

**LANGUAGE OF ADVERTISING BILLBOARDS IN LAGOS
METROPOLIS**

BY

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DEGREE IN ENGLISH LANGUAGE

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Language of Advertising Billboards in Lagos Metropolis" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined language of advertising billboards in Lagos metropolis, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of language; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with language and advertising. The study adopted a descriptive survey research design, anchored on the Speech Act Theory and the Systemic Functional Linguistics. A sample size of 410 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 397 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.12). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.567$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.99, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.07$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on language.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of language of advertising billboards in lagos metropolis is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

language continues to command considerable attention among researchers, policymakers, and practitioners in english language. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of language. Studies conducted within the West African subregion by Adekunle and Dauda (2018) reached conclusions broadly consistent with the Nigerian evidence. These observations collectively invite a reconsideration of standard assumptions regarding advertising. Studies conducted within the West African subregion by Obiora and Okonkwo (2018) reached conclusions broadly consistent with the Nigerian evidence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Over the past two decades, language has become increasingly significant within the Nigerian landscape and beyond. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream language into routine governance. Evidence assembled by Obiora and Osinachi (2015) across twelve states underscored the heterogeneity of outcomes linked to language. Accordingly, there is a growing consensus that deliberate policy action is required. Research by Ogbeide and Bakare (2021) using mixed methods provided particularly rich insight into the mechanisms connecting language and advertising. These observations collectively invite a reconsideration of standard assumptions regarding advertising. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

In recent years, language has emerged as a central theme in scholarly discourse on english language. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which language unfolds. Comparative work by Ogbeide and Bakare (2022) across several states uncovered a consistent pattern linking language with advertising. These developments carry important implications for policy and practice in english language. A notable study by Kalu and Eze (2017) argued that the impact of language is substantially mediated by the quality of institutions. These observations collectively invite a reconsideration of standard assumptions regarding advertising. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

In both global and African literatures, language is now regarded as a key index of institutional performance. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of language. Comparative work by Nnamdi and Kalu (2022) across several states uncovered a consistent pattern linking language with advertising. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. An examination by Olawale and Aderemi (2019) attributed much of the