.(SPOIA)* pattern. There are eight (08) advertisement message sentences out of the one hundred and forty (140) i.e. 6% with this pattern as enumerated below:

76. Tastee Fried Chicken → We do chicken right.
S P O A
77. Siemens² → We touch lives in many ways.
S P O A
78. IGI Insurance → We pay a genuine claim promptly.
S P O A

79. Macleans² → I have got my confidence back (I've= I have)
S P O A
80. Union Bank → We have struck Nigeria with just a click.
(We've = We have) S P O A
81. DHL³ → No one knows Europe like we do.
S P O A
82. Dunlop → Nothing profiles you better.
S P O A
83. Crusader → We give security and comfort in retirement.
S P O A

e) *A The SP Advert Message Sentence Pattern*

This is the fifth basic sentence pattern which some three (3) complete sentence advertisement messages follow and this number represents just 2% of the total one hundred and forty (140) complete sentence advertisement messages examined. The few advertisement messages with this pattern have just two obligatory components or elements which are the subject and the predicator i.e. the S + P combination or pattern as shown below:

84. Tetmosol → It works.
S P
85. FRSC → Speed kills.
S P
86. Zain → Our future is blossoming.
S P

V. EXPANDED BASIC ADVERT MESSAGE SENTENCE PATTERNS

There are four (4) advertisement messages with four (4) other expanded basic sentence advertisement message patterns namely the SPAA, SPCA, ASPO and ASP. These four patterns of advertisement messages are mere modification or expansion of the already discussed SPA, SPC, SPO and SP basic simple-sentence patterns. However, there is the addition of an optional adverbial to the obligatory elements or constituents of the sentences with these basic sentence patterns. The four (4) out of the one hundred and forty (140) represent 3% while each of the four represent 0.7% of the total complete sentence advert messages. Below are the advertisement messages with the four patterns:

87. Premier Hotels → We are with you through life.
S P A A
88. Dana Motors → Life is more beautiful with Picanto.
S P C A
89. Nigeria Police → Together, we fight crime.
A S P O
90. Etisalat¹ → Now, you are talking.
A S P

VI. THE NON-BASIC ADVERTISEMENT MESSAGE SENTENCE PATTERNS

These unlike the basic advertisement message sentence patterns are not the constituent patterns of positive declarative sentences or statements. Rather,

they can be other forms of sentences like the imperative, interrogative and exclamatory sentences as well as the negative forms of the declarative sentences. However, the non-basic advertisement messages identified among the one-hundred and forty (140) complete sentence advertisement messages are mainly the imperative and some exclamatory sentences. They are fifty-one (51) all together which represent 36% of the total complete sentence advertisement messages. They have four different patterns which are the PO, PC, PA and POA sentence constituent patterns.

a) *The PO Advert Message Sentence Pattern*

This is the first non-basic sentence pattern of the syntactically examined contemporary Nigerian advertisement messages. The advertisement messages with this pattern are thirty-three (33) i.e. 24% of the one hundred and forty (140) examined in the study. They are imperative sentences that implore or request the advertisement target audience to take certain steps or do certain things. The subjects of these sentences are not expressly stated but they are understood hence, only the predicators and the objects are obvious as in the following advert messages:

91. Sprite → Obey your thirst
P O
92. Mountain Dew → Do the dew
P O
93. MTel → Talk the talk
P O
94. Global Technical Careers → Make a difference
P O
95. Nescafe → Taste the other side of coffee
P O
96. Fanta → Share the fun
P O
97. Lipton Tea → Create your style
P O
98. Mirinda → Get a great taste
P O
99. Fanafrik → Settle for cool breeze
P O
100. Guinness Extra Stout → Discover the smoothness
P O
101. Jumbo soap → Show your colour
P O
102. Power Horse → Free your energy
P O
103. Calypso Cream → Ignite your passion
P O
104. Jik → Fight stains that detergent alone cannot remove
P O
105. Gold Spot → Feel the excitement
P O
106. Qlink Iron → Enjoy the Qlink newest household dry iron
P O

107. Vedan → Get natural taste
P O
 108. Peugeot 307 → Redeem your image
P O
 109. MTN² → Achieve what you can achieve
P O
 110. Nigerian Supporters Association (NSA) → Go for goal
P O
 111. MTN³ (Super Booster) → Boost your profit.
P O
 112. Gordon Spark → Spark up your life
P O
 113. Delta Soap → Upgrade your skin
P O
 114. Imperial Leather → Experience the luxury
P O
 115. Star Beer → Share the brighter life
P O
 116. Maggi → Enjoy your cooking
P O
 117. Mirinda² → Taste the thrill
P O
 118. New Legend → Carry da torch (da = the)
P O
 119. Etisalat² → Enjoy home advantage
P O
 120. Glo → Follow the leader
P O
 121. Tom Tom → Clear the airways
P O
 122. Caleb University → Fulfill your dreams
P O
 123. Samsung → Capture memories of brilliant moments
P O
- b) *The P. C. Advert Message Sentence Pattern*
- The advertisement messages with *Predicator plus Complement* sentence pattern are just four (4) in number i.e. 3% of the total one hundred and forty (140) complete sentence advertisement messages.
- The sentences with this pattern also have implied or understood subjects that are not stated or mentioned. Below are the advertisement messages whose sentences fall within this category:
124. Amstel Malta → Be renewed
P C
 125. Siemens MC60 → Be inspired
P C
 126. Dettol¹ → Be absolutely sure
P C
 127. Baby Pear → Be what you are
P C

c) *The P A Advert Message Sentence Pattern*

There are three (3) advertisement messages among the one-hundred and forty syntactically

examined that fall within the *Predicator plus Adverbial* sentence patterns which represents just 2%. The sentences also do not have expressly mentioned subjects as illustrated in the following:

128. Krest → Stand up from the crowd
P A
129. NBA African Scholarship → Go where ambition takes you
P A
130. Multivite → Go extra mile
P A

d) *The P O A Advert Message Sentence Pattern*

We have ten (10) complete - sentence advertisement messages out of the one hundred and forty (140) advertisement messages i.e. seven percent (7%) that have the *Predicator plus Object plus Adverbial* sentence pattern. These complete sentence advertisement messages just like others with the non basic sentence patterns do not have stated subjects as can be seen in the following:

131. Samsung L700 → Set the bar high
P O A
132. Michelin → Have a safe journey with Michelin
P O A
133. Trophy → Get your bearing right
P O A
134. Seaman's Schnapps → Don't offend our ancestors with fake wine
P O A
135. DSTV → Bring the world into your living room
P O A
136. Jik → Jik it up
P O A
137. Bacchus Tonic Wine → Celebrate life everyday
P O A
138. Dansa Juice → Juice it up
P O A
139. Dettol² → Protect your skin from germs
P O A
140. Flourish Tooth Paste → Express it with flourish gel
P O A

VII. CONCLUSION

It is crystal clear from the analyses of the constituent patterns of the one hundred and forty (140) complete-sentence advertisement messages identified from the total of two hundred and fifty carefully selected that most of the advertisement messages considered have the basic simple-sentence patterns. This is because eighty five (85) of the complete-sentence advertisement messages i.e. 61% have the basic simple-sentence patterns *SPO* (28 in number i.e. 20%), *SPC* (36 in number i.e. 26%), *SPA* (10 in number i.e. 7%), *SPOA* (8 in number i.e. 6%) and *SP* (3 in number i.e. 2%). Four (4) other advertisement messages out of the total one- hundred and forty have one each of the modified or expanded basic simple-sentence patterns *SPAA*, *SPCA*, *ASPO* and *ASP*. This means those with

both the basic and modified basic simple-sentence patterns are eighty-nine (89) in number which represent 64% of the one hundred and forty (140) complete-sentence advertisement messages.

The complete sentence advertisement messages with the non-basic sentence patterns constitute the remaining fifty-one (51) advertisement messages which represent 36% of the entire one hundred and forty complete sentence advertisement messages. Four (4) non-basic sentence patterns were identified namely the PO, PC, PA and POA patterns. The advertisement messages with the *Predicator plus Object* pattern are thirty three (33) i.e. 24% of the one hundred and forty (140). Those with the *Predicator plus Complement* pattern are just four (4) i.e. 3% of the one hundred and forty (140). Those with the *Predicator plus Adverbial* pattern are three (3) i.e. 2% of the one hundred and forty (140) while those with the *Predicator plus Object plus Adverbial* pattern are ten (10) i.e. 7% of the entire one hundred and forty complete-sentence advertisement messages.

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