

## Nonverbal Signs in Television Advertisements: A Semiotics Perspective

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**Abstract :** Semiotics is the study of signs and symbols as significations in a communication process. Television advertisement combines verbal and nonverbal signs to apprise consumers of products' deliverables. This makes the language of television advertisement an important area of semiotic research. This paper focuses on nonverbal signs in television advertisement in purposively selected advertisements of two Nivea beauty products television advertisements: New Nivea Natural Fairness and Nivea Natural Fairness Lotion in Nigeria to investigate signs in meaning construction. It studies the interpretative realities of the signification of the nonverbal signs in television advertisements in Nigeria; examining signs in relation to the embedded and contextual meanings they are capable of exhuming vis-a-vis, viewers' social and cultural senses extrapolated to draw inferences. The paper anchors its research on visual rhetorics and concludes that signs, as nonverbal elements in television advertisements, form part of the entire linguistic system of meaning transmission, noting that interpretations do not rely, solely, on the intrinsic properties of signs as signifiers, but on the imbued sociocultural elements that suggest meaning to viewers.

**Keywords :** Nivea, nonverbal signs, semiotics, signification, signifiers, television advertisement

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