

The Sociolinguistics of Visual Culture: An Analogous Appraisal of the Language of Trado-Medical and Church Adverts in Nigeria

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Abstract : The study adopts a sociolinguistic framework to analyse trado-medical and church advertisements in Nigeria. The study employs a qualitative case-study approach to examine the language of trado-medical and church adverts in Nigeria. Obviously, language serves as an instrument of thought. Thus, it is safe to say that language is at the centre of every human activity and experience because it differentiates human beings from all other animals. The study analyses the appropriateness of language and visual elements in trado-medical and church advertisements in relation to their meaning. It focuses on billboard advertisements as well as selected Newspapers in Nigeria. It then became clearer that society influences language and vice versa. Thus, the justification for this study is predicated on the fact that more work still needs to be done to unpack the intertwined relationship among sociolinguistics, visual culture and advertisement. Given that this research focuses on visual advertisements by traditional medical practitioners and churches in Nigeria, it is therefore necessary to investigate the interplay between language and visibility in advertisements by traditional medical practitioners and churches.

Keywords : commercials, culture, language, visibility

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