ELLIPSIS AND SUBSTITUTION IN SELECTED ENGLISH NEWSPAPER ADVERTISEMENTS IN NIGERIA

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ABSTRACT
This study examined the use of ellipsis and substitution in selected English newspaper advertisements in Nigeria, using the framework of cohesion theory. The research investigates the extent to which these linguistic features appear in advertisements and evaluates their impact on the effectiveness of the messages conveyed. Data were purposively selected from advertisements published in Nigerian Tribune, The Punch, The Guardian, and The Nation newspapers. Eight advertisements were analysed: four focusing on ellipsis and four on substitution. The findings reveal that three types of ellipsis and substitution such as nominal, verbal and clausal, are commonly employed by advertisers to convey messages concisely. The study also shows that the need for brevity often leads to creative language use, with advertisers relying on exaggerated expressions, catchy phrases and slogans to appeal to customers and influence purchasing decisions, even for products they may not initially need or intend to buy.

Keywords: Cohesion, Ellipsis, Substitution, Advertising, Copywriters

1.1 INTRODUCTION

In a piece of discourse, the whole text is taken as a unit. The different ideas or component parts must relate to one another to maintain organic unity. The concept of doing this is called cohesion (Osisanwo, 2003). Cohesion is interested in relating the internal organization of language to the functions of language.

Moe (1979) maintains that cohesion is a component of coherence and that while cohesion has to do with the overt cohesive ties that hold among sentences, coherence deals with the overall or global unity of the text. Stylisticians achieve cohesion through the use of grammatical connective devices. These grammatical devices can also be referred to as syntactic or structural devices (Halliday and Hasan, 1976). These devices are made up of structural items such as auxiliaries, prepositions, pronouns, determiners, etc. In function, they are reflected as substitution, conjunction, ellipsis and reference.

However, ellipsis and substitution are the most important linguistic terms that will be focused in this work. They are parts of the grammatical ties used as inter-sentence connectors. These sentence connectors are devices we make use of in texts, and their goal is to make sure that the text in which they are used form a unified whole (Osisanwo, 2003, p.31).

The use of ellipsis and substitution is very common in newspaper advertisements. Advertisers pass their messages across to the public with limited words employing rhythm and rhymes so that the readers can find the messages attractive. They use

different styles to catch the attention of the readers.

The issue here, is that the advertisers use language in an exaggerated manner, thereby making the audience buy what they do not intend buying. To sell a product, one needs a good marketing strategy and this suggests that a good product cannot sell without a good advertisement, but that does not mean that advertisement is a boost for bad product.

Advertising as a persuasive language can be used to change the mind towards a product, service or idea. For one to achieve this, a good language is required in advertising because language is a formidable tool for information dissemination. Adetuyi and Patrick (2019) carried out a stylistic analysis of selected Christian religion print advertisement in Ibadan Metropolis, Oyo State and discovered that the language of religious advertisement indicates how people's linguistic choices are influenced by their religious persuasions and beliefs. The advertisers employ diverse linguistic features such as pictorial elements, graphological devices of italicization, icons, capitalisation, punctuation marks and figures. Adetuyi and Patrick (2019) discovered that the choice of words is very simple, and there are elements of code-mixing; Ogunrinde and Adedoja (2020, pp. 15–48) conducted a pragmatic analysis of selected Pentecostal gospel print advertisements in Ekiti State, Nigeria.

Ogunrinde and Adedoja's study examined six advertisements sourced from residential building walls and handbills distributed by selected churches. The findings revealed that strategies such as event-themed words, positive declaratives, and persuasive language were employed to engage the target audience and reinforce the religious groups' names in the readers' minds. While this study differs in focus from Ogunrinde and Adedoja's (2020) work, it shares a similar analytical approach, as it explores the use of ellipsis and substitution in the context of advertising.

This study is guided by the topic, "Sentence Connection" as presented in Quirk and Greenbaum (1973, p.284), Halliday and Hasan (1976, p. 290) and Aremo (1997, p. 616). However, none of these scholars either attempted the treatment of substitution and ellipsis in newspaper advertisements or examined the actual use as it relates to newspaper advertisement as this study attempts to do. Rather, they attempted a detailed descriptive analysis of substitution and ellipsis as cohesive devices in English.

2.1 **Theoretical Framework**
The theoretical framework adopted in this study is cohesion theory. Cohesion refers to the linguistic ties that hold amongst sentences either across or within. According to Halliday and Mathiessen, (2004), language fulfils three major functions viz: textual, interpersonal and ideational functions. The structure of language can be explained in terms of these three functional semantic components. The ideational component expresses presupposition relations and our experience outside the world. The interpersonal component encodes towards the content of the message. The textual component is concerned with creating text and cohesion as one of the methods of realising this (text). Cohesion addresses itself to the position of how sentences are tied up together to form a united text. Cohesion is interested in relating the internal organization of language (the various kinds of gathering which language exhibits) to the functions of language, and to the social special situation of language. According to Halliday and Hasan (1976), cohesion

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occurs where the interpretation of some elements in the discourse is dependent on that of another.

The one presupposes the other in the sense that cannot be effectively decoded except by recourse to it. When this happens, a relation of cohesion is set up and the two elements (the presupposing and the presupposed) are integrated into the text.

According to Bex (1996), cohesion can be seen as residing in the semantic and grammatical properties of the language. Halliday and Hassan (1976) argued that texts achieve their status as communicative events through the use of cohesive devices. They maintained that a text may be defined as a unit, which is bound together by various types of cohesive ties discussed by Halliday (1978) as; reference, ellipsis, substitution, conjunction and lexical cohesion. However, in this paper only ellipsis and substitution in newspaper advertisements in Nigeria are discussed.

2.2 **Ellipsis**
Aremo (2004, p.627) defined ellipsis as "*the omission of an item which can be readily supplied from the content.*" He said that ellipsis resembles substitution since it is used to avoid repetition, but different because substitution is replaced by another item while nothing replaces ellipsis. It is better to say that ellipsis is a substitution by zero (Halliday and Hasan 1976, p.142). Halliday and Hasan added that ellipsis is "something left unsaid…understood".

Babalola (2005, p. 281) explained that ellipsis is represented by three dots (...). According to him, when ellipsis occurs at the end of a sentence, the appropriate mark is added: full-stop (.) question mark (?), exclamation mark (!). He outlined the uses of ellipsis viz: to show intentional omission, to show pause, or hesitation in speech. Osisanwo (2003, p.36) defines ellipsis as 'deletion.' He says that the deletion of a syntactic element is often used to make room for grammatical cohesion in discourse. However, Halliday and Hasan (1976, p.167), and Osisanwo (2003, p.16) identify three types of ellipsis as: nominal, verbal and clausal ellipsis.

2.2.1 **Nominal Ellipsis**
According to Halliday and Hasan (1976, p.167) "an elliptical nominal group may always be replaced by its full, non-elliptical equivalent, either in simple form or in expanded partitive form." This means that the noun head may be omitted sometimes together with some modifiers. The presupposed items are always recovered. Examples: (i) Ade came last week and left yesterday (Ade is omitted in the second clause. (ii) The boys gave us a toy and also bought a pen. "The boys" is omitted to avoid repetition.

2.2.2 **Verbal Ellipsis**
This is the omission in the second verbal group; it is recoverable from the previous verbal group. Examples: (i) Have you seen him? No, I haven't (seen him). The verbal group 'seen him' is ellipted in the second clause to avoid repetition (ii) Have you cooked the food? Yes, I have (cooked the food, is omitted)

2.2.3 **Clausal Ellipsis**
This is a situation whereby the whole clause is ellipted. It is common in yes or no questions. Examples: (i) Would you like a cup of tea? Yes (I would like a cup of tea is ellipted)
(ii) Did you come yesterday? No, (I did not come yesterday is ellipted)

2.3 **SUBSTITUTION**
Substitution according to Osisanwo (2003, p.34) "entails replacing an element which could be a word, group or a clause with

another word in the next clause or sentence". Aremo (1997, p.246) defines substitution as "the device whereby an item is replaced by another, within or across sentences, usually to avoid undesirable repetition." Halliday and Hasan (1996, p.37) say, "it adds to the beauty of the presentation and enhances the question of style." Leech (1976, p.162) amplifies the usefulness of substitution by saying that, it shortens the message and "can make the connections of meaning easier to grasp.

2.3 Types of Substitution

2.3.1 Nominal substitution
A substitution is said to be nominal when a noun or a noun phrase is replaced with a pro-form or a pronoun as in: (i) Babalola - loves Biology more than any other subject. He reads it every day (He and it replace Babalola and Biology). In the second sentence:
(ii) I bought two oranges yesterday. I gave one to Doris, the same to Ruth (The adjectives 'one' and 'same' refer to the oranges in the sentence).

2.3.2 **Verbal Substitution**
Verbal substitution occurs when a verb, in most cases a lexical verb, is replaced with an appropriate form of 'do'. It should be noted that the variant of 'do' that can be used as substitute are: do, does, did. The choice of any of these three is determined by the linguistic context in which it should occur. For example, when we have a plural subject, and it is followed by the present form of a verb, 'do', will be used as a substitute, whereas if we have a singular subject followed by the present form of a verb 'does' will be used as the substitute. Also, 'do' (the present form) will be changed to 'did' in a reported speech which signifies what happened in the past. For examples: (i) Babalola likes chocolate, Feranmi does too. ('Does too', substitutes

'like chocolate') (ii) Feranmi kicked the ball and so did Ade (did replaces kicked).

2.3.3 **Clausal Substitution**
There is clausal substitution when a whole clause sentence is replaced with an item. The words that are normally used are "so" if it is positive and "not" if it is negative. For example (i) Mr. Ojo is very temperamental. I think so (I think that Mr. Ojo is very temperamental. Or I hope not (I hope that Mr. Ojo is not temperamental).

From the above, one can say that substitution/ellipsis is a device for abbreviating and for avoiding unnecessary repetition and redundancy.

2.4 **Language of Advertising**
One of the striking features of the language of advertising is extreme infrequency of imperative clauses. Imperative forms are used in advertisement, mostly not as a command, but to persuade and advise the consumer to buy a product. Interrogatives are sometimes used in advertisement with the view to making the advertisement messages catchy and more thought/provoking. Besides, Ogunrinde and Jayeoba's (2020) study is on a stylistic analysis of vacancy advertisements in selected Nigerian newspapers. Through their study, it is revealed that vacancy advertisements in the Nigerian newspapers manifest special stylistic features under the graphological, and grammatical considerations like as capitalisation, the use of abbreviation, the unconventional use of capital letters in bold or small prints. Their analysis also reveals linguistic features such as simple, compound, complex sentences and catchy words and phrases.

Nevertheless, this study focuses specifically on the linguistic devices of ellipsis and substitution, exploring how they are employed in newspaper

advertisements to achieve brevity and persuasion. This differs from Ogunrinde and Jayeoba's (2020) work, which conducts a stylistic analysis of vacancy advertisements with an emphasis on graphological and grammatical features like capitalisation, abbreviations and unconventional text formatting, as well as sentence structures and catchy phrases. While their study highlights stylistic and linguistic patterns in general, but this study narrows the scope to ellipsis and substitution, analysing their functional roles in creating impactful advertising messages.

In case of the printed advertisements, Bex (1996) observes that there is graphological thematisation in that it has been given a prominent typeface, and it is in uppercase letters. Graphology has to do with the use of different types of letters for the words of the printed advertisements. It is indeed important to use the graphological device of bold print to attract readers' attention to the most essential parts of the message. Advertisers employ diplomacy in their use of language. Similarly, Dada (2013) studies the stylo-rhetorical devices used through Pidgin English in advertising in Nigeria. He found out that Pidgin English advertisers pass across their messages through stylistic elements such as: verse paragraphing, rhyme and rhythm created through repetition and syntactic parallelism. Ogunrinde and Ajenifari (2021) carry out a lexical-syntactic analysis of language use by a government agency during the COVID-19 pandemic in Nigeria. Their analysis reveals that a writer's selection of lexical items in a particular text is a reflection of his mood. However, this study differs from previous research as its analysis is specifically grounded in cohesion theory.

In this study, we specifically examine how ellipsis and substitution function as cohesive devices to streamline information and create persuasive impact within the framework of cohesion theory. This is distinct from prior studies such as Bex (1996), who emphasises the role of graphological features in printed advertisements, like prominent typefaces and uppercase letters, and Dada (2013), who explores the use of Pidgin English and stylistic devices like verse paragraphing and repetition in Nigerian advertising. Ogunrinde and Ajenifari's (2021) analysis focuses on lexical-syntactic choices by a government agency during the COVID-19 pandemic, reflecting the mood of the writer. This study is however diverges from these by focusing on ellipsis and substitution in advertisements and how these cohesive techniques streamline and enhance the clarity and persuasive power of the message, distinguishing the language of advertising from other specialised registers.

A peculiar kind of attitude is noticed on the language of advertising while comparing and passing evaluative judgement or discrimination on another company's product. This is to avoid court action or litigation. In normal English usage, one would expect the two items being compared to be mentioned. From the above discussion, it is observed that the language of advertisement is different from language of sport, law, religion, hospital etc. In effect, language of advertising is designed to influence people to believe that claims of the advertisements are important, exclusive, pleasant, believable, interesting and understandable.

3.1 DATA PRESENTATION AND ANALYSIS ON ELLIPSIS

This study analyses four selected data on ellipsis from advertisements published in four Nigerian newspapers in April 2024.

The rationale for selecting April 2024 publications lies in the timeliness and relevance of the data. Advertisements from this period provide an updated perspective on current linguistic and stylistic trends in Nigerian newspaper advertising. April 2024 also offers a specific timeframe to ensure uniformity in analysis, avoiding potential variations that might arise from comparing advertisements across multiple time periods. This focused approach enhances the reliability of the findings and aligns the study with contemporary advertising practices. The advertisements and their respective sources are as follows:

The Punch
Nigerian Tribune
The Guardian
The Nation

The reason for the selection of these four newspapers - *The Punch, Nigerian Tribune, The Guardian* and *The Nation* is based on their widespread readership, influence and prominence in Nigeria's media landscape. These newspapers represent diverse perspectives and cater to varied demographics, ensuring a balanced and representative analysis of advertising language. The decision to analyse four newspapers is rooted in the need for manageable data while maintaining diversity and depth. By selecting four distinct sources, the study provides a focused yet comprehensive exploration of ellipsis in advertisements, capturing linguistic features across a representative sample of Nigerian print media.

3.1.1 DATA I
(*THE PUNCH*)
AI Keyboard That Speaks Your Language
Artificial intelligence Keyboard and Chartboard for Hausa, Igbo, Yoruba, English, French, Pidgin and 280 languages

Multilingual typing excellence for Students, offices, teachers and more
Write anything using indigenous AI
I trillion Unique,
Safe, password
Combination
You speak,
Indigenous types

This example is a nominal ellipsis: "...for Students, offices, teachers, and more."
The phrase omits a noun after "and more," leaving the interpretation open-ended. The ellipsis allows the reader to infer that "more" refers to additional categories of users.

This omission makes the text concise and flexible, encouraging the readers to relate the product to their personal and professional contexts.

This example is a verbal ellipsis: "Write anything using indigenous AI."
The ellipsis here omits details of how one writes or what specific tools are used. It implies the AI system simplifies writing but avoids redundant explanation.
This increases the text's persuasiveness by focusing on the product's capability while leaving details implied.
Another example from the data above is a clausal ellipsis: "You speak, Indigenous types."
The first clause "You speak" lacks a clear complement or explanation about what is spoken. Similarly, "Indigenous types" omits a linking verb or clarifying phrase, such as "are supported." The clausal ellipsis invites the reader to infer that the AI keyboard supports spoken input or indigenous script typing.

The clausal ellipsis creates a conversational tone. It invites readers to actively fill in the gaps and engage with the text.

3.1.2   Data II
(*Nigerian Tribune*)
ZENITH
TIMELESS ACCOUNT
for Senior Citizens
(60 years and Above)
No Fees, No Charges,
Just Free Banking
Features:
Zero Account Opening Balance
Free Debit Card, Cheques Book And
Sms
Transaction Notification (Alertz)
Priority service at all Zenith Bank
Branches
Travel and Holiday Offers
Terms and conditions apply

There is an example of nominal ellipsis in: "Free Debit Card, Cheques Book, And SMS."
The noun "notification" after "SMS" is omitted but implied based on the context of the previous items.

Another example is found in: "Travel and Holiday Offers."
The specific details of the offers are omitted, leaving the reader to infer the possibilities. Nominal ellipsis used here creates a sense of brevity and focus. It prevents the repetition of terms, keeping the advertisement concise and reader-friendly while leaving certain features open to interpretation.

An example of verbal ellipsis is identified in this data: "No Fees, No Charges, Just Free Banking." The verbs "are required" or "apply" are omitted after "No Fees" and "No Charges," requiring the reader to infer the full meaning of the statement. The omission of verbs contributes to a punchy, impactful tone, drawing attention to the benefits without overloading the text with unnecessary words.

Clausal ellipsis is identified in: "Terms and conditions apply."
The main clause that explains what the terms and conditions are is omitted, leaving the reader to infer the details.

Another example of clausal ellipsis is: "Priority service at all Zenith Bank Branches."
A linking verb such as "is provided" is omitted, requiring the reader to infer the relationship between the service and the branches.

Clausal ellipsis used here gives the text a direct, authoritative tone while encouraging readers to seek more information. It creates an impression of simplicity and efficiency.

3.1.3   Data III
(*The Guardian*)
Peak
"Mini" peak
Now There's Breakfast For You
Enjoy the nourishing goodness of
Evaporated milk in the new Peak
Mini pack. Grab yours today.

Nominal ellipsis is found in this example: "Now There's Breakfast For You."
The noun "meal" or "option" after "Breakfast" is omitted but implied in the context of the message.
Another example in the text is: "Enjoy the nourishing goodness of Evaporated milk in the new Peak Mini pack."
The word "product" or "offering" is omitted after "Peak Mini pack," leaving the audience to infer that it is a specific type of milk product.

This implies that nominal ellipsis enhances brevity, which aligns with the advertisement's aim to convey a quick, catchy message. By omitting additional qualifiers, the text keeps the focus on the

product's unique features. An example of verbal ellipsis is in: "Grab yours today."

The auxiliary verb "can" or "should" before "Grab" is omitted. This requires the reader to infer the directive's implied possibility or recommendation.

More example of verbal ellipsis is in: "Now There's Breakfast For You." The verb "available" is omitted, as the sentence implies "is available" for you. This implies that verbal ellipsis creates a direct, action-oriented tone. It encourages immediate action by reducing the cognitive load on the reader, making the message more compelling.

Clausal ellipsis is seen in this example: "Enjoy the nourishing goodness of Evaporated milk in the new Peak Mini pack."
The clause explaining how the milk is nourishing is omitted. The focus is on its benefits without detailing specific nutritional attributes.
Another example of verbal ellipsis is: "Now There's Breakfast For You."
The full clause might have been "Now there's an option for breakfast for you," with details about what constitutes "Breakfast" omitted.
This also means that clausal ellipsis reduces unnecessary complexity and keeps the message focused and engaging. By omitting explanatory details, it allows the audience to fill in the gaps with their interpretation. It fosters a sense of personalisation. According to Fashina (1996, p.240) advertising demands the use of only the essential words usually adjectives (Mini, nourishing,) and nouns (breakfast, milk, goodness) describing the benefits derivable from the products or services in question.

3.1.4 **Data IV**
(***The Nation***)
UNA
United Bank of Africa
CELEBRATING
75 YEARS
Building People, businesses and Communities since 1949
Africa, USA, UK, France, UAE
This example is a nominal ellipsis: "Building People, businesses and Communities since 1949"
The sentence omits certain nouns and phrases for brevity. For instance, the phrase "building" implies constructing or empowering without explicitly stating "their growth, wealth, or success". These elements are understood from the context.
Another example is in: "Africa, USA, UK, France, UAE"
The list omits the phrase "branches in" or "operating in" before the mentioned locations, relying on the reader's understanding of context.
This example is a verbal ellipsis: "Celebrating 75 Years"
The full phrase could be "We are celebrating 75 years". The omission of the subject "We" and the auxiliary verb "are" creates a direct and impactful message.
One other example of verbal ellipsis is: "Building People, businesses, and Communities"
The complete form might read, "We are building people, businesses and communities". The subject and auxiliary verb are omitted, streamlining the statement.
An example of clausal ellipsis is: "Africa, USA, UK, France, UAE"
The clause omits information such as "We are located in…" or "Our services extend to…" assuming the audience understands this implicit connection.

Another example of verbal ellipsis from the data is: "Celebrating 75 Years"

The implied clause could be "We are celebrating 75 years of excellence". The advertisement omits the longer explanation for a more concise and engaging format.

The use of ellipsis, particularly verbal and clausal, ensures the message is concise and impactful. Short phrases like "Celebrating 75 Years" grab attention quickly without overwhelming the audience with unnecessary details.

The nominal ellipsis in "Building People, businesses and Communities" implies a legacy of empowering individuals and entities without explicitly stating achievements. This highlights UBA's role as a cornerstone institution. The nominal and clausal ellipses in "Africa, USA, UK, France, UAE" convey the bank's global presence without elaborating on operations or services in each country. This minimalist approach emphasises reach and influence. The omission of explicit details allows readers to fill in the gaps with their imagination. This makes the message more personal and aspirational. For example, "Building People" allows the audience to interpret how the bank contributes to individual growth. Ellipsis draws the reader into the text by requiring them to infer meaning. It increases cognitive engagement and making the advertisement more memorable.

3.2 Data Presentation and Analysis on Substitution

Four selected advertisement messages are analysed in this study, drawn from the four Nigerian newspapers under review. The advertisements are:

i. *Nigerian Tribune*
ii. *The Guardian*
iii. *The Punch*
iv. *The Nation*

3.2.1 Data I (*Nigerian Tribune)*
ZENITH

Hello, I'm ZIVA
The Zenith Bank Intelligent Virtual Assistant.
What would you like to do today?
I can help you:
Open Zenith Bank Account
Reactivate your account if it is dormant
Check your account balance
Buy airtime or data
Transfer funds to any bank account in Nigeria
Restrict transactions on your account
Log dispense errors and other challenges
Block your debit card
Request for loan
… and so much more.
Bank the Easy way with EasyBanking
NO DATA REQUIRED

Nominal substitution manifested in this example: "I can help you: Open Zenith Bank Account, Reactivate your account if it is dormant, Check your account balance, Buy airtime or data..."

The word "account" is substituted repeatedly for the specific type of account being referenced. This simplifies the advertisement and avoids unnecessary repetition, creating a cohesive structure.
Verbal substitution is exemplified in: "...and so much more."

The phrase "so much more" acts as a verbal substitution. It stands in for the extensive range of additional services not explicitly listed. This substitution encourages readers to infer further possibilities, making the text dynamic and engaging.

Clausal substitution is seen in this example: "What would you like to do today?" and "I can help you: ..." The initial clause "What would you like to do today?" prompts an open-ended response. It allows substitution of various potential clauses like "I want to check my account balance" or "I need to

buy airtime." This anticipatory structure enhances interactivity.

Substitution enables the advertisement to remain concise while still delivering a comprehensive overview of services. This avoids redundancy and ensures easy readability. Clausal substitutions like "What would you like to do today?" engage the audience directly, fostering a sense of personal interaction. This aligns with the conversational tone of ZIVA as a virtual assistant.

Furthermore, the use of general substitutions, such as "so much more," ensures inclusivity, addressing the varied expectations of potential customers without overwhelming them with details. Through substitution, the advertisement reflects versatility and innovation. It positions the bank as adaptable and customer-focused.

3.2.2 Data II (*The Guardian*)
NIPCO GAS LTD
… partnership that energises Nigeria
NIPCO GAS CNG
GNG PRICE AT NIPCO GAS CNG STATIONS IS NAIRA 230/SCM FOR ALL TYPES OF PASSENGER VEHICLES INCLUDING BUSES
IF ANY PASSENGER VEHICLE IS CHARGED MORE NAIRA THAN 230/SMC AT ANY NIPCO GAS GNG STATION, PLEASE REPORT IT IMMEDIATELY AT +2348110000000
Nominal substitution is found in this example: "FOR ALL TYPES OF PASSENGER VEHICLES INCLUDING BUSES"

The phrase "passenger vehicles" is a nominal substitution for the specific types of vehicles that are eligible, including buses and others. This substitution generalises the information while specifying a key subset (buses) for clarity.

Verbal substitution manifested in: "If any passenger vehicle is charged more..."
The verb "charged" is a substitution for the entire transactional process, which could otherwise be stated as "asked to pay a price higher than Naira 230/SCM." This use of substitution simplifies and economises language.

"If any passenger vehicle is charged more..." an example of clausal substitution In this example, the clause "charged more" substitutes for the longer condition, "if a station demands payment exceeding Naira 230/SCM." Similarly, "please report it immediately at +2348110000000" substitutes for a fuller explanation of how to lodge a complaint.

The use of substitution here ensures the advertisement delivers its message concisely, avoiding redundancy while maintaining clarity. This is particularly effective in a commercial and regulatory context. By substituting specific phrases like "passenger vehicles" for longer lists of eligible vehicles, the text remains universally relevant to a broad audience without excessive detail.

The use of clausal substitutions like "please report it immediately" prompts quick and straightforward action. It creates a sense of urgency and accountability. Substitution, as used here reinforces clarity and transparency. It emphasises fixed pricing and encouraging customers to report discrepancies. This reflects NIPCO Gas Ltd's commitment to fairness and customer satisfaction.

3.2.3 Data III (*The Punch*)
Stay trendy with
PALAZZOPANTS
Palazzos or wide-leg pants are one of those fashion trends that made a comeback from the late nineties and are

now seen as being in vogue. Here are some fashionable ways to style a palazzo.
Fitted top
A palazzo can be combined with a fitted button-down shirt, t-shirt or vest. It is common, because a top is said to go well with a fitted button, and vice versa. This also applies to a fitted top of any kind with a posture. Any of those tops can go either tucked (formal) into the palazzo or left flying (casual).

Nominal substitution is noticeable in this example: "Palazzo" The term "palazzo" substitutes for the full phrase "palazzo pants" throughout the text. This substitution simplifies repetition while maintaining clarity.

Another example is: "A top is said to go well with a fitted button, and vice versa."
The word "top" is used as a nominal substitution for specific types of tops mentioned earlier, such as button-down shirts, t-shirts, or vests.
Verbal substitution is seen in this example: "...and vice versa."

The phrase: "and vice versa" substitutes for the repeated action of matching a fitted top with a palazzo or vice versa. Instead of reiterating the entire statement, substitution creates brevity and clarity.

One other example of verbal substitution is: "Any of those tops can go either tucked (formal) into the palazzo or left flying (casual)."

The verbs "go" substitutes for "be styled" or "be combined with." This substitution makes the sentence more casual and relatable to the target audience. Clausal substitution manifests in this example: "It is common because a top is said to go well with a fitted button, and vice versa."

The clause "a top is said to go well with a fitted button" substitutes for the idea that pairing palazzo pants with fitted tops is a commonly accepted styling approach.
Another example of clausal substitution from the data is here: "This also applies to a fitted top of any kind with a posture."
The clause: "This also applies" substitutes for the concept of combining a fitted top with palazzo pants. This is to avoid unnecessary repetition of previously discussed information.

The use of substitutions here makes the advertisement concise and easy to read, which is crucial for engaging audiences in fashion advertising. According to Shahnaz and Imtiaz (2014, p. 230): "If something is substituted from the text, it is expected that it should serve the function the text as the presupposed item." From the data above, substitutions, particularly nominal and verbal, create a casual tone. It makes the text more relatable to a fashion-conscious audience.

By substituting terms like "top" and "go" generically, the advertisement emphasises the versatility of palazzo pants. It suggests they can be paired with various styles. Clausal substitutions like "This also applies" simplify complex stylistic advice. It positions palazzo pants as easy-to-style wardrobe staples. Substitution encourages the reader to infer styling possibilities without overwhelming them with explicit detail. It fosters creativity and personal connection to the product.

3.2.4 DATA IV (*The Nation*)
Glo1 CONNECTING THE WORLD TO NIGERIA
UNDERSEA CABLE
ALWAYS STANDING STRONG
Perfected by Nigeria and the entire sub-region's internet outage

The use of nominal substitution is found in this example: "Perfected by Nigeria and the entire sub-region's internet outage" The phrase substitutes the broader idea of technological solutions or connectivity restoration efforts with "Perfected by Nigeria…" This nominal substitution emphasises Nigeria's leadership in technological advancement.

An example of clausal substitution is present in: "Always standing strong"
This phrase can be interpreted as substituting for a fuller clause such as "The Glo1 cable is always standing strong". The clausal substitution condenses the sentence to emphasise the strength and resilience of the service.

By employing nominal and clausal substitutions, the advertisement delivers its core message in a concise and impactful manner, ensuring it is easy to remember and associate with the brand. The phrase "Always standing strong" implies continuous operational efficiency and trustworthiness without explicitly stating the technical specifics. This might overwhelm and disinterest the readers.

Substitution in "Perfected by Nigeria and the entire sub-region's internet outage" shifts focus to Nigeria's role as a trailblazer in internet connectivity. It appeals to national pride and positioning Glo1 as a leader in technological infrastructure. The reliance on substitution techniques requires readers to infer the fuller meanings, engaging them cognitively and reinforcing the advertisement's impact. Substitutions avoid redundancy and ensure the advertisement sounds sophisticated and professional. It appeals to a global and tech-savvy audience.

4.0 FINDINGS

From the data analysis, one can see that ellipsis and substitution are commonly used by advertisers in newspaper to pass across their messages in as few words as possible to attract the audience. They want to do this in as limited space as possible, so they must ensure that their choice of language and content meets the four basic characteristics (attention value, readability, memorability and selling power) outlined by Leech (1966, p.25) as necessary for successful advertising. The persuasive language in the analysed advertisements effectively utilises substitution through ellipsis to enhance engagement and adaptability. Nominal ellipsis, as seen in phrases like "and more," omits explicit nouns, fostering inclusivity and encouraging readers to connect the product to their contexts. Verbal ellipsis, such as "Write anything using indigenous AI," eliminates specific details to emphasise simplicity and capability, making the product appear user-friendly and innovative. Clausal ellipsis, exemplified by "You speak, Indigenous types," omits connectors and explanatory phrases, creating a conversational tone that promotes active reader participation. Nijat et al. (2022, p. 10) maintain that "with the occurrence of ellipsis, the item is omitted from the structure of the text, but the meaning can still be understood." These strategies collectively make the advertisements concise, engaging and open to interpretation, increasing their persuasive appeal.

Substitution and ellipsis make an advertisement informative, witty, educational and imaginative. Through the use of these two concepts, advertisement performs its necessary commercial functions and contributes to our pleasure in life without making us slaves to the tyranny of too many words. The audience easily imbibes the adverts when few words are used. The use of ellipsis and substitution bring about simplicity and easy understanding of what is said. Too many

words in adverts make the appeal less catchy and unprofessional.

Nominal substitution, as seen in Data IV: "Perfected by Nigeria and the entire sub-region's internet outage," simplifies a broader concept, emphasising Nigeria's leadership in technological innovation and appealing to national pride. Clausal substitution in "Always standing strong" condenses a more detailed statement, focusing on the resilience and reliability of the Glo1 service. These substitutions ensure brevity while inviting readers to infer fuller meanings, fostering cognitive engagement. Nijat et al. (2022, p. 10) assert that: "the need for economy and the prevention of repetition requires the use of substitution." Therefore, by avoiding redundancy, the advertisement sounds sophisticated and professional, effectively appealing to a tech-savvy and globally aware audience while reinforcing the brand's leadership and trustworthiness.

The use of ellipsis and substitution in advertisements is the use of language as a strategy to enhance advertisement because from the linguistic point of view, the language of advertisement must be informative, instructive, distinctive, and persuasive. Saragih, (2015, p. 3) claims that the use of ellipsis and substitution in the advertisement is essential for crafting effective sentences and preventing misunderstandings in conveying information. He adds that, it enhances the appeal of the advertisement, making it more engaging and capable of capturing the audience's attention. That is, advertisers must employ a style of language that will help in attracting people's attention and at the same time passing the information across. To achieve this, they have to manipulate their language in a way that it actually appeals to the senses and arouses emotions of the target audience.

The use of ellipsis and substitution in advertisements enhances their persuasiveness by creating concise, impactful messages while engaging the audience cognitively. According to Cayestu and Pasaribu (2020, p. 106) "persuasion means that the person's idea, believe, and action is influenced or persuaded by others. The choice of language to achieve these aims can be found in advertisement." Verbal ellipsis, as seen in phrases like "Celebrating 75 Years," eliminates redundant subjects and verbs, delivering a straightforward and attention-grabbing statement. Similarly, nominal ellipsis in "Building People, businesses and Communities" suggests a broader legacy without explicitly listing achievements, inviting audiences to interpret the bank's contributions personally. Clausal ellipsis, such as in "Africa, USA, UK, France, UAE," implies global operations without overwhelming details, emphasising reach and influence.

5.0 Conclusion

This study has investigated the uses of ellipsis and substitution in the Nigerian newspaper advertisements. An attempt has been made to find out the importance of the use of ellipsis and substitution in advertisements. The general purpose of advertisement, therefore, is to sell goods and services. For this purpose to be done effectively, considering the constraints of space, the advertiser makes use of ellipsis and substitution to pass across the necessary information using few words to avoid monotony and to reduce cost.

However, the advertisements analysed in this study has been limited to four newspapers. An examination of advertisements in other Nigerian newspapers will reveal that the use of substitution and ellipsis in advertisements

is a common phenomenon to advertising in general. It must be noted that, this study is not an exhaustive one, since further investigation can be carried out in another medium of advertising apart from newspaper using ellipsis and substitution.

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