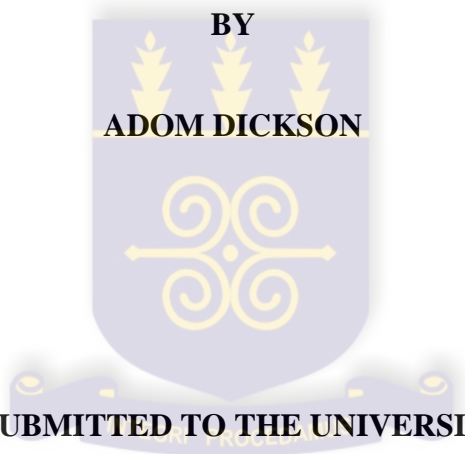


**UNIVERSITY OF GHANA**

**DISCOURSE ANALYSIS OF HERBAL MEDICINE ADS ON RADIO**

**BY**

**ADOM DICKSON**



**THIS LONG ESSAY IS SUBMITTED TO THE UNIVERSITY OF GHANA, LEGON  
IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF MA  
COMMUNICATION STUDIES DEGREE**

**OCTOBER, 2015**

**DECLARATION**

I declare that with the exception of materials used from other sources from which I have duly acknowledged, every other part of this long essay is a product of my original work supervised by Doctor Gilbert Tietaah.

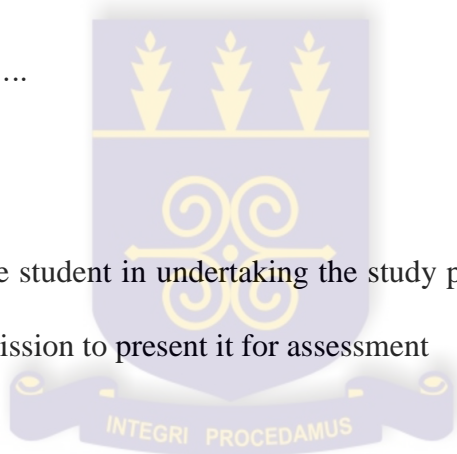
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Adom Dickson

(Student)

Date.....

I certify that I supervised the student in undertaking the study presented herein, and confirm that the student has my permission to present it for assessment



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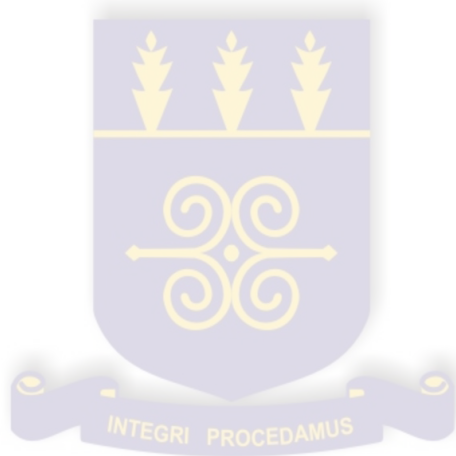
Dr. Gilbert Tietaah

(Supervisor)

Date: .....

## DEDICATION

Special dedications go to the Almighty God for His wonderful guidance and blessing in this academic exercise. I have been able to complete the study because of his divine intervention. And to my wife Diana Adom and children Dickson Boaten, Dickson Ohene-Kontoh and Dickson Owusu Ansah. Your presence alone keeps me going all the time. You are my pride.



## ACKNOWLEDGEMENT

I wish to thank God for his constant grace in everything I do. He has been the source of my dreams. I cannot finish expressing my gratitude to Him for the numerous occasions he helped me come this far. I would be ungrateful if I forget about the moral support from my elder brother Emmanuel Opoku Acheampong. Kofi, I cannot count the number of times you urged me on. Your role contributed in a big way to complete this work. May our good Lord richly bless you. Special thanks to my affable supervisor Dr Gilbert Tietaah, his wonderful tutorials and encouragement were the pivot around which the completion of this study revolved. On my own behalf and on behalf of my family, again, I say thank you Doctor. And how can I forget Dr. Etse Sikanku, lecturer, Department of Communication Studies, University of Ghana, Legon, who occasionally psyched me to demystify a research of this nature. I owe you thanks sir. Consistently he said “Don’t give up, you can make it!” And that was Professor (Opanyin) Agyekum, Head of the Department of Linguistics, University of Ghana, Legon . Prof, your inspiration has given birth to this study. I ask God to bless you for me. Not the least, though last, I have a fond memory of the Late Kwasi Brenya, former General Manager of Despite Group of Companies, whose urge added to my desire to climb this academic ladder. May his soul rest in perfect peace.

## ABSTRACT

The study sought to investigate the discourse that characterizes herbal medicine advertisements on radio. The study focused on the persuasion techniques, language style, tone and style of presentation associated with herbal medicine radio commercials. Three herbal ads on Peace FM were selected as the units of analysis. The products that were studied are New Kingdom Ginseng Power Capsules, Sibor Tonic and News Angel Natural Capsules. The study was anchored on the conceptual models of rhetoric and discourse. Theoretically, the study was anchored on the framing theory. Since the focus of the study was on the discourse associated with herbal products radio advertising, discourse analysis was deployed as the research method to gather data for the study.

The study findings suggested that numerous persuasive techniques are used in radio commercials on herbal medicines. Some of the techniques include expert mention, persuasion by association, hyperbole and exaggerated claims. All the herbal products in the commercials were projected as possessing all the solutions to male erectile dysfunction. In terms of styles of presentation, all the three ads studied used dialogue and involved a conversation between a man and a woman. Fear, sex and humour were used as the main form of appeals in the ads.

The findings of this study confirmed the assumptions of the framing theory as well as the conceptual models of rhetoric and discourse. The findings confirm the widely-held notion that advertising is a medium and a language of persuasion. Based on the findings, the study recommended to the Food and Drugs Authority to monitor herbal medicine ads seriously and ensure that claims made correspond to the actual capabilities of the medicines. The study concluded by suggesting that future researches must be conducted to establish whether or not these persuasion techniques influence audience's patronage or not.

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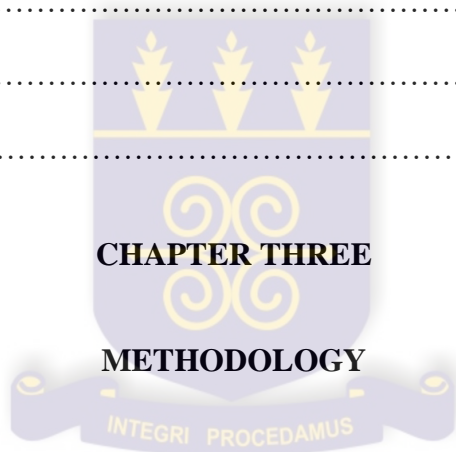
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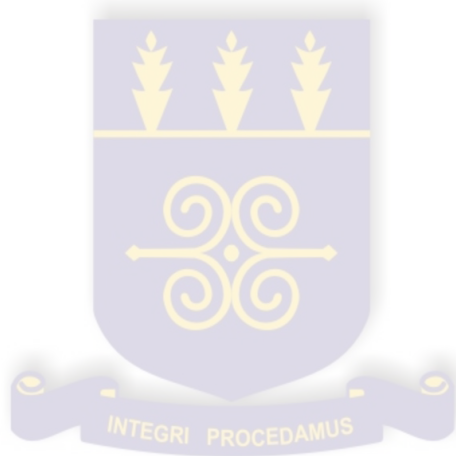


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## CHAPTER ONE

### INTRODUCTION

#### 1.0 Introduction

This chapter provides a background for the study by explaining the social context in which herbal medicines have been a part of both the media and public information economy. It also discusses the research problem and presents the research questions and objectives. Additionally, the chapter will include the scope of study, significance and organization of the research.

#### 1.1 Background of the Study

This study is concerned with analysing the use of language in the discourse of herbal medicine advertising on radio. The focus of the study is on how language, particularly the local Ghanaian languages, are manipulated in advertising discourse to influence people to adopt one herbal product or alternative medical service over the other. Advertisings have been involved with our everyday lives; “it is mirroring of society and vice versa; it is transmitting of meaning and message, and its social significance has led people to consider it as a discourse type” (Vahid, 2012, p.37).

In a free market economy system where variety of goods and services breed competition among similar brands and organizations, advertising appears to be the necessary ingredient that can ensure that one’s organization stays ahead in spite of the contending claims of competing brands. The traditional herbal medicine industry is no stranger to this intense competition. The concentration on this industry stems from the stiff competition that

characterises the industry. This has compelled a number of herbal medicine companies to advertise their products on many media platforms such as newspapers, radio, television, billboards and magazines. At the same time, there are standards and ethical requirements on advertising generally, and medical claims in particular, that must be honoured or followed. This is because of the possible adverse effects on human health of any inaccurate or misleading claims of efficacy in health products. Therefore, this study is being carried out to assess how herbal products are advertised in Ghana, especially on radio.

## **1.2 Traditional Medicine Practice in Ghana**

WHO (2003) defines traditional medicine as “health practices, approaches, knowledge and beliefs incorporating plant, animal and mineral based medicines, spiritual therapies, manual techniques and exercises, applied singularly, or in combination to treat, diagnose and prevent illnesses or maintain well-being” (cited in Kavi et al, 2011, p.1) Weiss (2000) also defines herbal medicinal medication as the practice of using herbs to treat diseases. In Ghana, medicines from both Western-trained medical practitioners and traditional herbal practitioners are used to address the health concerns of the people. It is worthy of note medicines from Western sources are more popular on the Ghanaian market than the local ones, although the indigenous herbal medicines seem to be a feasible alternative for some Ghanaians.

Traditional herbal medicines are commonly used in Africa, Asia as well as South America. Citing statistics from the World Health Organization (WHO), Kavi et al (2011) assert that nearly 80% of the people in the countries found in the aforementioned continents rely on traditional medicine to treat their ailments and to stay healthy. While traditional herbal medicines account for almost half of the total medicine consumption in China, data from

Ghana, Mali, Nigeria and Zambia indicate that the first line of treatment for 60% of children with high fever resulting from malaria is the use of herbal medicine at home (Ibid). Further statistics from the African Conservation Foundation (2007), show that there are approximately 45,000 recognized and licensed traditional medical practitioners in Ghana. Most of the practitioners are members of Ghana Federation of Traditional Medicine Practitioners' Association (GHAFTRAM).

Herbal medicine is particularly popular in the health care system. It is usually practised by traditional or spiritual healers. It is perceived that most households in Ghana have at least an individual or collective knowledge in herbal medicine (Darko, 2009). Patronage of herbal medicine in Ghana is very high because it is cheaper, more convenient or simply believed to be more effective (Kavi et al, 2011). "High levels of unemployment, rapid urbanization and low levels of formal education among rural to urban migrants are other reasons behind the increasing trade in herbal medicine in Ghana and West Africa generally" (van Andel, Myren & Onselen, 2012, p.1). Besides, plant medicines are in high demand because their small size makes them easy to transport in countries with a defective transport system (Geest & Whyte, cited in Andel, Myren & Onselen, 2012).

Though some herbalists have received formal education, knowledge of the use of herbs is mostly inherited or informally transmitted from generation to generation in a non-formal manner. Herbal medicine is practiced in line with the socio-cultural background of the people; thus making it an intimate part of their culture. In addition to providing herbal medicines, some traditional herbal practitioners have skills in massaging, therapeutic dieting, fasting, hydrotherapy, and radiant healing therapy.

The government of Ghana upon realising the important roles played by traditional medicine established the Centre for Scientific Research into Herbal Medicine at Mampong in the Eastern region of Ghana in 2001. The Centre was established to harness the works of the orthodox and traditional medical practices to ensure improved health practices in Ghana. In addition, the government of Ghana has policy guidelines on traditional herbal medicines in Ghana. The policy focuses on the following areas:

1. Practice of traditional medicine and regulatory legislation.
2. Re-organization and management of traditional medicine associations.
3. Intellectual Property Rights Protection
4. Professionalization of TM/CAM through formal training
5. Research and Product Development
6. Public I.E & C on Rational use of Traditional Medicine.
7. Standardization, quality assurance and large scale production.
8. Documentation, information exchange and baseline data collection.
9. Biodiversity conservation and sustainable harvesting.
10. Global Networking and Collaboration
11. Technology transfer and commercialization of best products and practices.
12. Integration of TM/CAM into national health systems and commercialization (Ministry of Health, 2005).

These guidelines and policy propositions are intended to harness the potential benefits of herbal medicines for improving both the health and economic status of the population while at the same time diminishing the possibilities of harm entailed in its abuse.

### **1.3 Problem Statement**

Advertising is a major form of discourse, which has significantly shaped the “structure of language, modality of lifestyle and the content of routine daily acts of communicative exchanges” (El-daly, 2011, p.26). Not only does it influence lifestyle and language, advertising also plays important roles in terms of brand positioning, product image and reputation as well as patronage and purchasing power. Some studies (El-daly, 2011; Vahid, 2012) have established that the persuasive discourse of advertising ensures higher patronage and rising purchase of the said products. This means that the ad that works is the one whose persuasive messages and rhetoric are intended to create awareness and also influence audience patronage. This also bodes well for the media and the public in terms of the availability of choice.

To this end, many organizations have resorted to the advertising and media industries to market their products to prospective consumers and buyers. One industry that has taken advertising seriously is the Herbal Medicine industry. The competition in the industry has compelled the industry players to adopt many persuasive strategies to entice their audience. To ensure sanity and uphold higher ethical standards in these ads, the Food and Drugs Authority (FDA) have put in place guidelines that require radio advertisements on herbal medicines to conform to their laid-down standards. In view of this, before such commercials are aired on radio, they are taken to FDA for approval and to establish whether the claims in the ad are in compliance with the actual features of the medicines. It is against this backdrop that the researcher thinks this study will be useful to the authority and consequently influence their policy direction and formulation.

In a study, Clara and Salvador (2013) found that “health advertisements have the highest percentage of misleading spots, followed by those associated with beauty and hygiene; there is predominantly an exaggerated promise, usually based on the immediate effect of the product, which is most likely to create false expectations in the consumer” (p.31). On the other hand, medical science, including herbal therapy, is guided by a particularly stringent code of practice on curative claims that can be made for products and services in advertising messages. What has not been empirically established in Ghana, particularly in the light of the pervasiveness of herbal medicine advertising in the media, is the nature of the claims being made by the advertisers.

It is based on the apparent lack of research evidence on the nature of persuasive discourse within these ads that this study is being conducted. According to Ahmed (2000) "whether from a quantitative, qualitative or interpretive perspective, whether a researcher follows the modern social scientific approach, critical theory perspective or postmodernist approach, analysis of advertising and other media content is of growing importance" (p.11). In view of the above, this study intends to analyse the discourse that characterise the advertisement of these products.

#### **1.4 Research Objectives**

The research sought to:

1. Establish the major persuasive and appeal techniques that are associated with herbal medicine advertising discourse on radio
2. examine the most common presentation style and tone of radio advertisements of herbal medicines

3. investigate the language elements which are used to communicate the message in advertisements of herbal medicines on radio

The objectives suggest that texts in the ads can be explored and analysed from various points of view. It is possible to focus on purposes of the text, level of formality, participants of communication, use of words, sounds, grammatical structures among others. The data to be derived from this study will seek to demonstrate how these elements work in advertising discourses concerning herbal medicines.

### **1.5 Research Questions**

The research questions for this study were:

1. What persuasive strategies do advertisers of herbal medicine on radio employ in their discourse to attract consumers?
2. What message arguments or claims are made in advertisements of herbal medicines on radio?
3. What are the styles/elements commonly used in radio advertisements on herbal medicines?
4. What type of appeal is employed mostly in advertisement of herbal medicines on radio?

### **1.6 Scope of Study**

This study sought to analyse the discourse that is associated with herbal medicinal advertising on radio in Ghana. In line with the aims and objectives of this study, the scope was limited to only herbal products which are advertised on Peace FM. Peace FM is an Accra-based radio station, which language of transmission is the Akan language. The products that were considered are Kingdom Ginseng Power Capsules, Angel Herbal Mixture, New Angel

Natural Power Capsules and Sibor Tonic. All these are locally-produced and their ads were analysed through discourse analysis.

### **1.7 Significance of Study**

This research is significant because it offers insight into how herbal medicines are advertised, especially on radio. First of all, this study will fill in the intellectual gap that exists in the area of herbal medicines and advertising. Research is very important in every aspect of human lives, and hence this study will add to existing knowledge on the subject matter. In the end, this study is expected to add to the overall body of knowledge that exists in the area of advertising discourse and herbal medicines.

Secondly, this study will influence policy implementation and also serve as a useful guide to stakeholder institutions such as the Food and Drugs Authority (FDA), the Advertisers Association of Ghana (AAG), Ghana Federation of Traditional Medicine Practitioners Associations (GHAFTRAM) among others. The study will assist both practitioners and the regulators (FDA) to identify the loopholes in their ads and provide solutions to address them. It will also influence advertisers and practitioners to adopt strategic and effective tactics that will capture and sustain the interest of the audience, while meeting the professional standards at the same time.

### **1.8 Structure of Study**

The study is categorized into five chapters. Chapter one contains the introduction to the study and other areas such as background of the study, problem statement, research questions and objectives which consist of specific and general objectives, scope of the study, significance of the study. Chapter two dealt with the literature review, which is made up of review of related

studies, formulation of theoretical framework, testing and rationale for the hypothesis as well as operational definitions of terms used in the study. Chapter three outlined the methodology used for the study, including research design, source of data used, population, sampling techniques and sample selection, data collection technique and instruments. Chapter four contains data analyses. Finally, Chapter five presents the summary of findings, limitations, conclusions and recommendations for the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This section is composed of two broad sections. The first section discusses the theoretical and key conceptual factors that underpin this study. It captures the theoretical constructs of discourse and persuasion, with particular reference to how these two concepts are applied in herbal medicinal advertising and its influence on the audience, in terms of patronage. It also addresses the theory of framing by examining how the messages in the advertising discourse are framed and presented to the public. The second part reviews the literature to acknowledge related studies in the field. Specifically, it examines research on the range of persuasive strategies entailed in advertising discourse, the language of advertising and its functions, and the influence of advertising on sales.

#### **2.1 Conceptual Framework**

The conceptual and theoretical underpinning of this study is anchored on the concepts of discourse persuasion and rhetoric.

##### **2.1.1 Discourse**

A research on advertising discourse is incomplete without a thorough discussion of the concept of discourse. The objective of this is to provide theoretical grounding to the study by enriching the study with adequate insight into the ideas that relate to discourse. Van Dijk (2005) explains discourse as a communicative action which takes place in a social situation, generally portrays scenarios, involves participants who played different roles, and also determines courses of actions. Broadly, discourses are defined as systems of meaning that are

related to the interactional and wider sociocultural context and operate regardless of the speakers' intentions (ibid).

At the heart of the concept of discourse is language. Discourse views language as a means of constructing, rather than mirroring reality. To this end, discourse analysis, which is the methodological research tool for this study, is used to examine how language is exploited in discourses to shape and mould reality. Due to the predominant role of language, Paltridge (2006) also opines that “discourse... is both shaped by the world as well as shaping the world” (p.11). To study discourses in an empirical manner, discourse analysis has been introduced. Fairclough (2003) explains that discourse analysis aims to show the latent ways in which language is involved with the social relations of power and domination.

Potter and Wetherell (1987) explain discourse analysis as a process of examining how certain issues are constructed in people's accounts and the extent to which these accounts vary to explore the linguistic aspects and the functions of speech in the context of an ongoing interaction. These discourses may reproduce or challenge culturally dominant ways of understanding the world, and, in turn thus reproduce or challenge dominant institutions and the particular kinds of social order (Parker, 1992).

#### **2.1.1.2 Discourse Analysis in the Media**

“Media discourse refers to interactions that take place through a broadcast or print platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer” (O’Keeffe, 2005, p.31). Though the discourse is oriented towards these recipients, they very often cannot make instantaneous responses to the producer(s) of the discourse, though increasingly this is changing with the advent of new media technology. Crucially, the

written or spoken discourse itself is oriented to the readership or listening/viewing audience, respectively. In other words, media discourse is a public, manufactured, on-record, form of interaction (ibid).

Because media discourse is manufactured, it is important to consider how this has been done – both in a sense of what goes into its making and at an ideological level. Therefore, it is important to continually appraise the messages that are churned out by the media for public consumption. The fact that media discourse is public means that it also falls under the scrutiny of many conversation analysts who are interested in it as a form of institutional talk, which can be compared with other forms of talk. However, the focus of this study is to adopt an empirical approach to analysing the media discourse. Even so, the fact that media discourse is recorded makes it attractive for discourse analysts, hence advances in technology have greatly offset the fleeting factor that used to relate to media discourse, especially radio and television (O’Keeffe, 2005). Discourse analysis in the media includes all forms of media content such as news stories, films, documentaries, music, and advertisements.

Discourse analysis in the media started gaining grounds in the 1970s where directions of media research laid the foundations for a discourse analytical approach to mass mediated messages. According van Dijk (1996, p.5), “discourse is no longer just an ‘intervening variable’ between media institutions or journalists on the one hand, and an audience on the other hand, but also studied in its own right, and as a central and manifest cultural and social product in and through which meanings and ideologies are expressed or (re-)produced”. In other words, media discourse relates the surface meaning of texts in the media and their representation within the larger societal context. The emphasis is on unearthing how the media discourse reflect such societal and cultural phenomenon such as ideologies, power,

dominance, discrimination, racism and sexism, media access of elites, or the uses and effects of the media with the audience (van Dijk, 2005). These relations between `text' and `context' are of course crucial towards understanding the media discourse.

According to van Dijk (2005, p.1):

It goes without saying that an adequate analysis of the relations between media texts and contexts requires a more systematic approach to media discourse. All levels and dimensions of analysis need to be attended to, from `surface' properties of presentation, lay-out, graphical display in printed discourse, or intonation, paraverbal and nonverbal features in spoken media discourse, on the one hand, through an analysis of syntactic structures, lexical style or rhetorical devices, to the `underlying' meanings, connotations or associations, or the pragmatics of speech acts performed. And such systematic analyses should be made for a large variety of discourse types in the media, not only of news, but also of advertising, film, TV-programs (talk shows, etc.), and so on.

### **2.1.2 Conceptualizing Persuasion**

As has been established early on, advertising is a discourse of persuasion, with the intention to convince people to act in a certain manner. Therefore, it has become important to analyze persuasion as a concept and link it with how it is able to influence beliefs, attitudes, intentions, motivations, or behaviours. Simply put, persuasion is a process aimed at changing a person's (or a group's) attitude or behaviour toward some event, idea, object, or other person(s), by using written or spoken words to convey information, feelings, or reasoning, or a combination thereof. Keraf (2004) defines persuasion as an art of verbal activities with the intention to assure someone to do something appropriate with the speaker's purpose for the present time. It means the purpose of persuasion is for the speaker to persuade the listener to act something with no violence and coercion. For persuasion to be successful, the speaker needs to put in efforts geared towards stimulating the addressee to take decisions that favour the speaker (Kraf, 2004; Umi, 2010).

This means persuasion occurs only through cooperation between sender and receiver. The focus of persuasion is not only on the sender, the message, or the receiver, but all of them are equally focused on, hence it can be said that the persuasive process is a cooperative process. This is because persuasion is a result of the combined efforts of source and receiver (Umi, 2010). That explains why advertisers carefully draft their messages and choose the right channel with an eloquent speaker, actor or narrator.

### **2.2.2 Persuasion techniques**

According to the Greek Philosopher Aristotle, persuasion could be brought about by the speaker's use of three modes of "rhetoric": Ethos, Pathos and Logos (Boubehrezh & Iraj, 2013). Ethos, (Greek word for 'character') in rhetorics and persuasion studies, demonstrates the character and/or credentials of a communicator. This means the persuasion power lies in the hands of the speaker. For a communicative act to achieve its persuasive goal, the speaker is required to possess traits that are deemed by the audience as credible and trustworthy. Pathos (Greek for 'suffering' or 'experience') is an appeal based on emotion, with the intention of motivating people to take action (ibid). Logos, or appeal through reasoning, was considered the most important appeal by Aristotle. It refers to the internal consistency of the message—the clarity of the claim, the logic of its reasons, and the effectiveness of its supporting evidence (Fudold, 2001).

According to Boubehrezh and Iraj (2013), the basic persuasion techniques often explored in advertising are association, bandwagon, celebrities, experts, explicit claims, fear, humour, emphasis, plain folks, repetition and testimonials. Others are charisma, euphemism, rhetorical

questions, scientific evidence, and simple solution. The concept of persuasion automatically dovetails into its associated theoretical construct called rhetoric.

### **2.1.3 Rhetoric**

Since the study is focused on persuasive communication, it is imperative to analyze the concept known as “Rhetoric”. Regarding the advertising industry, it can be stated that the rhetoric principles are important because they play key roles in persuading audiences to behave or think in a manner desired by advertiser. “Advertisements that incorporate rhetorical devices perform better than those do not for both measurement of recall and persuasion” (Tom & Eves, 199, p.41). This point emphasizes the key role of rhetoric in advertising.

One of the early seminal studies into this concept was done by Aristotle, whose studies differed significantly from earlier works by other scholars. According Adegaju (2008), Aristotle defined rhetoric "as the faculty of discerning the possible means of persuasion" (p.124). Throwing more light on the subject, Rapp (2002) explains that the persuasion is achieved when the speech is delivered in such a way as to project the speaker as credible. He further explains that the success of the persuasive efforts depends on the emotional dispositions of the audience. This means the onus lies on the orator or speaker to arouse and influence the audiences’ emotions in order to change their perception or worldview. Also, the speaker persuades through the logic of the argument itself by demonstrating that something is the case or seems to be the case.

These three forms of persuasion manifest themselves in many advertising discourses, and herbal products advertising for that matter. With ethos, advertisers might carefully select people who are seen as credible personalities by the target audience. Pathos might be observed through the use of emotional appeals such as fear, humour and other techniques aimed at exposing the audience to the risk of not purchasing the herbal product being featured in the ad. Logos would be reflected in the arguments or the actual claims in the ad; such as through reference to a research study which proves that the herbal product is of good quality and has been authorized by the Food and Drugs Authority (FDA). Also, logos is achieved through carefully-selected claims and benefits that appeal to the rational minds of the audience.

In respect of these, therefore, the discourse analysis in this study emphasized how the principles of persuasion (ethos, pathos and logos) played out in the selected herbal medicine ads and how they succeed in terms of influencing people to purchase these products.

Additionally, there are three kinds of rhetorical speeches – deliberative, forensic and epideictic. Under the deliberative form of rhetorical speech, the speaker performs two main duties – either to appeal to the audience to do something or warn them against something. This type of rhetorical speech involves issues that are yet to happen. The audiences are expected, based on the evidence presented by the speaker, to decide whether to go by the advice of the speaker or dismiss it in the future (Rapp, 2002). The forensic speech either accuses somebody or defends self or someone. Unlike the deliberative form, this kind of speech involves activities that happened in the past. Rapp (2002) further explains that while the deliberative and forensic species have their context in a controversial situation in which

the listener has to decide in favour of one or two opposing parties, the third species does not aim at such a decision. The epideictic speech praises or blames somebody, as it tries to describe things or deeds of the respective person as honourable or shameful.

This study sought to establish how deliberative speech is expressed in herbal medicine advertisements by seeking whether or not the narrative entreats the audience to eschew certain practices that make them susceptible to the sicknesses and ailments which the advertised products seek to cure. Forensically, the discourse analysis sought to investigate how the ads project traditional medicines as a good or better alternative to the chemical medicines. It examined if and how the ads dispel the various misconceptions about traditional herbal medicines. The epideictic component was observed through a critical review of how the commercials on herbal medicines either blame or praise individuals and organizations for acting as the brain behind the growth or decline in the adoption of herbal products. Mostly, ads of this nature tend to heap praises on the manufacturer of the 'herbs' and present him as the solution to the problem which has been dramatized in the ad.

It must be emphasized that persuasion becomes necessary only in situations where two or more points of view exist. According to Lucas (1992, p. 309), "there must be a disagreement, or else there would be no need for persuasion". Given this viewpoint, persuasive speeches centre on four types of arguments or propositions: propositions of fact, value, policy and concern about a problem. O'Hair et al. (1995, p.581–582) explain that "propositions of fact assert that something is true or false; propositions of value allege that something is or is not worthwhile; propositions of policy recommend a course of action or policy as necessary and desirable (or unnecessary and undesirable); and the speech designed to create concern about a

problem asks an audience to agree that specific conditions should be perceived as a problem requiring solution”.

Considering the sensitive nature of the concepts of health, disease and (type of) healing in human life, the propositions or arguments described above inform the persuader's (advertiser) intent to modify, influence, shape and (if possible) change the beliefs, attitudes and behaviour of the audience as we shall see presently in our discussion. In respect of the objectives of this study, the discourse analysis would aim at how the four propositions are observed in herbal medicinal radio advertisements.

In sum, it can be explained that advertisers, particularly those in the herbal medicinal industry, rely on the theory of rhetoric through source credibility and other concepts or strategies cited above to draw audiences to their products. The end goal of every advertising act is to convince and that is what rhetoric seeks to explain.

## **2.2 Framing Theory**

The media serve as key sources and channels of information and communication to many people. This places the power to control and shape people's opinions about issues and events that happen all over the world in the hands of the media. The framing theory explains how media messages are couched in ways that advance the goals of the source. Framing theory, as propounded by Ervin Goffman, explains the way in which information is presented to audiences of a particular media outlet (Cissel, 2012). Goffman (cited in Cissel, 2012) defines “framing” as a “schemata of interpretation” that enables individuals to “locate, perceive, identify and label” occurrences or life experiences. Entman further explained that “to frame a communicating text or message is to promote certain facets of a ‘perceived reality’ and make

them more salient in such a way that endorses a specific problem definition, causal interpretation, moral evaluation, and/or a treatment recommendation” (Entman, 1993, p. 51).

Due to its relationship with agenda setting, framing is often referred to as “second-level” agenda setting (Weaver, 2006). The main thesis of agenda setting is that there is a strong relationship between the emphasis that mass media place on certain issues and the importance attributed to these issues by mass audiences (McCombs & Shaw, 1972 cited in Scheufele & Tewksbury, 2007). Framing differs slightly because it is based on the assumption that how an issue is characterized in news reports, movies, ads and documentaries can have an influence on how it is understood by audiences (Scheufele & Tewksbury, 2007).

Framing works through a ‘frame’ which consists of a schema of interpretation, collection of anecdotes, and stereotypes that individuals rely on to understand and respond to events (Cissel, 2012). It is this frame that enables the source of the message to manipulate and construct reality for people. Frames are developed and deployed to achieve a specific purpose (Benford & Snow, 2000). This is what makes scholars like Entman (1993) classify framing theory as a media effect theory due to their ability to influence the audience to act in a predetermined way. “The study of frames has been used to understand how actors perceive their social world and/or how they use these interpretations to affect the beliefs and behavior of others” (Desrosiers, 2011, p.8).

Tankard, Hendrickson, Silberman, Bliss, and Ghanem (1991) have described a media frame as the “central organizing idea for media content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion, and elaboration” (cited in Weaver, 2006, p.142). This means framing, as a second level agenda setting, is able to

highlight some issues and present them to the audience for them to understand in a certain way. This is further elaborated by Entman (1993) who argues that to frame means to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described” (Weaver, 2006, p.143).

The framing theory has been criticized by other scholars. For instance, Entman (1993) described the theory as a “scattered conceptualization” which lacks generally reliable applications. Thus, from the Entman’s perspective, framing theory is “context-specific” (Scheufele, 1999, p.103) and cannot apply to all media activities and operations. Brosius and Eps (cited in Scheufele, 1999) also suggest that because framing is not clearly explicated and generally applicable, it is often used in combination with agenda setting and priming. It has also been criticized for being too linear and static because framing neglects the structural and contextual factors affecting the production of frames, and ignores the presence of challengers proposing their own frames (Goodwin & Jasper, 1999; Steinberg, 1998 cited in Desrosiers, 2011).

Despite the criticisms against this theory, framing is widely used in many sectors of the media and communications industry – news and current affairs, movies, public relations, marketing communications and advertising. However, for this study, the theory was considered from the advertising perspective. In advertising, framing explains how advertisements are packaged and later transmitted to the audience, with the goal of influencing the audience to patronize the products being advertised. As this study relates to advertising, the focus of the theory was on message framing, which is widely used for brand

communication to manipulate the advertising message into positive or negative frames in the hope that the audiences respond more favourably to it (Tsai, 2007, p.365).

This study seeks to analyze the language of herbal medicine radio ads by studying the content of the ads to note the various persuasion and rhetorical techniques that were used in the ads. Framing will help the study understand how advertisers craft their messages to arouse audiences' interest and consequently influence them to buy the herbal products.

## **2.3 Related Studies**

This involves a critical review of previous scholarly works that have been conducted by other scholars on this subject. The studies were derived from journals, published and unpublished theses as well as conference proceedings and academic paper presentations.

### **2.3.1 Persuasive Strategies in Advertising Discourse**

The anchor literature for this study is Adegoju's (2008) study, which examined the persuasive strategies of advertising herbal medicine in south-western Nigeria. Drawing on the assumptions of propaganda techniques/rhetorical strategies in advertising discourse, the author contended that a lot of emphasis had been placed on the use of herbal medicines in health care far more than researches on the rhetorical dynamics of their marketing and advertising. Therefore, commercials and jingles on radio and television, in addition to printed ads were analyzed to identify the persuasive or rhetorical strategies embedded in them. The results of the study revealed that there are no "significant culture-specific strategies of advertising in the data sampled, as the communicative strategies generally fit in with the prefabricated style of advertising discourse" (Adegoju, 2008, p.115). The study also found

out instances where advertisers tended to abuse meaning in language by making certain advertising claims for which there was no objective evidence to back.

In terms of the rhetorical strategies, Adegoju (2008) identified that one of the rhetorical strategies employed in advertising herbal medicine in the discourse is source credibility. Furthermore, the findings established that another rhetorical strategy was geared not only at convincing the audience of their competence but also at refuting the perceived opponents or critics of herbal medicine who negatively label herbal medical practitioners as local, shallow and illiterate. This finding on source credibility confirms Aristotle's rhetorical construct called "ethos" while the latter finding reflects the three kinds of rhetorical speeches, namely deliberative, forensic and epideictic, as captured by Rapp (2002) under the theoretical section of this chapter.

Adejogu's findings do not differ from Boubehrezh and Iraj (2013) who conducted a study to investigate persuasion techniques used in life insurance advertisements. Fifty advertisements were chosen randomly and then analyzed according to the objectives of the study. The results of the study show that words with positive semantic connotations impact greatly on customers in life insurance advertising. Moreover, the study established that persuasion techniques such as association, explicit claims, repetition, fear and euphemism are used more than other techniques in life insurance advertisement.

### **2.3.2 Discourse and Language of Advertising**

The term discourse refers "both to what a text producer meant by a text and what a text means to the receiver" (Widdowson 2007, p.7). As Widdowson claims, "people produce texts to get a message across, to express ideas and beliefs, to explain something, to get other

people to do certain things or to think in a certain way”. According to Verdonk discourse is the “process of activation of a text by relating it to a context of use” (Verdonk 2002, p.18). It follows that a successful analysis has to consider not only the text but its context as well. The terms text and context will be explained later. To simplify all the definitions, it is possible to label discourse as a language hidden in the text or language beyond the text.

Many scholars have confirmed in a number of studies that advertising indeed influences language. This view is shared by Davidson (1992, p.3) who sees advertising as “a social language, a genre of spectator/reader experience, a technique of persuasion [...], almost a world in its own right, with its own languages, customs and history, and one that sets the tone and pace for large parts of our lives”. As Beasley and Danesi (2002, p.1) pointed out, "brand names, logos, trademarks, jingles, and slogans have become part and parcel of the 'mental encyclopedia' of virtually everyone who lives in a modern day society”.

Clara and Salvador (2013) identified exaggeration/hyperbole and puffery as two major forms of abusing language to mislead consumers through advertising. While Clara and Salvador (2013) concede that exaggerated advertising is not necessarily misleading in itself since the focus is mostly on humour, the authors argued that exaggerated promise in an advertisement may generate false expectations in the minds of the receivers. This is confirmed in a study by Rotfeld and Rotzoll (1980 cited in Clara and Salvador, 2013) which proved that exaggeration is understood to be true, influencing consumer purchasing decisions and behaviour. Explaining how puffery constitutes deception in advertising, Clara and Salvador (2013) drew on Devesa’s analysis that advertisers use puffery when they claim that their products outclass their competitors, and “extols its goods or services to such an extent that consumers believe no other product can be purchased as a substitute” (Devesa, 1976, p.350). In fact, the study’s

finding indicated that the second most common type of misleading advertising is associated with puffery.

Another study on the discourse of advertising by Vahid (2012) found out advertisers of products tend to project the listener, reader or viewer as powerful, with the power to choose their product or that of their competitor. He says this places the advertiser in a position to employ many persuasive and rhetorical strategies to persuade the consumer. Contrastingly, Vahid (2012) also found out that advertising of non-products, often those spearheaded by governmental institutions, show the advertiser (government) powerful and in most cases tend to direct the people to act in a certain way, albeit in a persuasive tone.

In terms of the narratives used in advertising, Perucha (2009) conducted a study into the use of narratives in advertising discourse through a discourse analysis of advertisements that contained first and third person narratives. The findings showed a major difference between the first person narrative and the third person narrative, with the latter showing the tendency of presenting the product as a solution to a problem.

Lapšanská (2006) studied the language of advertisements with the concentration on the linguistic means. His analysis of the sampled ads revealed that linguistic tools such as phonology, and lexis and morphology were present in most ads. The phonological devices the study found include rhyme, rhythm, alliteration, assonance, transliteration and homophones. While the lexical and morphological aspects dealt with concentration on typical characteristics of the vocabulary of advertising and most commonly used figures of speech

including verb phrase, noun phrase, adjectives, numeral, foreign words, epithet, formation of new words and phrases, idiomatic constructions and collocation.

In view of the above research articles on the discourse of advertising, what this current seeks to establish is how the various elements identified in the studies relate to the selected herbal medicines for this study. This study will focus on how the tools of discourse are used, especially in the Akan language to communicate messages about herbal medicines.

### **2.3.3 Functions of language in Advertising**

Dontcheva-Navrátilová (2005, p.15) deals with the classification of language functions and claims that this classification “uses as its basis six constitutive factors of the act of communication, each of which is considered to determine a different function of language” According to those constitutive factors six basic language functions can be distinguished:

- Referential
- Emotive
- Conative
- Phatic
- Poetic
- Metalingual

For purposes of advertisements two functions are the most important: referential (providing facts and being oriented towards context) and conative (aiming at the addressee, when the addresser makes addressee do something). The poetic function can be also important by its

focusing on playing with words, which is often typical for advertisements. Cook (2003) admits the prime focus of discourse analysis on language, nevertheless he emphasizes the importance to examine “the context of communication: who is communicating with whom and why; in what kind of society and situation; through what medium; how different types and acts of communication evolved” (Cook 2003, p.3).

#### **2.3.4 Influence of Advertisements on Sales of Herbal Products**

Having established the rhetorical strategies employed in advertising of products, especially herbal medicines, it is important to analyse how these persuasive strategies influence consumer’s purchasing decision. In Ghana, some studies have been conducted to confirm the influence of herbal products’ advertisements on consumer patronage.

Ayimey et al (2013) did a survey in the Ho Municipality of the Volta region of Ghana to investigate the impact of radio commercials on herbal products. The researcher’s choice of radio as the medium of interest is in line with this study, in that radio, as a medium of advertising, can reach wider audience in both rural and urban areas than other media such as newspaper and television. Ayimey et al (2013) further argued that in recent times, the popularity of radio as an ideal medium of advertising is gaining ground among herbal medicine producers apparently for commercial gains. The study revealed that the majority of consumers got to know of the products through radio advertisement. Also, the data further suggested that 60.7% of the sales of herbal products could be attributed to advertising.

Similarly, Ofori, Boakye and Asiedu (2013) found out that advertising is one of the major communication tools that influence buying attitudes of consumers. This study looked at the herbal medicine industry and how it uses advertising to influence the buying decision of

consumers in Ghana with emphasis on Amen Scientific Herbal Center in Atwima-Techiman, Kumasi. The research was designed to examine the extent to which adverts affect the buying attitude of consumers with regards to herbal medicine. Based on these findings, Ofose, Boakye and Asiedu (2013) concluded that it is very essential for the herbal companies to fully focus on advertising because it is an effective tool for creating awareness and positive perception in the minds of consumers.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

This chapter will be concerned with the data gathering processes and how it relates to the topic. It will specifically be composed of the research approach, data collection instruments, population and sampling techniques, as well as the limitations of the research methods employed in the study. It will further comprise the data handling techniques and strategies and also the ethical issues associated with the research with recourse to the data gathering methods.

#### **3.1 Research Approach**

There are two major approaches to research, namely quantitative and qualitative researches. However, for the purposes of this study, the qualitative research approach was used. Qualitative research, which involves multiple of methods, adopts an interpretive, naturalistic approach to the study of phenomenon. This means that qualitative researchers study phenomena as they unfold or occur in their natural settings, by attempting to understand and interpret the phenomena in terms of the meanings people attach to them (Newman & Benz, 1998). Qualitative research “involves several methods of data collection, such as focus groups, field observation, in-depth interviews, discourse analysis and case studies” (Wimmer & Dominick, 2011, p.48).

Qualitative research methods have numerous advantages. Scholars like Sarantakos (1998) opine that using qualitative approach in a study enables the researcher apply themselves to the subject under study. This means the level of interactivity between the researcher and

respondent is close. This is illustrated by Macmillan and Schumacher (1997) who also advance the notion that qualitative research enables the researcher to capture rich and complex information related to human behaviour that occurs in their natural settings.

Wimmer and Dominick (2011) sums up the advantages of qualitative research as:

The [qualitative research] methods allow a researcher to view behavior in a natural setting without the artificiality that sometimes surrounds experimental or survey research. In addition, qualitative techniques can increase a researcher's depth of understanding of the phenomenon under investigation. This is especially true when the phenomenon has not been investigated previously. Finally, qualitative methods are flexible and allow the researcher to pursue new areas of interest. A questionnaire is unlikely to provide data about questions that were not asked, but a person conducting a field observation or focus group might discover facets of a subject that were not considered before the study began (p.48).

While quantitative research uses larger sample size, standardized variables, deductive approach, and highly structured data collection instruments to collect data for hypothesis testing (Marlow, 1993 cited in McRoy, 1999), qualitative research generally relies on smaller sample and unstructured data collection procedures. Also, with quantitative research, the researcher can easily quantify the categories before the study and presents findings through statistical tools such as graphs, tables and diagrams (McRoy, 1999).

The qualitative research approach was chosen because the nature of the problem under study lends itself to that. Since the study is concerned with exploring the discourse of advertising, the most appropriate research approach is the qualitative research method.

### **3.2 Research Design**

The research design adopted for this study was discourse analysis. Discourse analysis, as a research method, is mainly applied to study language. It has been used in many studies from

diverse fields including linguistics, communication/media studies as well in educational psychology (Wetherell, Taylor, & Yates, 2001 cited in Georgaca & Avdi, 2009). Due to its multi-disciplinary background, Brown and Yule (1988) explain discourse analysis as the converging point for scholars in the following disciplines – sociolinguistics, psycholinguistics, philosophical linguistics and computational linguistics.

Discourse analysis is a social constructionist approach which systematically constructs and maintains reality and identity through systems of meaning social practices (Potter, 1996 cited in *ibid*).

Parker (2002) posits that discourse analysis can be applied to any form of text, although majority of the studies on the subject analyse written or spoken language. Thus, this research method can be used to study discourses that occur in their natural setting and generated texts. Because discourse analysis is very intensive, researchers often rely on relatively small numbers of participants and/or texts (Lapranska, 2006). This means to conduct effective discourse analysis, the researcher must limit themselves to a smaller amount of data.

### **3.3 Universe and Sample Size**

The universe for this study consists of all herbal medicinal commercials that had been running on Peace FM during the month of July. Thus, the universe was composed of ads that had run through the month of July, 2015. In all, there were twelve herbal products being advertised on Peace FM within the study period. This constitutes the universe of the study. Out of this lot, three ads on five different herbal products were used for this study. This is because two of the commercials contained two herbal products from their respective parent company. The five products are Sibor Tonic, New Kingdom Ginseng Power Capsules,

Tremendous Capsules, New Angel Natural Capsules and New Angel Herbal Tonic. The reason for the choice of Peace FM is that it broadcasts in the Akan language, which is the most widely-spoken language in Ghana, per the 2010 population and housing census. In addition, the language is replete with complex imagery and register that make it a rich medium for expressing and elaborating persuasive messages, including socially/culturally sensitive health information. Besides, Peace FM is the most listened to station in Ghana, according to a number of surveys conducted in Ghana.

### **3.4 Sampling Procedure**

Due to the numerous herbal products commercials that run on Peace FM, the researcher employed a sampling technique to select the three commercials. The modal instance sampling technique was used in this study. In statistics, the mode is the most frequently occurring value in a distribution. In sampling, a modal instance sample involves sampling the most frequent case or the "typical" case. This means the study used the most played herbal medicinal ads on Peace FM. Modal instance sampling was chosen with the knowledge that it is not representative of the general population. The three herbal products were selected because within periods under study, they were the most frequent running commercials on Peace FM.

### **3.5 Unit of Analysis**

The units of analysis were transcribed messages contained in the advertisements of Kingdom Ginseng Power Capsules, Sibor Tonic and Angel Natural Capsules. The unit of analysis was made up of words, phrases and sentences that make up these ads. The messages were analysed to identify the pattern and tone of language used in these ads. These commercials are played mostly on Peace FM's Morning Show, Kokrokoo and on most of the daytime programmes.

### 3.6 Coding Procedure

The researcher selected the units of analysis and transcribed their content for effective content analysis. The transcribed information for each product commercial was carefully analysed. Each line to be spoken by each of the actors was numbered for easy identification. Therefore, based on the aims and objectives of this study, the coding operation was guided by the following content categories:

**Format:** This provided the researcher with tool to identify how the ad was presented. It sought to establish whether it was a dialogue, monologue, slice of life, testimonial, celebrity endorsement.

**Appeal type:** Every advertising material is intended to persuade intended audience to patronize the good or service in question. To do this, it needs to elicit some reactions from the target group, and this is achieved mostly through the use of appeals such as humour, fear, sex, cognitive, emotions.

**Style of Presentation:** Style here means adherence to a clearly identifiable language convention (such as formal or informal, passive or aggressive, and so on.). The motive is to determine whether the tone of the ad, through the voice of the actors, was warm, friendly, cold, commanding or romantic. This helped to identify the style that was used to do the commercial. In essence, it sought to know whether they were voice over, musical, drama, temporal pacing, and formality.

**Tone:** The tone refers to the quality of sound or pitch with which the ad was presented. This is to establish the intensity and the general mood of the advertisements. Essentially, it

analysed the overall environmental within which the ad was set by seeking to know whether the tone was a high pitch tone, low pitch tone, emphatic stress or lengthening of vowels

**Language style:** This sought to identify the language features that were used in the ads. Specifically, it aimed at finding some language tools such as proverbs, hyperbole, ambiguity, long sentences, short or long sentences, use of questions, adjectives, colloquial language, familiar and popular words and phrases, rhymes, repetition etc.

**Persuasion Techniques:** This refers to the various techniques that were adopted in the various ads. The techniques to consider include persuasion through association, bandwagon effects, expert's mention, explicit claims, plain folks, flattery and scientific evidence.

### **3.7 Data Collection Instrument**

The data for the study were collected by means of a coding guide. The variables on the coding guide were derived through a careful analysis of the research objectives. The variables were appeal type, persuasion technique, ad style, language style, tone and style of presentation.

### **3.7 Data Analysis and Presentation**

Data analysis is defined by Holsti (1969), as the process involving evaluation of data using analytical and logical reasoning to examine each component of the data provided. Data from various sources were gathered, reviewed, and then analyzed to form some sort of finding or conclusion. Analysis for the study was based on the data gathered from data obtained from the selected ads.

## CHAPTER FOUR

### ANALYSIS AND FINDINGS

#### 4.0 Introduction

This chapter presents the findings of the study after the data was transcribed and the discourse analyzed. Specifically, it presents the findings of each of the herbal medicines considered for the study. Each product is analyzed separately and the findings reported based on the key content categories examined in the ads.

#### 4.1 Kingdom Ginseng Power Capsules

##### 4.1.1 Format of Ad

The ad features a man and a woman, who are engaged in a conversation. The format for the commercial is dialogue, wherein the woman heaps praises on the man for improving his sexual energy and general performance. It is a drama-based conversation between a man and his wife. The man does not take credit for this enhancement, but rather expresses gratitude to Kingdom Ginseng Power Capsules for ensuring that he is who he is now. In the conversation, the wife attests to the increased strength of her partner.

##### 4.1.2 Ad Presentation Style

To show her mood and expression of happiness, the woman opens the conversation by calling her husband, *me wura*, which means “my darling”, a word which is contextually used in a relationship where romance is high. Lines one to four of the ad establish the tone and mood as that of warmth and romance. Words such as ‘honey’, ‘darling’ and ‘dear’ connote affection

and love. The lines further show that the style of presentation is very informal, as a conversation between married couples on romance, is expected to be.

1. *Woman: Honey*
2. *Man: Darling*
3. *Woman: Come closer; I want to ask you a question*
4. *Man: I'm here. Go ahead my dear*

#### **4.1.3 Ad Language Style**

In terms of language, the ad employs variety of styles. One dominant language device is repetition. In the ad, the name of the medicine, Kingdom Power Capsules, was mentioned five times. This is seen in lines five, seven, fifteen and seventeen. The ad also used a popular jargon, *Pashew*. It is used twice in lines ten and eleven to demonstrate how quick the herbal medicine is in getting men in the mood for sexual intercourse. *Pashew*, in the context, means it is very effective and highly quick in achieving desired results. The word is also used as a persuasion technique to create the imagery of enhanced sexual boost. Another popular phrase used in line ten of the ad, *3mma me ponkor te praka*, which is an idiomatic expression in Akan, literally meaning the potency of the medicine enhances erectile response at the speed as fast as that of the horse. *Ponkor* means horse and the Akans believe that animal is very fast. The horse here is also used as a metaphor to represent the swiftness with which Kingdom Power Capsules boost sexual performance and vitality in men.

Another language tool used in the ad is hyperbole. It is a literary device that explains the exaggeration of events or situations. In line 10, the man explains that, "Soon as I take them I get in the mood instantly and it's *pashew*. The situation appears to be a bit exaggerated and it

is not backed by any scientific proof. Furthermore, the ad does not explain how the capsules work in the body when consumed to produce the *pashew* effect they projected.

The ad also uses the adjective “new” to qualify Kingdom Power Capsules. It means that language can be deployed strategically in advertising to persuade listeners into patronage or consumption. The word was used to persuade the listeners that the herbal medicine has been revamped and improved with new desired qualities. Lines 5 to 8 ably demonstrate how the adjective ‘new’ was used as a persuasive word to throw more light on the new features of the medicine:

5: **Woman:** *It appears Kingdom Ginseng Power Capsules has been improved. Is it true?*

6: **Man:** *... It has now been transformed totally and due to the new improvements, it is now called “New Kingdom Ginseng Power Capsules”. There is more energy in it now...*

7: **Woman:** *[sighs with feelings of excitement]. Previously, it took you a number of minutes before you start “the show” after taking Kingdom Ginseng Power Capsules, but the situation has changed now.*

8: **Man:** *[Responds with a voice that depicts accomplishment and in a boastful tone]. Now you’re talking!*

#### 4.1.4 Tone of Ad

The tone in line 8 by the man is a high pitch aimed at illustrating the satisfaction men can derive from using the product, while the woman’s voice in line 7 is filled with gaiety, and also to drive home the point that Kingdom Ginseng Power Capsules has been fortified with new elements. The tone of the conversation varies significantly. The woman’s voice was slightly lower and almost softer while the man’s voice was commanding, domineering and boastful. In line one, when the woman calls out her husband darling, the tone of the voice was low pitch with great stress on the vowels in the word “darling”. This contrasts sharply with the high pitched voice with which the man responds in line 4: *I’m here. Go ahead my*

*dear*. The high pitch connotes authority, while the last two words, ‘my dear’ represented the romantic nature of the husband. The implication of this is that Kingdom Power Capsules is able to make a man both authoritative and romantic at the same time, which are traits adored by women. High pitch tone was used to accompany the word *pashew*, as recorded in lines nine and ten. The effect still points to the swiftness with which the capsules work.

The tone varies from stress on vowels to high pitch to low pitch. The conversation began on a smoother, low-pitched tone, as illustrated in lines 1 to 4 of the transcript advertisement. The tone of the conversation rises with an exclamation, “Eeeiii” in line 6, as the husband responded to a question in line 5.

5. **Woman:** *It appears Kingdom Ginseng Power Capsules has been improved. Is it true?*
6. **Man:** *[Exclaims] Eeeiii!!! So true.*

From line 6 onwards, the tone moved to a high pitch. There were many cases of emphatic stress on some words in the narrative. Besides the repetition of the name of the product, New Kingdom Ginseng Power Capsules, its pronunciation was with intensity and in a high spirited voice. The same effect was used in the pronunciation of the word, *pashew*.

#### **4.1.5 Types of Appeal in Ad**

Most ads employ some forms of appeal to elicit a certain reaction from the audience. This commercial was no exception. The appeals used in this ad are fear, humour and sex. In terms of fear, the dialogue in the ad demonstrates that men who fail to use this product risk not performing actively sexually. The word ‘*pashew*’ used in the commercial connotes that men who do not use this product tend to lack the ability to make such impact in their sexual

performance. The entire ad was centred on sex, just as the product claims to boost sexual performance. The sex appeal in this ad was used latently, without any explicit reference to sexual intercourse. Line 7 in the ad used the word ‘the show’ to demonstrate sex: “... previously, it took you a number of minutes before you start “the show” after taking Kingdom Ginseng Power Capsules, but the situation has changed now”.

The woman’s narrative further reveals the sexual connotations of the ad in line 9: “... when you take them, your power rises instantly [man laughs in the background] and your performance is unprecedented. You keep scoring higher marks and impressing me in the bedroom”. The use of the phrase “your power rises instantly” illustrates erection while “bedroom” is also euphemism that stands for sex within the Akan language set-up. Immediately after the woman mentions bedroom, the husband cuts in and responds in line 10: ‘Enough! Don’t go further’. This line feeds into the Akan tradition that makes explicit revelation of sexual encounter an abomination.

Other words and phrases that depict sexual undertones and appeals are *3mma me ponko te parka nt3m* (ref. line 10) and *pashew* (ref. lines 10 and 11). The ‘ponko’ in the line above connotes manhood. It is worthy of note that the word ‘*pashew*’ comes immediately after a sexually-suggestive sentence in line 10: “... soon as I take them I get in the mood instantly”. Within the context of the Akan language, which is the language with which the message in the ad was transmitted, all these words and phrases have sexual connotations, beyond their denotative meanings.

Humour was also used as a form of appeal in this ad. The concept of humour is highly subjective, depending on a number of personal factors, circumstances, individual differences

and moods. In spite of the relativity of humour, there are some indications in the ad that illustrate humour. Such comments are purposed to draw a smile, laughter or lighten the moods of the listeners. First of all, the general mood of the dialogue is excitement and it reflects throughout the entire duration of the ad. The revelation by the wife to the man not to buy the handbag she requested is likely to be perceived as humorous among some section of the audience. The humour characterization becomes more intense with the response of the man in line 14:

*13. Woman: You know what? Don't spend your money to buy the new handbag I requested you to get for me.*

*14. Man: Really? Unbelievable! Wonders shall never end!*

*15. Woman: Rather, use it to buy the new Kingdom Ginseng Power Capsules in large quantities. And afterwards, buy Tremendous Capsules, which is used by only women for me.*

#### **4.1.6 Persuasion Strategies**

The most obvious persuasion technique is explicit claims of the health benefits of Kingdom Ginseng Power Capsules. The ad states the qualities of the product in a clear succinct manner, with the aim of communicating the benefits unambiguously. Line six clearly states that the medicine has been transformed totally and improved, hence “there is more energy in it now”. The benefits are not hidden from the surface, apart from the latent sexual references. Line ten further demonstrates the explicit claims of the potency of the medicines with the following statement: “3mma me ponko te parka nt3m. (literally means ‘it makes the horse in me rise quickly’)”.

## 4.2 Sibor Tonic

### 4.2.1 Format of the Ad

The format for this ad is a dialogue, which takes place between a man and a woman. It is a dramatic styled ad, which features the two actors engaged in a conversation that dramatizes the plight of the man and how his problem could be solved through usage of Sibor Tonic. This means there is a slice of life used here. This implies that the ad derives its inspiration from everyday interaction between two people, where often one seems to be in trouble, and the other provides the solutions. The first two seconds of the ad start with a low-tempo song. The sound of a tiger roaring is played before the dialogue ensues between the two.

### 4.2.2 Type of Appeal used

The most dominant appeal in this radio commercial is fear. The man sounds frustrated and angry for his inability to cure his problems. The picture that is painted here is that the man's vitality and general energy level is low. Hence he is worried and does not want to be distracted with unnecessary conversation. The woman diagnoses the problem and offers Sibor Tonic as the solution to his unhappiness in lines two and four. The reaction of the man in lines three and five clearly demonstrates that the source of the man's current mood is low energy drive.

1. **Man:** *Whenever you see me and I'm serious with a gloomy face, just pass. Don't pester me. Don't talk to me. Not even greetings!*
2. **Woman:** *Hoh! Look, there is only one reason that will make a man react like you are doing. I know you are not counted when men are being called. I will pester because I know your problem is curable. Take Sibor Tonic to solve all your problems and smile.*
3. **Man:** *Are you sure this tonic you are talking about can perform as you claim? Can it turn my sorrows around?*
4. **Woman:** *I can confidently assure you. If you meet 10 men who don't look happy and are looking dull, that means there are a lot of things going wrong with them. It simply means that their energy level is down.*

5. **Man:** *woman, you are indeed knowledgeable. You have the antidote to almost all the problems men face.*

The fear appeal is used to portray the fact that a man is likely to be in the mood of the male actor if he does not consume Sibor Tonic. The problem is dramatized in manner that men with low sexual drive and complete strength and vitality are not happy. This narrative connects with the broader socio-cultural context that a real man is the one with strength. Therefore, refusal to buy this herbal medicine means you risk not being labeled a real man. The fact that it is only consumed by men is an indication that buttresses the aforementioned point. The relief with which the man, in line three, asks the woman if Sibor Tonic can address his problems attests to the fact that indeed the fear of most men stem from lack of energy to perform. The fear factor becomes more pronounced in line four, when the woman “confidently assures” the man and alludes to the “ten men” , which reference means that this is a major fear among men. To this end, the advertiser highlights the fear of men in this ad and plays on it.

The next appeal used is sex. Though it is not as dominant as fear, it is still worthy of consideration. Excerpts of line two reads: “I know you are not counted when men are being called”. This has sexual connotation which portrays non-performance. Line six also makes sexual references with the sentence, “...to perform at the highest level when called to duty anywhere, anytime, rain or shine”. The line that suggests that the tonic can be used by only men who are 18 years and above is also suggestive of the sexual connotations of the ad. This is because at 18 years, one is considered old enough to vote and partake in adult activities such as sexual intercourse. Incidentally, the product being advertised claims to boost sexual performance.

### **4.2.3 Style of Presentation**

The style of the presentation is generally set on an aggressive and angry tone, though it is informal. The pitch of the man in the opening line suggests that the man is unhappy and is almost on the verge of frustration. The atmosphere that sets the context is charged, as he commands the woman not to “bother” him. However, the woman downplays this warning, and responds first with the word, “Hoh”. The word represents the disdain and contempt with which the woman overlooks this directive. To some extent, it means the man’s power has been reduced to the lowest point that even a woman can call off his bluff. In the Akan traditional set-up, which is highly patriarchal and upholds male dominance, it is uncommon to find a woman engage a man in that kind of conversation. This illustrates the mood of the man and how it influences his narrative in the ad. The style sooner changes from a charged atmosphere to that of relief, as the woman introduces the tonic to the man and explains what it can do.

### **4.2.4 Tone of the Ad**

The style of the presentation dovetails into the tone. The tone is moderately high pitched in general. However, the introductory line is highly-pitched, almost at the point of shouting. It suggests negative feelings; thus, disappointment, disgust, anger and frustration. The tone expresses the man’s dissatisfaction with his current state of mind. From the sound of his voice, he dislikes his current mood and seems clueless as to finding solutions to his predicament. The tone turns into a moderate high pitch as the woman began to explain the main features and capabilities of the medicine. The man warms himself into the conversation in the middle of the dialogue and his tone rises to high pitch, as he receives full revelations of the tonic. He bursts out in the final line, expressing appreciation to the Sibor Tonic: ... “I respect you so much. The Problem Solver!

#### **4.2.5 Language style**

This section explores the language that was used to communicate the messages in the commercial. The first language style is symbolism. The ad starts with the roar of an animal, supposedly a tiger. The tiger's roar is symbolic because the name of the tonic is Sibor, which is the Akan word for tiger. The tiger is known to be strong, fearsome and very deadly. It is regarded as a fast animal that often preys on the animals as food. It consumes only meat and it is respected by other animals in the Animal Kingdom, according to Akan folklore. The tonic has so been named after the tiger to mean that just as the tiger is fast and works fast, so does the tonic. It draws on the strength, agility and speed of the animal to explain how quick it is to heal problems associated with the health of men.

Similarly, another language or literary device that suits the situation is personification. This is where the virtues of a particular animal, human or situation are transferred to another thing, often an inanimate object. The intention is that the latter must perform the same functions as effectively as the original bearer of the name. In the same vein, Sibor Tonic is being projected as a tonic that works as effectively and efficiently as the tiger.

#### **4.2.6 Persuasion Techniques**

The persuasion techniques employed in the ad are shrouded in the use of hyperboles, which tend to exaggerate the claims of the tonic in terms of achieving the desired results. The ad also alludes to some seemingly unrealistic situations to explain their claims and drive their point to persuade listeners. The ad projects Sibor Tonic as the ultimate solutions to all problems men face with their health, at least the ones that relate to their potency and vitality. This is demonstrated in line 4 of the dialogue: "If you meet 10 men who don't look happy

and are looking dull, that means there are a lot of things going wrong with them. It simply means that their energy level is down”.

There is also persuasion by association embedded in the commercial. The association of the ad to the virtues of a tiger clearly constitutes the technique, as it anchors the claims and capacities of the tonic on the strength and capabilities of the tiger.

There is also persuasion through explicit claims. This involves clear statements about the quality of the medicine being advertised. The explicit claims are made in line six of the ad as:

*This tonic has been specially made for only men to equip them with all forms of energy to perform at the highest level when called to duty anywhere, anytime, rain or shine. Sibor Tonic is a herbal medicine which is highly regarded by all men due to its tried and tested capacities. Not recommended for men below 18 years. Women and children are not supposed to take this medicine.*

Every ad must promise to deliver some benefits to the audience. These claims are put clearly and concisely to inform the audience and give them reasons why they must patronize the products being advertised. The claims made in this commercial are: increased sexual performance, rise in general energy level and improvement in general health.

### **4.3 New Angel Natural Capsules and Herbal Mixture**

#### **4.3.1 Format of Ad**

The commercial adopts the dialogue format. It involves a conversation between a man and a woman who are engaged in a discourse on the health benefits of New Angel Natural Capsules. The actors in the ad are not engaged in any drama but rather zoom into the main subject to discuss the products in question. The ad combines two products from the

advertiser, New Angel Natural Capsules and New Angel Herbal Mixture. The actors extol the virtues of the products.

#### **4.3.2 Type of Appeal**

The ad employs a number of appeal types. Since the ad does not engage in excessive exaggeration of the potency of the medicines, it can be concluded that it appeals to the cognition or rational mind of the audience. The commercial outlines the benefits of the products in a simplified manner to appeal to the minds of the audience. It does not use fear to appeal to the target group. Rather, it portrays an ideal lifestyle that is desirable by most humans. In line four, the man says the package of the New Angel Herbal Mixture bears a picture of a “cheerful couple whose joy and smiles are as a result of their usage of the medicine”. This portrayal means careful usage of the products being advertised can lead to a happy marriage life that will be to the admiration of many.

This appeal draws on the societal custom which upholds marriage, a happy one for that matter, in high esteem. This implies that the ad appeals to people by painting a vivid picture of how fine life would be if these medicines are used. The opening sentence in line four attests to this assertion: “It [New Angel Natural Power Capsules] has turned old men into active young men, while young men are now filled with the kind of vitality that has not been seen before”. The preceding quote reveals that the capsules are exceedingly effective at restoring vitality and avoiding waist pains and other health problems in men. It is the joy of living a life that is devoid of these problems that appeals to the audience to patronize the product being advertised.

The radio commercial also explores sex appeal. Though not explicitly stated, excerpts of the sampled ad show some levels of the sexual underpinnings. For instance, in line five, the woman retorts “How Dr Oteng has transformed New Angel Natural Capsules indicates men will no longer have their cars break down in the middle of the journey”. Line six of the man’s narrative also indicates the sexual appeal of the ad: “The road is now clear for all manner of cars, big or small. The road is actually made of asphalt, so you can imagine how fast men can run on it”. In this context, words like “road”, “journey”, “asphalt” affirm the sexual leanings of the ad. They paint the picture of sexual intercourse in the minds of the listeners. This sexual reference is cleverly woven without explicit expletives which are often seen as offensive within the Akan tradition.

Another aspect of the conversation that depicts the sexual appeal of the ad can be found in lines seven to ten:

7. **Woman:** *For us women too, we are not afraid of the speed with which you men are coming. We are also taking Angel Herbal Mixture to come face you off squarely.*
8. **Man:** *Exactly. That’s what makes an interesting one.*
9. **Woman:** *With Angel Herbal Mixture, malaria would no longer be a problem to the family. Menstrual pain is going to be a thing of the past. It increases our appetite and we eat like never before. It boosts our energy so we can match your energy too. From now on, we will see who will retire early when the match begins.*
10. **Man:** *[laughs]. Oyiwa! Agoro ne fom.*

In the context of the above conversation, line seven sets the sexual tone as it demonstrates that women are not perturbed by the “speed” at which men are coming. She further illustrates this type of appeal by emphasizing that also women have been adequately equipped to “face-off” with the men squarely. The woman compares sexual intercourse to a competition between men, wherein she states, “From now on, we will see who will retire early when the

match begins”. Sex is presented as a contest of vitality, strength and prolonged consistent performance.

### **4.3.3 Persuasion Techniques**

One major persuasion technique which reflects in the ad is expert mention. The ad makes mention of one Doctor Kwaku Oteng, who is presented as the manufacturer of the herbal products. The title “Doctor” means the producer is a certified practising medical practitioner with a wealth of knowledge in the area of medicine. Lines four and five accurately explain the point:

*4. Man: ... And Dr. Kwaku Oteng has also increased the potency of these medicines. They have assumed new dimensions.*

*5. Woman: How Dr Oteng has transformed New Angel Natural Capsules indicates men will no longer have their cars break down in the middle journey*

The ad also uses persuasion by association. This type of persuasion is used when the virtues of a product are associated with a particular desirable event, situation or phenomenon. In this commercial, it manifests in line four: “The New Angel Herbal Mixture has a picture of a cheerful couple whose joy and smiles are as a result of their usage of the medicine.” The product associates itself with happy marriage and relationships. What this means is that users of the product are most likely to derive satisfaction and joy in their marriages. This type of persuasion is used in this context because most people want to be associated with things of good quality and appropriate characteristics. New Angel Natural Capsules and New Angel Herbal Mixture are presented as the ultimate conduit that will connect the user to the happy marital life association in the ad.

Some words were carefully chosen as persuasive instruments in the ad. Words like “new” and “natural” as adjectives to qualify the herbal products underscore this point effectively. The words convey meanings of purity, freshness and greenery. These words lend credence to the popular assertion which often touts herbal medicines as natural without any modification or synthetic additives. Therefore, to convey the message appropriately, the producers rename the products by introducing the word “new”. To drive home the newness of the product, the name of the medicine is repeated twice in lines one and two. The names of the products were repeatedly in the rest of the narrative. The ad did not furnish the listeners with evidence that talk about the new additives that have been added to the product. It only emphasized the improvement and the transformation the product has undergone, without corresponding information of the exact change that has been made to the product.

The other form of persuasion that is dominant in the ad is explicit claims. In a very clear manner, the actors outline the full benefits of the medicines being advertised. In line four, the ad claims that New Angel Natural Capsule is fortified with nutrients and natural components with full assurance of vigour, excessive strength, lack of waist problems and vitality. The ad further claims in the same line that the strength of the capsule is such that “it has turned old men into active young men, while young men are now filled with the kind of vitality that has not been seen before”. Explicit claims are further witnessed in line nine. The health benefits of New Angel Herbal Mixture are as follows: cure for malaria; ease of pains during menstrual cycle; increased appetite and boost in energy. These claims were made regardless of the absence of the scientific evidence. In spite of that, these explicit claims offer the listener insight into the abilities of the medicine, thereby persuading them to purchase it.

#### **4.3.4 Presentation Style**

The presentation of the ad suggests a semi-formal relationship between the male speaker and the female speaker. Due to the absence of drama, it has become difficult to establish whether it is formal or informal. However, the nature of the conversation between the male and the female suggests a certain level of familiarity, but not to the extent of intimate or close relationship. The ad started with a song by Daddy Lumba before the discourse commenced. The song continued to play in the background while the conversation carried over it. However, the song resurfaced to its normal level after the conversation between the actors ended. It is unclear the relationship between song and the subject of the conversation. That notwithstanding, it can be explained that songs are normally used in advertisements to add special effects and also enrich the ad with colour and liveliness. It is also believed that popular songs are used in ads to draw people's attention to the ad. Another reason is that songs set the tone for the ad while the conversation is wrapped around the theme of the song. The reason is that the song is used as a bait to attract the listener to the ad. With reference to this ad, the song from Daddy Lumba, a popular Hi-life musician, is apt because the singer is highly revered across the length and breadth of Ghana.

#### **4.3.5 Tone of the Ad**

This ad employs a variety of voice tones, pitch and stress. The conversation started with almost a shout, as the woman mentioned the name of the medicine, New Angel Natural Capsules. There was intense stress on the name with a high pitched voice. Again in line three, the woman repeats the name of the medicine with the same strength and emphasis as in line one. The stress and the high pitch are deployed as attention-grabbing techniques and they also express liveliness and gaiety. The repetition of the name also sustains the reader's attention to the ad. In line three, the man replies, "Eeeiiiiii" in a tone that expresses the man's delight and

awe for the medicine. The vowels were stressed in a lengthened manner. Again, the man laughs in line ten while exclaiming, “*oyiwa! Agoro ne fom*”. The tone here was exceedingly high pitch, as the context seeks to bring to bear the capabilities of the New Angel Herbal Mixture. Comparatively, the male voice is slightly louder than the female.

#### **4.3.6 Language Style**

One major style of language the ad adopts is repetition. The name of the medicines is mentioned eleven times in the ad. Repetition is employed strategically to inform the audience about the new name of the product and its newly enhanced qualities.

Symbolism is also manifest in the ad. Words like “road”, “journey”, “asphalt” are used as symbols to create imagery of sexual intercourse in the minds of the audience. These same words also illustrate the literary device called euphemism. This technique is used when pleasant and more acceptable words are used to describe unpleasant situations or phenomena. In this context, the subject of sex is not readily discussed in the tradition of the Akans. Therefore, it becomes imperative to use such words in order to reduce the impact and make it appropriate for broadcast on radio.

## CHAPTER FIVE

### DISCUSSION, CONCLUSION AND RECOMMENDATIONS

#### 5.0. Introduction

This chapter discusses the conclusion of the study, specifically the overview of the study, discussion of findings as well as the limitations of the study. The chapter also contains the recommendations of the study and the conclusion.

#### 5.1 Discussion and Analysis of Findings

This study was undertaken with the objective of analyzing the discourse of advertising of herbal medicines in vernacular language. Specifically, the study aimed at establishing the format and style in which advertising of herbal medicines take, the persuasion techniques employed in these commercials. In furtherance of this objective, the researcher chose Peace FM as the station of interest by sampling herbal medicine ads that run on the station. Three herbal products, New Angel Natural Capsules, Sibor Tonic and Kingdom Ginseng Power Capsules were used as the subjects of the study.

The analysis of the findings is based on the main themes generated in the research questions and objectives of the study. This deals with connecting the data of this study to the research aims and objectives that underpinned this study. The objective is to establish whether or not the data answers the research questions and meets the objectives or not.

##### 5.1.1 Persuasion Strategies

The study sought to explore the various persuasive techniques that are employed in herbal medicine radio commercials. The data confirmed the presence of some techniques, prominent among them being explicit claims, expert mention, and persuasion by association. The ads

analyzed for this study made use of some persuasion techniques. This finding ties in with the assertion that advertising is a medium of persuasion, in that the main rationale behind advertising is to persuade or convince a particular target group of people to patronize a certain product or service. The ads on the herbal medicines considered were not different, as different forms of persuasion came to light. Some of the strategies are hyperbole/exaggeration, explicit claims, expert mention, persuasion by association. The use of exaggeration and hyperbole is consistent with the findings of Clara and Salvador (2013). Exaggeration and explicit claims were popular in each of the three commercial, as various unsubstantiated claims were made without proper backing by scientific evidence. The narrative was completely on the virtues and features that were completely unrepresentative of the characteristics of the medicine.

The other persuasion technique strategies (explicit claims and persuasion by association) were also found in a study by Boubehrezh and Iraj (2013).

Ayimey et al (2013) found out that a number of consumers of herbal products got to know of the products through radio advertisements. Furthermore, the study findings illustrated that a number of people are influenced to buy herbal medicines through advertising. This purchase decision is mostly facilitated by the persuasive elements and strategies that exist in the ads.

### **5.1.2 Format, Tone and Style of Radio Herbal Medicine Advertising**

All the ads used in the study were conducted in dialogue. It involved a man and a woman. The tone is always conversational, expressing a level of familiarity between the two actors. For instance, the New Kingdom Ginseng Power Capsules commercial involves a marital couple who are engaged in a conversation on the improvement in the husband's energy level.

Another distinct format is the combination of at least two products in one advertisement. With the exception of Sibor Tonic ad, the other two commercials advertise two herbal products in one radio commercial. In fact, this feature is commonly associated with most ads on herbal medicines. Oftentimes, these products emanate from the same company or manufacturer. However, the company's flagship product is often more highlighted than the other.

All the herbal medicine ads reviewed are informal in nature. Thus, they involve a conversation between married couple or two friends. This is informed by the choice of words, which are mostly colloquial and informal. Words like "*pashew*", "*gidigidi*"; exclamations like "Eeeiii", "herh"; and frequent use of laughter are few examples to buttress this point.

Beyond the choice of words, the tone, mode of presentation and the dramatization of the ads are all suggestive of informal communication discourse.

With regard to the tone, the ads employ a variety of them. The tone is derived from the intonation of the actors' voice. The voice ranges from high pitch, medium to low pitch. The man's voice is more high-pitched than the woman. It can be deduced, rather subjectively, that the idea behind the high spirited voice is to project the highly revered authority of men in the society and to illustrate the potency of the medicines in restoring strength and vitality in men. The high pitch of the voice also depicts happiness and satisfaction, probably as a result of the medicine usage. The voice pitch turns to medium to low generally when the actors begin to mention the health benefits of the medicines.

From the tone, it can be concluded that the general mood and atmosphere that characterize most herbal medicine advertisement are warmth, friendliness, romance. Apart from Sibor Tonic ad which starts on a rather more aggressive mood, which even changes as the ad progresses, the rest of the commercials are relaxed. The men in the ads are projected as domineering, authoritative and romantic. The domineering quality is not portrayed in a manner that smacks of authoritarianism or tyranny. Rather, the tone and presentation of the men in the ads are interspersed with traces of romance and charm to complement the man.

Another presentation style often associated with these ads is drama. The exception to this point is the New Angel Natural Capsules, which involves a man and a woman who take turns to speak of the medicine and its usage and qualities. The New Kingdom Ginseng Power Capsules features a man and his wife while Sibor Tonic ad entails two people, who are probably friends or relatives.

In terms of the narratives that accompanied the ads, Perucha (2009) confirmed that first and third narratives are mostly employed in ads. This was no different from this study. It becomes more reinforced in the study because all the ads that were reviewed were conversational and was a dialogue between two people. Therefore, the possibility of using the first person narrative was high.

### **5.1.3 Language Style of herbal Medicine Advertising**

From the ads, one major language style that is used is repetition. This is used to reinforce the ideas and claims being made. Repetition was applied mostly with the name of the products. For instance, New Angel Natural Capsules was repeated eleven times. New Kingdom Ginseng Power Capsules was also mentioned seven times.

Metaphor, hyperbole, symbolism, imagery and euphemism are also common in these kinds of ads. Metaphors and hyperbole were used mainly to describe the effectiveness of the medicines while symbolism and helped in effective couching of the messages. Euphemism was used mainly within the sexual context when the actors did not want to sound overly explicit.

Some colloquial expressions and popular words were also common in the ads. Words like *pashew* and *me ponkor ate praka* are local popular local terminologies and expressions that aid in effective transmission of messages.

With reference to the literature, it can be established that the effective deployment of some language techniques confirm the assertion from Davidson (1992) and Beasley and Danesi (2002) that advertising language has a major effect on mainstream language.

#### **5.1.4 How Herbal Medicine Ads Appeal to the Audience**

The appeal that is highly present in herbal medicine ad is sex. The commercials are laced with latent sexual innuendos. None of the ads indulges in explicit mention of sexual activities, but the context of the ads exposes the intentions vividly enough for any adult to discern. Some of the recorded sexual allusions that appeal to the sex of listeners are "the show", "asphalt", "road", "when the journey begins" and "it makes the horse in me rises quickly". The sex appeal here is important because one major promise of the products - New Angel Natural Capsules, Sibor Tonic and New Kingdom Ginseng Power Capsules - is enhanced sexual performance, prolonged sexual intercourse and increased sexual drive. All these are woven into the conversation in the ads to attract and sustain the attention of the

audience. The sexual expletives are further enhanced because all the herbal products considered above are not recommended for people under 18 years and are meant for consumption by men only.

Fear is also used as a form of appeal to the audience. The ad on Sibor Tonic highlights fear most. The ad creates fear and panic in men by depicting a sexually-incompetent man as an unhappy individual. The anger and frustration of the male actor in the ad show that unhappiness in men is mostly as a result of this. The fear factor is used to encourage people to avoid being unhappy by using Sibor Tonic to boost their sexual performance and general body strength.

The various appeals explored in the ad are in consistent with the research findings of Ofosu, Boakye and Asiedu (2013) who emphasizes that the types of appeals used in herbal medicine advertising often influence consumers to hold the products in high esteem.

## **5.2 Study Limitations and Suggestions for Further Studies**

The scope of the study was limited. It concentrated on only three herbal medicine ads on Peace FM. The emphasis on only three commercials out of the numerous ads means that the findings of the study cannot be generalized to the entire population. Further studies into this phenomenon must be expansive and also explore how these ads play out on other radio stations.

Similar studies must be undertaken into how herbal medicine ads apply to other media forms such as newspaper, television and the internet. This will help in painting a broader picture on how this situation manifests broadly within the media space.

Secondly, the study was conducted with only discourse analysis as the research method. While this meets the research objectives set out, the method was unable to help identify the impact of these persuasive techniques on the audience. Further studies must adopt survey or interview to complement discourse analysis, as this will help in identifying the exact persuasive element that influences the audience the most. Besides, it will aid in gathering very rich data.

### **5.3 Implications of Study for Policy Implementation**

In line with the principles and findings of this study, the following are recommended as important for considerations:

1. Firstly, stakeholder institutions, such as the Food and Drugs Authority (FDA), must ensure that claims in commercials on herbal medicines are in line with the scientific features of the medicines. They must monitor the media ads and, when necessary, review ads and suspend such ads that make claims which are deceptive and do not represent the reality.
2. Advertisers of herbal medicines must ensure that they buttress the claims they make in their commercials with scientific evidence. In the ads that were reviewed, none of them explained how the medicine works to achieve the desired benefits that they project.
3. The vernacular-speaking radio stations must conduct quality control of these ads before they run them on their medium. They need to ensure that content of the ads are not misleading, as this can affect their credibility when it is found out.
4. It is imperative on the Advertisers Association of Ghana to ensure that its members comply with the appropriate directives that govern ads involving herbal medicines.

5. It is worth commending producers of the ad for outlining in detail the problems the medicines can cure and also the kinds of people who are fit to consume such products.

#### **5.4 Conclusion of the Study**

In spite of the limitations of the study, it still found very useful findings that confirm that theories of framing and rhetoric. The study findings further confirmed the numerous related studies that have been conducted in this area. This means this study was theoretically sensitive and was firmly grounded in literature. The study showed that herbal medicine ads are laced with exaggerated claims and expert mentions that are purposes to sustain the interest of the target audience and influence their purchasing decisions. The findings also reveal that advertisers subtly employ sex, humour and fear in their ads to in order appeal to their publics.

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## APPENDIX A

### TRANSCRIPT OF KINGDOM GINSENG POWER CAPSULES COMMERCIAL

11. **Woman:** Honey
12. **Man:** Darling,
13. **Woman:** Come closer; I want to ask you a question
14. **Man:** I'm here. Go ahead my dear
15. **Woman:** It appears Kingdom Ginseng Power Capsules has been improved. Is it true?
16. **Man:** [Exclaims] Eeeeeiiii!!!! So true. It has now been transformed totally and due to the new improvements, it is now called "New Kingdom Ginseng Power Capsules". There is more energy in it now. But wait, this medicine is only used by men, how come you have so much information about it?
17. **Woman:** [sighs with feelings of excitement]. Previously, it took you a number of minutes before you start "the show" after taking Kingdom Ginseng Power Capsules, but the situation has changed now.
18. **Man:** [Responds with a voice that depicts accomplishment and in a boastful tone]. Now you're talking!
19. **Woman:** But lately when take them, your power rises instantly [man laughs in the background] and your performance is unprecedented. You keep scoring higher marks and impressing me in the bedroom ... [woman laughs] ... [man cuts in].
20. **Man:** Enough! Don't go further. I know what you are talking about exactly. You are so right. I have tried and tested. And I can confidently tell you that it has boosted my energy levels tremendously. 3mma me ponko te parka nt3m. (literally means 'it makes the horse in me rises quickly') Soon as I take them I get in the mood instantly and it's "PASHEW".
21. **Woman:** wow! Then it is indeed "PASHEW!"
22. **Man:** oh yes!
23. **Woman:** You know what? Don't spend your money to buy the new handbag I requested you to get for me.
24. **Man:** Really? Unbelievable! Wonders shall never end!
25. **Woman:** Rather, use it to buy the new Kingdom Ginseng Power Capsules in large quantities. And afterwards, buy Tremendous Capsules, which is use by only women for me.
26. **Man:** I can see you have fully embraced this medicine [Kingdom Ginseng Power Capsules].
27. **Woman:** I also enjoy it when you are at your best.
28. **Man:** It is not difficult to locate any of these herbal medicines in any pharmacy shop. Wholesalers 0302681984 or 0244805415

## APPENDIX B

### SIBOR TONIC

Sound of a tiger roaring..... [Tiger roars]

6. **Man:** Whenever you see me and I'm serious with a gloomy face, just pass. Don't pester me. Don't talk to me. Now even greetings!
7. **Woman:** Hoh! Look, there is only reason that will make a man react like you are doing. I know you are not counted when men are being called. I will pester because I know your problem is curable. Take Sibor Tonic to solve all your problems and smile.
8. **Man:** Are you sure this tonic you are talking about can perform as you claim? Can it turn my sorrows around?
9. **Woman:** I can confidently assure you. If you meet 10 men who don't look happy and are looking dull, that means there are a lot of things going wrong with them. It simply means that their energy level is down.
10. **Man:** woman, you are indeed knowledgeable. You have the antidote to almost all the problems men face.
11. **Woman:** Listen more. This tonic has been specially made for only men to equip them with all forms of energy to perform at the highest level when called to duty anywhere, anytime, rain or shine. Sibor Tonic is a herbal medicine which is highly regarded by all men due to its tried and tested capacities. Not recommended for men below 18 years. Women and children are not supposed to take this medicine.
12. **Man:** Sibor Tonic, men express their gratitude to you indeed.
13. **Woman:** It can be obtained in any pharmacy, herbal shops and chemical shops. For bulk purchase, call 0244383590, 0208523855. Sibor Tonic ...
14. **Man:** ... I respect you so much. The Problem Solver!!!

## APPENDIX C

### NEW ANGEL NATURAL CAPSULES AND HERBAL MIXTURE

1. **Woman:** New Angel Natural Power Capsules ...
2. **Man:** [laughs]. There is more fire in it than ever!
3. **Woman:** New Angel Natural Capsules ...
4. **Man:** Eeeeeiiiiiii!!!! It has turned old men into active young men, while young men are now filled with the kind of vitality that has not been seen before. The packages of New Angel Natural Capsules and New Angel Herbal Mixture have been changed. They look very new and nice in their new box. Previously, it was green yellow, but now, it is white, green and yellow. The New Angel Herbal Mixture has a picture of a cheerful couple whose joy and smiles are as a result of their usage of the medicine. And Dr Kwaku Oteng has also increased the potency of these medicines. They have assumed new dimensions.
5. **Woman:** How Dr Oteng has transformed New Angel Natural Capsules indicates men will no longer have their cars break down in the middle journey
6. **Man:** No way! The road is now clear for all manner of cars, big or small. The road is actually made of asphalt, so you can imagine how fast men can run on it.
7. **Woman:** For us women too, we are not afraid of the speed with which you men are coming. We are also taking Angel Herbal Mixture to come face you off squarely.
8. **Man:** Exactly. That's what makes an interesting one.
9. **Woman:** With Angel Herbal Mixture, malaria would no longer be a problem to the family. Menstrual pain is going to be a thing of the past. It increases our appetite and we eat like never before. It boosts our energy so we can match your energy too. From now on, we will see who will retire early when the match begins.
10. **Man:** [laughs]. Oyiwa! Agoro ne fom.
11. **Woman:** Oh yes! Let me ask you: Can pregnant women take New Angel Herbal Mixture?
12. **Man:** No. Also, children below the age of six are also barred from consuming this medicine. Lactating mothers are not recommended to take this medicine as well. New Angel Natural Capsules and New Angel Herbal Mixture can be found in all pharmacies.