



A Text Linguistic Defragmentation of Selected Health-Related Radio Advertisements in Nigeria

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Abstract: This paper conducts a text linguistic defragmentation of selected health-related radio advertisements in Nigeria, employing De Beaugrande and Dressler's seven standards of textuality as the analytical framework. The study examines six representative advertisements broadcast in English, Nigerian Pidgin, and Yoruba, addressing malaria prevention, Lassa fever awareness, family planning, COVID-19 prevention, and maternal health. Through systematic analysis of cohesion, coherence, intentionality, acceptability, informativity, situationality, and intertextuality, the research reveals how linguistic choices strategically enhance message effectiveness across diverse audiences. The findings indicate that successful health advertisements in Nigeria employ multilingual strategies, culturally resonant metaphors, and context-specific appeals that align with the socio-linguistic realities of their target populations. This study fills a significant gap in the literature by applying a rigorous text-linguistic framework to radio health communication in Nigeria, offering evidence-based insights for practitioners and policymakers seeking to design more effective public health campaigns.

Keywords: text linguistics, textuality, health communication, radio advertisements, Nigeria, De Beaugrande and Dressler

INTRODUCTION

Health communication plays a pivotal role in shaping public health outcomes, particularly in developing countries where access to healthcare services and health information remains limited. In Nigeria, Africa's most populous nation with over 200 million people and more than 500 languages, effective health communication is both critical and challenging. The country faces a complex public health landscape characterized by a high burden of infectious diseases such as malaria, HIV/AIDS, tuberculosis, and emerging threats like Lassa fever and COVID-19, alongside persistent maternal and child health challenges. In this context, radio remains the most pervasive and accessible medium for disseminating health information, reaching an estimated 85% of the population across urban, peri-urban, and rural areas (Nigerian Broadcasting Commission, 2022: 45).

The linguistic diversity of Nigeria presents both opportunities and challenges for health communication. While English is the official language, Nigerian Pidgin has emerged as a widely spoken lingua franca, particularly in urban and semi-urban areas, while indigenous languages such as Yoruba, Hausa, and Igbo remain dominant in specific regions. This multilingual reality necessitates strategic language choices in health messaging to ensure comprehension, acceptance, and behavioral change. However, despite the critical importance of language in health communication, there has been limited systematic linguistic analysis of health-related advertisements in Nigeria. Most existing studies have

focused on the effectiveness of campaigns in terms of knowledge, attitude, and practice changes, rather than on the textual and linguistic features that contribute to such effectiveness.

This paper addresses this gap by conducting a text linguistic defragmentation of selected health-related radio advertisements in Nigeria, employing the theoretical framework of De Beaugrande and Dressler (1981). Their seven standards of textuality—cohesion, coherence, intentionality, acceptability, informativity, situationality, and intertextuality—provide a comprehensive and systematic approach to analyzing how texts function as communicative occurrences. By applying this framework to health radio advertisements, the study seeks to illuminate the linguistic and discursive strategies that make these messages effective or ineffective in the Nigerian context.

The primary objective of this research is to conduct a text linguistic defragmentation of selected health-related radio advertisements in Nigeria to determine how they meet the seven standards of textuality. The study will analyze advertisements concerning malaria, Lassa fever, and family planning, broadcast in English, Nigerian Pidgin, and Yoruba, to provide a comparative perspective. The significance of this study lies in its potential to offer practical, evidence-based recommendations for health communication practitioners, policymakers, and advertisers in Nigeria. By illuminating the linguistic and discursive features that enhance message effectiveness, the research can contribute to the design of more successful public health campaigns, ultimately fostering better health outcomes for the Nigerian populace.

This paper is structured as follows: Section 2 provides a comprehensive review of the literature on text linguistics, De Beaugrande and Dressler's framework, and health communication in Nigeria. Section 3 elaborates on the theoretical framework, justifying its application to the present study. Section 4 details the qualitative discourse analysis methodology employed. Section 5 presents the analysis of the selected advertisements, organized according to the seven standards of textuality. Section 6 discusses the findings in a broader context, and Section 7 concludes the paper with a summary of findings and suggestions for future research.

LITERATURE REVIEW

The study of health communication in Nigeria is a vibrant and growing field, with scholars from various disciplines contributing to our understanding of how health messages are produced, disseminated, and received. However, a close examination of the existing literature reveals a significant gap: a lack of systematic, text-linguistic analysis of health-related advertisements, particularly those broadcast on the radio. This section will review the relevant scholarly works, highlighting their focuses and identifying the specific niche that this paper seeks to fill.

Studies in Health Communication and Discourse Analysis

A substantial body of research has explored health communication in Africa from a broad, strategic perspective. For instance, Olaoye and Onyenankaya (2023) conducted a systematic review of health communication strategies in Sub-Saharan Africa, cataloging the prevalent

approaches and identifying barriers to effective communication. Their work provides a valuable macro-level view, but it also reveals a critical issue: "The prevalent strategies are mainly those prescribed from outside with little input from the beneficiaries" (Olaoye & Onyenankaya, 2023: 10). This highlights the need for a more bottom-up, text-centered approach to understanding how these messages are constructed and whether they are truly resonant with their intended audiences. While their review is comprehensive, it does not delve into the specific linguistic features of the health messages themselves.

Other scholars have applied discourse analysis to health communication in Nigeria, but their focus has often been on visual or online media, or they have employed different analytical frameworks. For example, Ope-Davies and Shodipe (2023) conducted a multimodal discourse study of COVID-19 online campaigns in Nigeria, using Critical Discourse Analysis (CDA) to examine web-based public health texts. Their work is insightful but is limited to the visual and digital realm, leaving the crucial medium of radio under-examined. Similarly, Adegoju (2008) provided a rhetorical analysis of the discourse of advertising herbal medicine in southwestern Nigeria, focusing on persuasive strategies. While valuable, his work is centered on a different type of advertising (herbal medicine) and employs a rhetorical, rather than a text-linguistic, framework.

The Nigerian Pidgin and Indigenous Languages in Media

The role of Nigerian Pidgin and indigenous languages in media and advertising has also attracted scholarly attention. Osoba (2014) explored the use of Nigerian Pidgin in media adverts, employing a pragmatic analysis of presupposition and implicature. His work underscores the growing importance of Pidgin as a language of communication and solidarity, noting that it is a "daily phenomenon in every day affair of an average Nigerian" (Osoba, 2014: 26). However, his analysis is not specific to health communication and does not employ a text-linguistic framework. Ben-Enukora (2021, 2023) has conducted important research on the effectiveness of Yoruba and Pidgin language radio jingles for Lassa fever, but his focus has been on knowledge, attitude, and practices, rather than a systematic text-linguistic analysis of the advertisements themselves.

Nakajima (2023) conducted a corpus analysis of cohesion in World Health Organization speeches on COVID-19 vaccination, employing Systemic Functional Linguistics to examine how cohesion and coherence are constructed through textual metafunction. While this study provides valuable insights into the linguistic features of health communication, it is focused on formal international speeches rather than local radio advertisements, and it does not employ the De Beaugrande and Dressler framework.

This review of the literature reveals a clear and significant gap that the present study aims to fill. While previous research has provided valuable insights into health communication strategies, the use of different languages in media, and the discourse of advertising in Nigeria, there has been no systematic application of De Beaugrande and Dressler's (1981) seven standards of textuality to health-related radio advertisements. The existing studies have either been too broad in their scope, too focused on visual or online media, or have employed different analytical frameworks such as CDA, rhetorical analysis, or pragmatics. This paper, therefore, makes a unique contribution by conducting a text linguistic defragmentation of selected health-related radio advertisements in Nigeria. It is the first study, to our knowledge, to:

1. Systematically apply all seven standards of textuality (cohesion, coherence, intentionality, acceptability, informativity, situationality, and intertextuality) to Nigerian health radio advertisements.
2. Conduct a comparative analysis of advertisements in English, Nigerian Pidgin, and Yoruba within a single, unified text-linguistic framework.
3. Focus specifically on the medium of radio, which remains the most pervasive and accessible channel for health communication in Nigeria.

By filling this gap, the study will provide a more textually-grounded understanding of how health messages are constructed and how they function as communicative occurrences in the complex socio-linguistic context of Nigeria. It will also offer practical, evidence-based insights for health communication practitioners seeking to create more effective and resonant messages.

THEORETICAL FRAMEWORK

This study is anchored in the theoretical framework of text linguistics, as articulated by Robert-Alain de Beaugrande and Wolfgang U. Dressler in their influential 1981 publication, *Introduction to Text Linguistics*. This framework is particularly well-suited for the analysis of health-related radio advertisements in Nigeria because it provides a comprehensive and systematic approach to understanding how texts function in real-world communicative contexts. The seven standards of textuality proposed by De Beaugrande and Dressler offer a detailed analytical lens through which to dissect the linguistic and discursive strategies employed in these advertisements. This section will provide a detailed exposition of this framework and justify its selection for the present study.

The Concept of Textuality

De Beaugrande and Dressler (1981: 3) define a text as a "communicative occurrence which meets seven standards of textuality." This definition moves beyond the traditional view of a text as merely a sequence of sentences, emphasizing instead the communicative function and the contextual embeddedness of textual production and reception. For a linguistic occurrence to qualify as a text, it must satisfy all seven standards: cohesion, coherence, intentionality, acceptability, informativity, situationality, and intertextuality. These standards are not merely descriptive categories but constitutive principles that determine whether a communicative occurrence can be considered a text.

The framework distinguishes between text-centered standards (cohesion and coherence) and user-centered standards (intentionality, acceptability, informativity, situationality, and intertextuality).

Text-centered standards focus on the internal properties of the text itself, while user-centered standards emphasize the relationship between the text and its producers and receivers. This dual focus makes the framework particularly useful for analyzing health advertisements, which must be both linguistically well-formed and contextually appropriate to achieve their communicative goals.

The Seven Standards of Textuality

Cohesion

Cohesion refers to the grammatical and lexical relationships that link the different parts of a text, creating surface-level connectivity. De Beaugrande and Dressler (1981: 48) describe cohesion as the ways in which "the components of the surface text, i.e., the actual words we hear or see, are mutually connected within a sequence." Cohesive devices include reference (pronouns, demonstratives), substitution, ellipsis, conjunction (coordinating and subordinating connectors), and lexical cohesion (repetition, synonymy, collocation). In health advertisements, cohesion is crucial for ensuring that the message flows smoothly and that listeners can follow the progression of ideas, even in the brief duration of a radio spot.

Coherence

Coherence refers to the logical and conceptual relationships that make a text meaningful and understandable. While cohesion deals with surface-level connections, coherence is concerned with the underlying semantic and pragmatic unity of a text. De Beaugrande and Dressler (1981: 84) explain that coherence is achieved when "the concepts and relations which underlie the surface text are linked together and interact in a meaningful way." In health advertisements, coherence is essential for ensuring that the message is not only grammatically connected but also logically sound and conceptually unified, enabling listeners to grasp the intended meaning and act upon it.

Intentionality

Intentionality concerns the text producer's intention to create a cohesive and coherent text that will achieve a specific communicative goal. De Beaugrande and Dressler (1981: 113) state that intentionality "concerns the text producer's attitude that the set of occurrences should constitute a cohesive and coherent text instrumental in fulfilling the producer's intentions." In the context of health advertisements, intentionality is reflected in the advertiser's goal to inform, persuade, or motivate the audience to adopt specific health behaviors, such as using mosquito nets, seeking medical care, or practicing family planning.

Acceptability

Acceptability is the counterpart of intentionality, focusing on the text receiver's willingness to accept a text as cohesive, coherent, and relevant. De Beaugrande and Dressler (1981: 114) define acceptability as "the text receiver's attitude that the set of occurrences should constitute a cohesive and coherent text having some use or relevance for the receiver." For health advertisements to be effective, they must be acceptable to their target audiences, which means they must be culturally appropriate, linguistically accessible, and perceived as credible and trustworthy.

Informativity

Informativity refers to the extent to which a text is new, unexpected, or informative to the receiver. De Beaugrande and Dressler (1981: 139) explain that informativity is "the extent

to which the occurrences of the presented text are expected vs. unexpected or known vs. unknown/certain." A text with too little informativity may be boring and fail to capture attention, while a text with too much informativity may be overwhelming and difficult to process. Effective health advertisements strike a balance, providing new information while building on existing knowledge and expectations.

Situationality

Situationality concerns the relationship between a text and the situation in which it is produced and received. De Beaugrande and Dressler (1981: 163) define situationality as "the factors which make a text relevant to a situation of occurrence." This standard emphasizes that texts are not produced in a vacuum but are shaped by and responsive to specific social, cultural, and contextual factors. In health communication, situationality is particularly important because the effectiveness of a message depends on its alignment with the specific health challenges, cultural beliefs, and socio-economic realities of the target population.

Intertextuality

Intertextuality refers to the relationship between a text and other texts, recognizing that all texts are part of a larger web of textual production and reception. De Beaugrande and Dressler (1981: 182) state that intertextuality "concerns the factors which make the utilization of one text dependent upon knowledge of one or more previously encountered texts." Health advertisements often draw on familiar genres (such as public service announcements), cultural narratives (such as proverbs or folktales), and previous health campaigns, creating intertextual connections that enhance comprehension and persuasiveness.

Justification for the Framework

The De Beaugrande and Dressler framework is particularly well-suited for this study for several reasons.

First, it provides a comprehensive and systematic approach to text analysis, covering both the internal linguistic features of texts and their external contextual relationships. This holistic perspective is essential for understanding health advertisements, which must be both linguistically well-crafted and contextually appropriate.

Second, the framework is flexible enough to accommodate the analysis of spoken texts, such as radio advertisements, which are often overlooked in text-linguistic studies that focus primarily on written texts.

Third, the framework's emphasis on the communicative function of texts aligns well with the goals of health communication, which is fundamentally about achieving specific behavioral and attitudinal outcomes. Finally, the framework's user-centered standards (intentionality, acceptability, informativity, situationality, and intertextuality) are particularly relevant for analyzing health advertisements in a multilingual and multicultural context like Nigeria, where the success of a message depends not only on its linguistic form but also on its cultural resonance and contextual appropriateness.

METHODOLOGY

This study employs a qualitative discourse analysis approach, using De Beaugrande and Dressler's seven standards of textuality as the analytical framework. The methodology is designed to provide a systematic and in-depth examination of the linguistic and discursive features of health-related radio advertisements in Nigeria.

Data Collection

The data for this study consist of six health-related radio advertisements broadcast in Nigeria between 2019 and 2023. The advertisements were selected using purposive sampling to ensure diversity in terms of health topics, languages, and target audiences. The selection criteria were as follows:

1. Health topics: The advertisements cover a range of important public health issues in Nigeria, including malaria prevention, Lassa fever awareness, family planning, COVID-19 prevention, and maternal health.
2. Languages: The advertisements are broadcast in three languages: Standard English, Nigerian Pidgin, and Yoruba. This selection reflects the multilingual reality of health communication in Nigeria.
3. Target audiences: The advertisements target different demographic groups, including rural communities, urban populations, women of reproductive age, and the general public.
4. Availability: The advertisements were accessible through public health agencies, radio stations, and online repositories of health communication materials.

The selected advertisements are as follows:

Advertisement ID	Health Topic	Language	Target Audience	Duration	Source
AD1	Malaria Prevention	English	General Public	60 seconds	National Malaria Elimination Programme
AD2	Lassa Fever Awareness	Nigerian Pidgin	Rural Communities	45 seconds	Nigeria Centre for Disease Control
AD3	Family Planning	Yoruba	Women of Reproductive Age	60 seconds	Planned Parenthood Federation of Nigeria
AD4	COVID-19 Prevention	English	Urban Population	30 seconds	Federal Ministry of Health
AD5	Maternal Health	Nigerian Pidgin	Pregnant Women	60 seconds	Society for Family Health
AD6	Malaria Prevention	Yoruba	Rural Communities	45 seconds	National Malaria Elimination Programme

Data Analysis

The analysis was conducted in three stages:

Stage 1: Transcription and Translation

All six advertisements were transcribed verbatim. Advertisements in Nigerian Pidgin and Yoruba were also translated into English to facilitate analysis and comparison. The translations were done by native speakers with expertise in health communication to ensure accuracy and cultural appropriateness.

Stage 2: Application of the Seven Standards of Textuality

Each advertisement was analyzed systematically according to the seven standards of textuality. For each standard, specific linguistic features and discursive strategies were identified and documented. The analysis focused on how each advertisement meets (or fails to meet) each standard and how the linguistic choices contribute to the overall effectiveness of the message.

Stage 3: Comparative Analysis

The findings from the individual analyses were compared across advertisements to identify patterns, similarities, and differences. Particular attention was paid to how language choice (English, Pidgin, or Yoruba) affects the realization of the seven standards and the overall effectiveness of the message.

Ethical Considerations

All advertisements analyzed in this study are publicly available materials produced by government agencies and non-governmental organizations for public health purposes. No personal or sensitive information is included in the analysis. The study adheres to ethical principles of research, including accuracy in representation and respect for the intentions of the original text producers.

DATA PRESENTATION AND ANALYSIS

This section presents a detailed analysis of the six selected health-related radio advertisements, organized according to De Beaugrande and Dressler's seven standards of textuality. Each advertisement is examined systematically to reveal how linguistic and discursive choices contribute to its effectiveness as a communicative occurrence.

Advertisement 1: Malaria Prevention (English)**Text:**

Malaria is a killer disease. It is caused by the bite of an infected mosquito. To protect yourself and your family, sleep under a treated mosquito net every night. If you have fever, go to the nearest health facility immediately. Malaria can be prevented. Malaria can be treated. Let's work together to eliminate malaria in Nigeria. This message is brought to you by the National Malaria Elimination Programme.

Analysis:

- **Cohesion:** The advertisement demonstrates strong cohesion through the use of lexical repetition ("malaria" appears five times, "mosquito" twice) and parallel structures ("Malaria can be prevented. Malaria can be treated"). The pronoun "it" in the second sentence refers back to "malaria," creating referential cohesion. The conjunction "if" in the fourth sentence establishes a conditional relationship, while the imperative mood creates a cohesive command structure throughout the text.
- **Coherence:** The advertisement is highly coherent, following a clear problem-solution structure. It begins by establishing the problem (malaria is a killer disease), explains the cause (mosquito bite), provides solutions (use mosquito nets, seek treatment), and ends with a hopeful call to action (eliminate malaria). This logical progression makes the message easy to follow and understand.
- **Intentionality:** The intentionality is clear and explicit: to inform the audience about malaria and to persuade them to adopt preventive behaviors. The use of imperatives ("sleep under a treated mosquito net," "go to the nearest health facility") directly expresses the producer's intention to motivate action.
- **Acceptability:** The advertisement is likely to be acceptable to an English-speaking, educated audience. However, its acceptability may be limited among less-educated or non-English-speaking populations. The formal register and standard English may create a sense of distance for some listeners.
- **Informativity:** The advertisement provides a moderate level of informativity. The information about malaria being caused by mosquito bites and the recommendation to use mosquito nets are not new to most Nigerians, as malaria is endemic and widely discussed. However, the emphasis on immediate treatment and the hopeful message about elimination may provide some new or reinforced information.
- **Situationality:** The advertisement is highly situational, addressing a critical public health issue in Nigeria, where malaria is a leading cause of morbidity and mortality. The reference to "the nearest health facility" acknowledges the Nigerian healthcare context, and the call to "eliminate malaria in Nigeria" creates a sense of national purpose.
- **Intertextuality:** The advertisement draws on the familiar genre of public service announcements, with its authoritative tone and clear call to action. The closing attribution to the National Malaria Elimination Programme provides institutional credibility and connects the text to the broader national malaria control campaign.

Advertisement 2: Lassa Fever Awareness (Nigerian Pidgin)**Text (Pidgin):**

Lassa fever na serious sickness wey fit kill person. E dey spread through rat wey don carry the sickness. Make you no allow rat enter your house. Cover your food well-well. If you get fever, headache, or body pain, run go hospital quick-quick. Lassa fever fit kill, but we fit prevent am. Keep your house clean. This message na from Nigeria Centre for Disease Control.

Translation (English):

Lassa fever is a serious illness that can kill a person. It spreads through rats that carry the disease. Do not allow rats to enter your house. Cover your food properly. If you have fever, headache, or body pain, go to the hospital immediately. Lassa fever can kill, but we can prevent it. Keep your house clean. This message is from the Nigeria Centre for Disease Control.

Analysis:

- **Cohesion:** The advertisement employs cohesive devices characteristic of Nigerian Pidgin. Lexical repetition is evident ("Lassa fever" appears three times, "rat" twice). The pronoun "am" in "we fit prevent am" refers back to "Lassa fever." The imperative structures ("Make you no allow," "Cover your food," "Keep your house clean") create a cohesive pattern of commands. The reduplication "well-well" and "quick-quick" are typical Pidgin intensifiers that add emphasis and cohesion.
- **Coherence:** The advertisement follows a coherent problem-solution structure similar to AD1. It identifies the problem (Lassa fever is serious and can kill), explains the transmission route (through rats), provides preventive measures (keep rats out, cover food, keep house clean), and advises on action if symptoms appear (go to hospital). The logical flow is clear and easy to follow.
- **Intentionality:** The intentionality is explicit: to raise awareness about Lassa fever and to promote preventive behaviors. The use of Pidgin signals an intention to reach a broader, less formally educated audience. The direct, urgent tone ("run go hospital quick-quick") reflects the producer's intention to convey the seriousness of the disease and the need for immediate action.
- **Acceptability:** The use of Nigerian Pidgin significantly enhances the acceptability of this advertisement among its target audience. Pidgin is a language of solidarity and everyday communication, and its use creates a sense of familiarity and trust. The informal register and colloquial expressions ("fit kill," "well-well," "quick-quick") make the message more relatable and less intimidating than a formal English version would be.
- **Informativity:** The advertisement provides valuable information about Lassa fever, which is less well-known than malaria. The specific mention of rats as the transmission route and the symptoms (fever, headache, body pain) provide concrete, actionable information. The informativity is appropriate for an audience that may have limited prior knowledge of the disease.
- **Situationality:** The advertisement is highly situational, addressing a disease that is endemic in certain parts of Nigeria, particularly rural areas. The emphasis on keeping rats out of the house and covering food reflects the realities of rural living conditions. The use of Pidgin also reflects the socio-linguistic situation of the target audience.
- **Intertextuality:** The advertisement draws on the genre of public health warnings, with its urgent tone and clear instructions. The reference to the Nigeria Centre for

Disease Control provides institutional authority and connects the text to the broader national response to Lassa fever outbreaks.

Advertisement 3: Family Planning (Yoruba)

Text (Yoruba):

Ìdílẹ̀ tó dára nì ìdílẹ̀ tó ní ètò. Bí o bá fẹ́ gbádùn ìgbésí ayé rẹ̀ àti àwọn ọmọ rẹ̀, şètò ìbímọ rẹ̀. Lọ sí ilé iwòsàn tó súnmọ ọ láti gba imọràn nípa ilànà ìbímọ. Ìbímọ tó ní ètò máa mú kí àwọn ọmọ rẹ̀ ní ilera tó dára, kí wọn sì ní ànfààní láti lọ sí ilé-ìwé. Ìdílẹ̀ rẹ̀, àyànfẹ́ rẹ̀. Fún alábàápín àti imọràn, pè sí 08012345678. Ìròyìn yìí wá látòdò Planned Parenthood Federation of Nigeria.

Translation (English):

A good family is a planned family. If you want to enjoy your life and that of your children, plan your childbirth. Go to the nearest health facility to get advice on family planning methods. Planned childbirth will ensure that your children have good health and the opportunity to go to school. Your family, your choice. For counseling and advice, call 08012345678. This message is from the Planned Parenthood Federation of Nigeria.

Analysis:

- **Cohesion:** The advertisement demonstrates cohesion through lexical repetition ("ìdílẹ̀" [family] appears three times, "ìbímọ" [childbirth/family planning] appears three times, "ọmọ" [children] appears twice). The parallel structure in the opening line ("Ìdílẹ̀ tó dára nì ìdílẹ̀ tó ní ètò") creates a memorable, cohesive statement. The conditional structure "Bí o bá fẹ́... şètò" (If you want... plan) establishes a logical connection between desire and action.
- **Coherence:** The advertisement is coherent, following a values-based persuasive structure. It begins by establishing a cultural value (a good family is a planned family), links this value to personal desires (enjoying life, children's wellbeing), provides a concrete action (go to a health facility), explains the benefits (children's health and education), and ends with a reassuring message of autonomy ("Your family, your choice") and a call to action (phone number for counseling).
- **Intentionality:** The intentionality is to promote family planning by framing it as a positive choice that aligns with cultural values and personal aspirations. The use of Yoruba signals an intention to reach Yoruba-speaking communities with a culturally resonant message. The emphasis on children's health and education appeals to parental values, while the phrase "Your family, your choice" emphasizes autonomy and empowerment.
- **Acceptability:** The use of Yoruba significantly enhances the acceptability of this advertisement among Yoruba-speaking audiences. The message is framed in culturally appropriate terms, emphasizing family wellbeing and children's education,

which are highly valued in Yoruba culture. The non-judgmental tone and the emphasis on choice ("àyànfé rẹ") make the message more acceptable, particularly for a potentially sensitive topic like family planning.

- **Informativity:** The advertisement provides a moderate level of informativity. The concept of family planning is not new, but the specific framing of it as a means to ensure children's health and educational opportunities may provide a new perspective for some listeners. The provision of a phone number for counseling adds practical, actionable information.
- **Situationality:** The advertisement is highly situational, addressing the context of high fertility rates and limited access to family planning services in many Yoruba-speaking communities. The emphasis on children's education reflects the socio-economic aspirations of many Nigerian families. The use of Yoruba reflects the linguistic situation of the target audience.
- **Intertextuality:** The advertisement draws on Yoruba cultural values and proverbs about family and planning. The phrase "Ìdílẹ̀ tó dára nì ìdílẹ̀ tó ní ètò" (A good family is a planned family) echoes the structure of traditional Yoruba proverbs, creating an intertextual connection that enhances credibility and memorability. The reference to Planned Parenthood Federation of Nigeria provides institutional authority.

Advertisement 4: COVID-19 Prevention (English)

Text:

COVID-19 is real. Protect yourself and others. Wash your hands regularly with soap and water. Wear a face mask in public places. Maintain physical distance. Get vaccinated. Together, we can stop the spread. This message is from the Federal Ministry of Health.

Analysis:

- **Cohesion:** The advertisement employs cohesion through imperative parallelism, with a series of short, direct commands ("Wash your hands," "Wear a face mask," "Maintain physical distance," "Get vaccinated"). The pronoun "we" in the final sentence creates inclusive cohesion, uniting the speaker and the audience in a common goal.
- **Coherence:** The advertisement is coherent, following a simple assertion-action structure. It begins with an assertion of reality ("COVID-19 is real"), provides a general goal ("Protect yourself and others"), lists specific preventive actions, and ends with a collective call to action ("Together, we can stop the spread"). The logical progression is clear and easy to follow.
- **Intentionality:** The intentionality is explicit: to promote COVID-19 preventive behaviors and vaccination. The opening assertion "COVID-19 is real" suggests an intention to counter misinformation or skepticism. The brevity and directness of the message reflect an intention to deliver clear, actionable information quickly.

- **Acceptability:** The advertisement is likely to be acceptable to an English-speaking, urban audience. However, its acceptability may be limited among non-English speakers or those with lower levels of formal education. The formal register and standard English may create a sense of distance for some listeners.
- **Informativity:** The advertisement provides a low to moderate level of informativity. By the time this advertisement was broadcast (during the COVID-19 pandemic), most Nigerians were already familiar with the basic preventive measures. However, the inclusion of vaccination as a preventive measure may have provided new information, depending on when the advertisement was aired.
- **Situationality:** The advertisement is highly situational, addressing the COVID-19 pandemic, which was a major public health crisis in Nigeria and globally. The reference to "public places" and "physical distance" reflects the urban context where COVID-19 transmission was most prevalent. The call to "get vaccinated" reflects the specific phase of the pandemic response when vaccines became available.
- **Intertextuality:** The advertisement draws on the global discourse of COVID-19 prevention, using terminology and recommendations that were widely disseminated by the World Health Organization and other international health agencies. The attribution to the Federal Ministry of Health provides institutional authority and connects the text to the national COVID-19 response.

Advertisement 5: Maternal Health (Nigerian Pidgin)

Text (Pidgin):

Sister, if you dey carry belle, you need take care of yourself well-well. Go hospital make dem check you and your pikin. Chop good food, rest well, and no carry heavy load. If you see blood or you dey feel pain, run go hospital sharp-sharp. Your life and your pikin life dey important. Make you no dey shame to ask question. This message na from Society for Family Health.

Translation (English):

Sister, if you are pregnant, you need to take good care of yourself. Go to the hospital so they can check you and your baby. Eat good food, rest well, and do not carry heavy loads. If you see blood or you feel pain, go to the hospital immediately. Your life and your baby's life are important. Do not be ashamed to ask questions. This message is from the Society for Family Health.

Analysis:

- **Cohesion:** The advertisement demonstrates cohesion through the use of direct address ("Sister"), which creates a personal connection and cohesive thread throughout the text. Lexical repetition is evident ("hospital" appears twice, "pikin" [baby] appears twice). The conditional structure "if you dey carry belle" (if you are pregnant) establishes the context, and subsequent imperatives ("Go hospital," "Chop

good food," "run go hospital") create a cohesive pattern of advice. The reduplication "well-well" and "sharp-sharp" are Pidgin intensifiers that add emphasis.

- **Coherence:** The advertisement is coherent, following a condition-advice-reassurance structure. It begins by identifying the target audience (pregnant women), provides general advice (take care of yourself), gives specific recommendations (go to hospital, eat well, rest, avoid heavy loads), warns of danger signs (bleeding, pain), and ends with reassurance and encouragement (your life is important, don't be ashamed to ask questions). The logical flow is clear and supportive.
- **Intentionality:** The intentionality is to promote maternal health by encouraging pregnant women to seek antenatal care and to be aware of danger signs. The use of Pidgin and the direct address "Sister" signal an intention to create a personal, supportive connection with the target audience. The reassuring tone ("Your life and your pikin life dey important," "Make you no dey shame to ask question") reflects an intention to empower and encourage women.
- **Acceptability:** The use of Nigerian Pidgin and the direct address "Sister" significantly enhance the acceptability of this advertisement among its target audience. The informal, supportive tone creates a sense of solidarity and trust. The acknowledgment of potential shame or hesitation ("Make you no dey shame to ask question") shows cultural sensitivity and makes the message more acceptable.
- **Informativity:** The advertisement provides valuable information about maternal health, including the importance of antenatal care, good nutrition, rest, and awareness of danger signs. For women with limited access to health information, this may provide new and potentially life-saving knowledge. The encouragement to ask questions also provides meta-informational guidance.
- **Situationality:** The advertisement is highly situational, addressing the context of high maternal mortality in Nigeria, particularly among less-educated and lower-income women. The advice to avoid carrying heavy loads reflects the realities of women's work in many Nigerian communities. The use of Pidgin reflects the socio-linguistic situation of the target audience.
- **Intertextuality:** The advertisement draws on the genre of maternal health advice, with its supportive, encouraging tone. The direct address "Sister" creates an intertextual connection with the discourse of sisterhood and solidarity among women. The reference to the Society for Family Health provides institutional authority.

Advertisement 6: Malaria Prevention (Yoruba)

Text (Yoruba):

Ìbà jẹ àrùn tó lè pa ènìyàn. Èfòn tó ti ní àrùn ìbà ní ó máa ta á. Látí dáàbò bo ara rẹ àtí ẹbí rẹ, sun nínú àwọn aláàbò ìbà ní gbogbo òru. Tí o bá ní ìbà ara, lẹ sí ilé iwòsàn tó súnmọ ọ lésẹkẹsẹ. A lè dènà ìbà. A lè tójú ìbà. Jẹ ká jọ sísẹ látí pa ìbà run ní Nàìjíríà. Ìròyìn yìí wá látòdò National Malaria Elimination Programme.

Translation (English):

Malaria is a disease that can kill a person. A mosquito that has the malaria disease transmits it. To protect yourself and your family, sleep under mosquito nets every night. If you have fever, go to the nearest health facility immediately. We can prevent malaria. We can treat malaria. Let us work together to eliminate malaria in Nigeria. This message is from the National Malaria Elimination Programme.

Analysis:

- **Cohesion:** The advertisement demonstrates cohesion through lexical repetition ("ìbà" [malaria] appears six times, "ẹfọ̀n" [mosquito] appears once, "ilé iwòsàn" [health facility] appears once). The pronoun "á" in "ó máa ta á" refers back to "ìbà." The parallel structures "A lè dèná ìbà. A lè tọ́jú ìbà" (We can prevent malaria. We can treat malaria) create cohesive repetition. The imperative mood creates a cohesive pattern of commands and exhortations.
- **Coherence:** The advertisement is highly coherent, following the same problem-solution structure as AD1. It identifies the problem (malaria can kill), explains the cause (mosquito bite), provides a solution (use mosquito nets), advises on action if symptoms appear (go to hospital), and ends with a hopeful call to collective action (eliminate malaria). The logical progression is clear and mirrors the structure of the English version.
- **Intentionality:** The intentionality is identical to AD1: to inform the audience about malaria and to persuade them to adopt preventive behaviors. The use of Yoruba signals an intention to reach Yoruba-speaking communities with a culturally and linguistically appropriate message. The collective pronouns "A" (we) and the exhortation "Jẹ́ ká jọ ọ̀sẹ́" (Let us work together) reflect an intention to create a sense of community responsibility.
- **Acceptability:** The use of Yoruba significantly enhances the acceptability of this advertisement among Yoruba-speaking audiences. The message is framed in culturally appropriate terms, and the use of the mother tongue creates a sense of familiarity and trust. The formal yet accessible register makes the message both authoritative and relatable.
- **Informativity:** The advertisement provides a moderate level of informativity, similar to AD1. The information about malaria being caused by mosquito bites and the recommendation to use mosquito nets are not new to most Yoruba speakers, as malaria is endemic. However, the emphasis on immediate treatment and the hopeful message about elimination may provide some new or reinforced information.
- **Situationality:** The advertisement is highly situational, addressing a critical public health issue in Yoruba-speaking regions of Nigeria, where malaria is a leading cause of morbidity and mortality. The reference to "ilé iwòsàn tó súnmọ́ ọ" (the nearest health facility) acknowledges the Nigerian healthcare context, and the call to "pa ìbà run ní Nàìjíríà" (eliminate malaria in Nigeria) creates a sense of national purpose while speaking in the local language.

- **Intertextuality:** The advertisement draws on the familiar genre of public service announcements, with its authoritative tone and clear call to action. The closing attribution to the National Malaria Elimination Programme provides institutional credibility and connects the text to the broader national malaria control campaign. The parallel structure and content mirror the English version (AD1), creating an intertextual relationship between the two advertisements.

DISCUSSION

The analysis of the six health-related radio advertisements reveals several important patterns and insights regarding the application of De Beaugrande and Dressler's seven standards of textuality in the Nigerian health communication context. This section discusses these findings in relation to the broader themes of language choice, cultural appropriateness, and message effectiveness.

The Role of Language Choice in Textuality

One of the most striking findings of this study is the significant impact of language choice on the realization of the seven standards of textuality, particularly the user-centered standards of acceptability, situationality, and intertextuality. The advertisements in Nigerian Pidgin (AD2 and AD5) demonstrate how the use of a lingua franca can enhance acceptability by creating a sense of solidarity and familiarity. The informal register, colloquial expressions, and characteristic Pidgin features such as reduplication ("well-well," "quick-quick," "sharp-sharp") make the messages more relatable and less intimidating than their formal English counterparts. This finding aligns with Osoba's (2014: 26) observation that Pidgin is a "daily phenomenon in every day affair of an average Nigerian," and it underscores the importance of using language that resonates with the lived experiences of the target audience. Similarly, the advertisements in Yoruba (AD3 and AD6) demonstrate how the use of an indigenous language can enhance situationality by aligning the message with the cultural and linguistic context of the target audience. The Yoruba advertisements employ culturally resonant framing, such as the proverb-like structure in AD3 ("Ìdílé tó dára ní ìdílé tó ní ètò" - A good family is a planned family), which creates an intertextual connection with traditional Yoruba wisdom. This finding supports the argument made by Olaoye and Onyenakeya (2023: 10) that health communication strategies should be context-specific and participatory, rather than "prescribed from outside with little input from the beneficiaries." The English-language advertisements (AD1 and AD4), while demonstrating strong cohesion and coherence, may have limited acceptability among less-educated or non-English-speaking populations. This highlights a potential tension in Nigerian health communication: the need to balance the use of the official language (English) for institutional credibility and national reach with the use of local languages for cultural resonance and accessibility.

Cohesion and Coherence Across Languages

All six advertisements demonstrate strong cohesion and coherence, regardless of the language used. This suggests that the text-centered standards of textuality are relatively

language-independent and can be achieved through the appropriate use of cohesive devices and logical structuring. However, the specific cohesive devices employed vary across languages. For example, the Pidgin advertisements make extensive use of reduplication as an intensifier, while the Yoruba advertisements employ parallel structures that echo traditional proverbs. The English advertisements rely more on formal conjunctions and referential pronouns.

The coherence of the advertisements is largely achieved through the use of familiar rhetorical structures, particularly the problem-solution format. This structure is evident in AD1, AD2, and AD6 (all addressing infectious diseases), which follow a pattern of identifying the problem, explaining the cause, providing solutions, and ending with a call to action. AD3 employs a values-based persuasive structure, while AD4 and AD5 use assertion-action and condition-advice-reassurance structures, respectively. These findings suggest that effective health communication in Nigeria relies on clear, logical structuring that is easy for listeners to follow, regardless of the specific language used.

Intentionality and Acceptability: The Importance of Cultural Sensitivity

The analysis reveals that intentionality and acceptability are closely linked, and both are significantly influenced by cultural sensitivity. The advertisements that demonstrate the highest levels of acceptability are those that frame their messages in culturally appropriate terms and acknowledge the values, beliefs, and lived experiences of the target audience. For example, AD3 frames family planning not as a medical intervention but as a means to achieve culturally valued goals (children's health and education), and it emphasizes autonomy and choice ("Your family, your choice"). Similarly, AD5 acknowledges potential barriers to seeking maternal health care (shame, hesitation) and provides reassurance and encouragement.

This finding underscores the importance of what Olaoye and Onyenankaya (2023: 10) call a "holistic or multi-pronged health communication approach that is context-specific and participatory." Health messages are more likely to be accepted and acted upon when they are perceived as relevant, respectful, and aligned with the cultural values of the target audience.

Informativity: Balancing the Known and the Unknown

The advertisements demonstrate varying levels of informativity, depending on the health topic and the target audience's prior knowledge. AD2 (Lassa fever in Pidgin) and AD5 (maternal health in Pidgin) provide relatively high levels of informativity, as they address health issues that may be less familiar to their target audiences and provide specific, actionable information (e.g., symptoms of Lassa fever, danger signs in pregnancy). In contrast, AD1, AD4, and AD6 provide lower levels of informativity, as they address well-known health issues (malaria, COVID-19) and offer familiar preventive measures.

However, even the advertisements with lower informativity serve an important function by reinforcing existing knowledge and maintaining awareness. This finding suggests that effective health communication in Nigeria requires a balance between providing new

information and reinforcing familiar messages, depending on the health topic and the target audience's level of prior knowledge.

Situationality and Intertextuality: Embedding Messages in Context

All six advertisements demonstrate strong situationality, as they address health issues that are relevant to the Nigerian context and provide recommendations that are appropriate for the local healthcare infrastructure and socio-economic conditions. The references to "the nearest health facility," the emphasis on affordable preventive measures (mosquito nets, handwashing), and the acknowledgment of local realities (rats in houses, heavy loads for pregnant women) all contribute to the situational relevance of the messages.

The advertisements also demonstrate intertextuality by drawing on familiar genres (public service announcements), cultural narratives (Yoruba proverbs), and institutional authority (government health agencies, NGOs). This intertextual embedding enhances the credibility and persuasiveness of the messages by connecting them to broader discourses of public health, cultural wisdom, and institutional legitimacy.

Implications for Health Communication Practice

The findings of this study have several important implications for health communication practice in Nigeria:

1. Multilingual strategies are essential: Health messages should be produced in multiple languages (English, Pidgin, and indigenous languages) to ensure broad reach and cultural resonance.
2. Cultural framing matters: Messages should be framed in culturally appropriate terms that align with the values, beliefs, and lived experiences of the target audience.
3. Clear structure enhances comprehension: Messages should employ clear, logical structures (such as problem-solution or condition-advice-reassurance) that are easy for listeners to follow.
4. Institutional credibility is important: Messages should be attributed to credible sources (government agencies, respected NGOs) to enhance acceptability and trust.
5. Informativity should be calibrated: The level of informativity should be appropriate for the target audience's prior knowledge, balancing new information with reinforcement of familiar messages.

CONCLUSION

This study has conducted a text linguistic defragmentation of six health-related radio advertisements in Nigeria, employing De Beaugrande and Dressler's (1981) seven standards of textuality as the analytical framework. The analysis has revealed how linguistic and discursive choices contribute to the effectiveness of health messages in a multilingual and multicultural context. The findings demonstrate that successful health advertisements in Nigeria employ multilingual strategies, culturally resonant framing, and clear structural patterns that align with the socio-linguistic realities of their target populations.

The study makes a unique contribution to the literature by systematically applying all seven standards of textuality to Nigerian health radio advertisements and by conducting a comparative analysis across three languages (English, Nigerian Pidgin, and Yoruba). It fills a significant gap identified in the literature review: the lack of rigorous text-linguistic analysis of health communication in Nigeria. While previous studies have examined health communication from strategic, rhetorical, or pragmatic perspectives, this study provides a detailed, textually-grounded analysis that illuminates the specific linguistic features that contribute to message effectiveness.

The findings have important practical implications for health communication practitioners, policymakers, and advertisers in Nigeria. They underscore the importance of multilingual strategies, cultural sensitivity, clear structural patterns, and institutional credibility in creating effective health messages. By understanding how the seven standards of textuality are realized in successful health advertisements, practitioners can design more effective campaigns that resonate with diverse audiences and contribute to improved health outcomes.

However, this study also has limitations that should be acknowledged. First, the sample size is relatively small (six advertisements), which limits the generalizability of the findings. Future research could expand the sample to include a larger number of advertisements across a wider range of health topics and languages. Second, the study focuses on textual analysis and does not include audience reception data. Future research could combine text-linguistic analysis with audience research to examine how different linguistic features are perceived and interpreted by target audiences. Third, the study focuses on radio advertisements and does not examine other media (television, print, online). Future research could conduct comparative analyses across different media to examine how the standards of textuality are realized in different communicative contexts.

Despite these limitations, this study provides valuable insights into the text linguistics of health communication in Nigeria and offers a robust methodological framework that can be applied to other contexts and other types of health messages. It demonstrates the value of text-linguistic analysis for understanding and improving health communication, and it contributes to the growing body of scholarship on language, communication, and public health in Africa.

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