Unveiling Language Dynamics Drawn from the Contextual Features of Online Advertisements on Nigerian-Based Online Stores

Benedicta Chukwuasiaoku AJIBOLA
Department of General Studies,
Federal College of Education (Tech), Akoka, Lagos
Email: ajibolabenedicta@gmail.com

Abstract
This study examines the contextual features of online advertisements and how they reflect sociocultural dynamics in a technological space. Adopting a pragmatic analysis, using Bach's (2006) concept of "implicitures" and "implicatures", this research explores how advertisers utilize messages with implicit meanings to convey information considered persuasive enough to alter consumer behaviour as well as to implicitly create brand identity. Particularly, the data for the study are 40 online product advertisements harvested from Nigerian-based online stores. The analysis of our data reveals a number of sociocultural language dynamics in a technological space. These include but not limited to the fact that the advertisers strategically use implicitures to emphasize products' benefits, create social rapport and initiate social interaction made possible by the technological context of the adverts. The advertisers leverage the affordances of technology to deploy a range of imperative verbs and ethnocultural idioms as "call to action" clauses to maximize audience reach and sustain interactivity. The study contributes to our understanding of advertising discourse in the Nigerian online context. The importance of implicit meaning in shaping audience perceptions and influencing decisions is also highlighted by the study. The findings have implication for advertising theory and practice on one hand and for language users, business owners, marketers and individuals seeking to create and sustain effective online presence.
Keywords: Language dynamics, Advertising discourse, Online advertisements, Online stores, Implicitures, Nigerian Context.

Introduction

In the wake technological revolution, advertising media have become extended and increased to include online platforms. Apart from the earlier traditional means, there is now the proliferation of online platforms and online stores where products are advertised and outrightly sold. Adegbite & Afolabi (2018) posit that the advent of the internet, digital tools and the rise of online platforms in Nigeria have led to the proliferation of online stores, each vying for attention and patronage in a crowded digital marketplace. We can pertinently conclude that this perceived competition in a technological space can only thrive on language dynamics leveraging creative communicative abilities with implications for advertising businesses, language use and technology use among other issues. Advertising in a bursting technological space, such as on Nigerian-based online stores, succeeds through various strategies adopted by the advertisers to package their products and persuade the internet audience. One of such strategies is the use of language with implicit meanings to convey messages or information whose meanings can be inferred through subtle pragmatic or linguistic cues (Bach, 2006). Online advertising has become a crucial marketing strategy for businesses seeking to reach a wider audience and increase their online presence (Chaffey & Ellis-Chadwick, 2019). Thus, Bolton, (2012) concludes that language plays a vital role in online advertising, as it serves as the primary means of communication between businesses and their target audiences. There is therefore, language dynamics in advertisements in general and in online advertisements in particular owing to its impact on human perceptions and culture. The language use in online advertisements can influence consumer attitudes, perceptions and purchasing decisions (Gerritsen et al., 2015). Our interest in this study, is the language dynamics of advertisements on Nigerian-based online stores, which has remained understudied. The thrust of this paper is to examine the socio discursive features that shape language use in product advertisements, within the Nigerian online space. The study unveils how the language dynamics in that genre, impact consumer behaviour and provides valuable insights for language users in business, advertisers of goods and services and anyone seeking to make impact online.

The Internet as an Advertising Medium

In 2004, the internet accounted for 96% of advertising and marketing spending and this goes to mostly four sites maintained by Yahoo, Google, American online and the Microsoft Network (Robbs 2009). Arens et al (2011) corroborate this where they state that in just about 15years as a commercial medium, the internet has become a mass forum for advertising as well as for other communications in a way never before available on a global scale at very efficient cost. To reach the burgeoning market, all kinds of companies now market online. For instance, there are click-only companies that only operate on the internet such as Amazon.com and Expedia.com. However, most traditional advertising companies have become click-and-mortar companies, having created their online presence to complement their traditional forms (Kotler & Armstrong, 2014). Their online presence is made effective by the internet, which offers adequate interactivity and enables organizations to develop and nurture relationships with their prospective customers and other stakeholders (Arens, et al 2011). It therefore, follows that the internet succeeds by presenting information about a product's offerings with other embellishments that communicate the advertisers' intention such as; the way to place an order, make purchases, make payments and contact customer care service if there is a problem. Bach (2006) concludes that utterances or messages must be made semantically complete or extended for them to have the required cognitive effect to generate the speakers' intended meaning. Online audience are therefore,

constantly inferring meanings from advertising messages depending on the received cognitive effects. Even when the semantic representation of a sentence yields a full proposition, it may still fail to capture the advertiser's intended meaning. Meaning negotiation in any space or situation, then rests on the audience's prowess at referencing and assigning meanings as determined by the context. This all-important ability is catalized by a process of mental disambiguation made possible by the contextual variables in the utterance. The context of an utterance including the linguistic constituents present the audience with implicit references for meaning negotiations. How the internet audience infers meanings from advertising messages can therefore be determined from the standpoint of implicitures, which accounts for meanings beyond what is explicitly stated as proposed by Bach, (2006).

Cultural and Contextual Influences on Online Advertising Language

The technological environment of online advertisements along with Nigerian cultural factors play significant roles in shaping language use on Nigerian-based online stores. Since culture is the way of life of a people and language is not only an aspect of culture but pivotal in shaping beliefs and attitudes, we can conclude that cultural influences impact on meaning interpretations. Language barriers, such as lexical ambiguity or cultural misinterpretations, can disrupt effective communication, particularly in multilingual contexts like Nigeria. This necessitates culturally tailored strategies to bridge gaps between globalized marketing and local linguistic norms (Agustine et al 2021). The circumstances or situations, which defines what someone says, not only includes the physical context and the social context of communication but also the mental worlds and roles of the people involved in the interaction (Paltridge, 2006). The cultural tidbits or nuances prevalent in a society is therefore, a determining factor in effective message constructions and in meaning negotiations especially, in a computer-mediated paradigm. In a study by Gerritsen et al. (2015), it was discovered that online adverts targeting Asian audiences tend to use more polite and formal language, reflecting the cultural values of respect and humility. Buttressing this, Chung & Zhao, (2017) aver that online advertisers must consider the social norms and expectations of their target audience, such as the use of humor or irony. Apart from cultural nuances, contextual factors, such as web features of technological platforms and social norms, also impact online advertising language. According to Kaplan & Haenlein (2010), the rise of social media, has led to the use of more conversational and informal language in online advertisements. In the Nigerian context, online adverts targeting Nigerian audiences may use more vibrant and colorful language, reflecting the country's rich cultural heritage, technological infrastructure and social norms, such as the use of mobile devices and social media platforms (Ogundipe, 2014; Achebe, 2017). The cultural and contextual factors in online adverts in Nigeria, may also impinge on language choice that reflects respect, politeness, value for money and linguistic diversities. The tone and style must be relatable and engaging while the use of imagery and symbolism must resonate with the target audience. Some cultures may require explicit form of communication while some high-context cultures such as China, Japan and Nigeria rely on shared knowledge and context. This study therefore, examines language use in online advertisements from Bach's (2006) perspective. We adopt his concept of "implicitures", a perspective in implicature, to examine language use for advertisements in a technological space. In recent times, there have been many conceptualizations of Pragmatics especially in scholarly contexts. Notable among them is Bach (2006). While expanding Paul Grice's (1975) proposition, Bach proposed *Conversational Impliciture*, a mid-level term, which he coined to denote implicit meanings. These are meanings embedded within the literal meanings of messages as against the

meanings or inferences that go beyond the literal meanings of the messages known as implicatures (Grice's proposition). Bach's impliciture, detailed in our theoretical framework, springboards our analysis of online language use in this study.

Theoretical Framework

Since the emergence of the internet over thirty years ago, studies have used different methods to analyse web-based data. Computer-Mediated Discourse Analysis employs methods and techniques adapted from language-focused disciplines for the analysis of text-based and visual languages use mediated by the internet and mobile technologies (Herring, 2004). Though our data is computer-mediated, our tool kits remain the same as applied ordinarily. The theory selected for this study is, ***Pragmatics*** from the perspective of Bach's ***Impliciture*** (2006). This is considered suitable for the analysis of language use in online advertising because it has the recency and explanatory adequacy to account for how the audience infers implicit meaning based on the context of the communication. We posit therefore, that online advertising language use is driven by contextual variables and is perceived as creative communicative acts with accompanying persuasive effects.

Bach's (2006) Impliciture

Bach (2006), posits that there exist three levels of communicated and inferred content beyond what is linguistically encoded in the utterance thus: "what is said", "the impliciture" and "the implicature". "What is said" being the literal or explicit content meaning, determined by the linguistic features of the utterance. "The impliciture" is a pragmatically enriched meaning. Hence, it has more meaning than the literal meaning. It means saying something but actually communicating something else instead. It exists a mid-way between the explicit (literal) and the implied meaning, while "the implicature" is the implied meaning or another possible meaning, which is also determined by the context. Though *the impliciture* has more meaning than the literal meaning, it is more similar to the literal meaning than its implicature. Bach (2006) conceives impliciture as an *expansion* or *completion* of semantic contents and claims that impliciture is interpreted by a listener in two different ways. It is either the listener considers that utterance as semantically underdetermined and expands it or that it is seemingly an incomplete proposition and completes it in negotiating the meaning of the utterance. What the listener needs to do in each case is to make the utterance more specific through a process of "expansion" or make it complete through a process of "completion".

Expansion and ***Completion*** are therefore, Bach's terms for distinguishing between two types of impliciture. Dandan (2022) gives the following examples of *completion* and *expansion* in impliciture:

Everyone *in the office* is going *to the party*- completion.

Mary has nothing *appropriate* to wear *to the party*-expansion.

He states that although, the speaker did not explicitly speak out the items in italics, the hearer can infer the exact information of the speaker even if without a concrete context. Even when the semantic representation of a sentence does yield a full proposition, it may still fail to capture what the speaker wanted to communicate. This is where impliciture comes in as a process in the meaning making scheme. Hence, in meaning negotiation, before inferring the impliciture of an utterance when the listener is trying to make sense out of "what is said", there must be a process of disambiguation, referencing and finally, meaning assignment as determined by the context.

Since advertisements are communications with predetermined purposes, they must be semantically complete or extended for them to achieve the required cognitive effects on the prospective customers especially on internet audience. Bach concludes that utterances are likely to have different cognitive effects on different people, as such, processing cognitive effort differs from persons to persons. The differences in Bach's conclusion above, can be alluded to individuals' experience and knowledge of their worlds. In this study, since our focus is also on the special area of linguistics referred to as context, Bach's (2006) perspective on impliciture becomes imperative in examining our data for the study.

Methodology

This study is a qualitative analysis of language use in advertisements on Nigerian-based online stores. The data for the study are 40 online product advertisements harvested from Nigerian-based online stores such as JUMIA, SLOT, KONGA. Online advertising provides a repertoire or corpus of language necessary for a linguistic interrogation. The source of data for this study is the internet through the World Wide Web. The home pages of some retail marketing sites and online stores mentioned above were explored. These are Nigerian online stores with over fifty thousand products advertised. Our data were therefore derived by putting a ceiling on our product selection and categorizing them into five groups of baby products, phones & computers, drinks & beverages, fashion and home/kitchen appliances. The selection was based on the fact that these group of products are the most prevalent adverts on most Nigerian online stores. Hence, they provide veritable grounds for exploration of the dynamics of language in online advertisements. Over 60 adverts were downloaded in order to have enough data samples to select from. This procedure was undertaken within the period 2021-2023 using observation method to ascertain the adequacy of the selected samples. Eight different adverts were selected from each of the 5 groups while considering the adequacy of the texts or advertising messages worth our analysis. The data were analyzed using insights from pragmatics based on Bath's (2006) perspective on implicatures, which he termed implicitures.

Data Analysis

We present the analysis of our data by selecting from each group of our five groups of products and presenting our findings below:

Table 1: Analysis of the Contextual Features of **Baby Products** Online Adverts

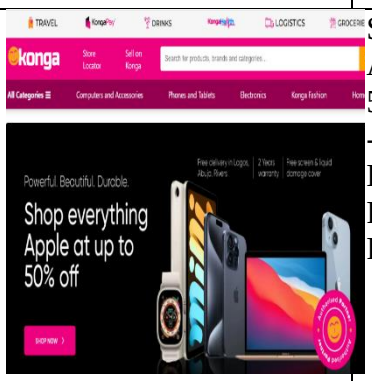
SN	**Adverts**	**Extracts**	**Implicitures**	**Contextual Features**
1. 2.		Follow the conversations @ CussonsbabyNG	sustain a lasting engagement, updates and information on the product by joining online chats on the brand through its social media handle.	-Health focus language. -Nigerian-specific social media campaign. -Competition reference. -Visual framing.

			The brand offers a range of other products worth exploring. The advertiser is interested in what others think about the products as a proof. An opportunity to reach out to the advertiser for possible questions or support is provided.	-Promotional incentive. -Product range showcasing. -Computer optimized messaging. -Product logo and colours.

Analysis

The baby care product adverts above are targeted at Nigerian parents, care givers, family members and everyone with access to the internet who may have need to care for a child or children. Most Nigerian parents, considering baby care products, lay emphasis on childcare, hygiene and quality and these are the central themes of the tagline embedded in the Pampers advert. The contextual message- *"Buy Pampers and stand a chance to win…"*, leverages Nigerian local consumer interest in giveaways and savings. The diverse product lines displayed caters to segmented parental needs within Nigeria. The Cussons baby product is established as a reliable brand of baby care product with an optimized interaction routes and accesses, which includes a branded, Nigerian-specific social media campaign, *"Follow the conversation @CussonsBabyNG,"* implicitly inviting participation and social engagements. The language is healthcare focused with claims such as, *"Say goodbye to rashes and unhealthy skin"* implicitly foregrounding health, comfort and infant wellbeing. The visual framing of baby image with products prominently arranged on a colourful background is an emotional appeal that identifies with most Nigerian families. The products' logo and colours deployed are brand trust cues, which invoke emotional reassurance.

Table 2: Analysis of the Contextual Features of **Phones & Computers** Online Adverts

SN	**Adverts**	**Extracts**	**Implicitures**	**Contextual Features**
3. 4.		Shop everything Apple at up to 50% off. -free delivery in Lagos, Abuja & Rivers Pay online	A range of Apple products at up to 50% discount are displayed. Online payment option and free delivery to selected urban cities are offered. Significant savings and convenience are implied.	-Promotional and persuasive language. -Discount details. -Service localization. -Platform context/Platform recognition. -Technology

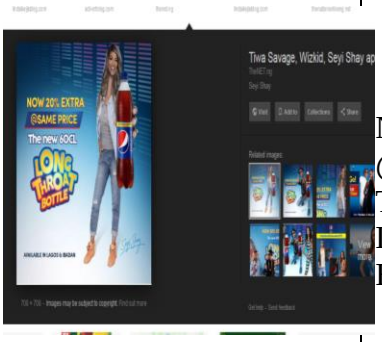
		Work. Play. Surf wherever you go. Shop now. Daily deals	A range of other products are provided. The customers are expected to make purchases online and interaction is implicitly solicited in the deployment of the CTA and daily discount offers in "daily deals" solicits continuous visits.	focus. -Pricing in local currency. -Platform navigation links. -CTAs. -Tech framing. -Colour contrasts.

Analysis

The analysis above shows that the adverts are targeted towards technology enthusiasts who might be adults, especially urban middle-class or young adult customers to whom technology and online shopping are accessible. The words *"Powerful". "Beautiful"* and *"Durable"* are globally resonant technology descriptors but are made contextual by Nigerians' desire for quality and status symbols. The discount details are platform driven sales strategies to communicate a local competitiveness and build trust. For example, *"Shop everything Apple at up to 50% off"* is an implicit invitation and an offer of discount. The offer of free delivery to customers in highly populated or elitist Nigerian cities, grounds the advert to the cities mentioned and serves persuasive purposes by reducing consumer hesitation. This reflects the Nigerian cultural context, which assumes that technology and Apple products are desirable status symbols. This is also the sense in the display of high-quality images of the product against a sleek dark background. The online store used for the advert is emphasized through a bold superimposition of the name *"Konga"* with white font on dark background, an interface colour-coding. This is deployed for relevance and competitiveness on Nigerian e-commerce space. The local currency pricing situates the product to Nigeria and signals relevance to Nigerian audience. The opportunity to navigate the platform for other product categories listed is technology enabled and reflects Nigerian e-commerce site organization. The CTA- *"Shop now"*, is a direct imperative language common in online sales contexts, while the promotional text- "Work. Play. Surf Wherever you go", with the product displayed as a colour contrast of black on gold is a framing of professional or work-lifestyle. This appeals to tech savvy or professional demographic. The adverts generally associate a global technology focused brand with local consumption, affordability and accessibility.

Table 3: Analysis of the Contextual Features of **Drinks** Online Adverts

SN	**Advert**	**Extracts**	**Implicitures**	**Contextual Features**

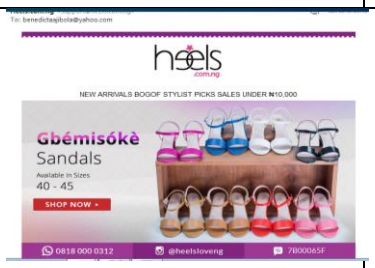
5. 6.	 	Refreshing Naija since 1960. Happy Independence Day. -follow us on Instagram -watch us on YOUTUBE. Follow on Twitter (X). Now 20% Extra @ same price. The new 60CL LONGTHROAT BOTTLE. -Tiwa Savage, Wizkid, Seyi Shay app… - Visit, Add to, Collections, Share, Get help, Send feedback.	Asserts a long history of nourishing and fulfilling a people's needs. The advert also depicts acquaintance and connection to nation values, pride and cultural identity. Conversations on the product also continues on other social media platforms mentioned. An increase in the quantity of the drink **without** a commensurate increase in price is asserted. The drink is now in a new bottle supposedly longer than the former. The drink resonates with notable Nigerian celebrities well-liked among the youths.	-Brand longevity. -Minimalist design. -Nigerian green theme. -Cultural relevance. -Emotional appeal. -Invitation for social engagement. -Celebrity endorsement. -Youth appeal. -Emotional connection. -Textual anchoring. -Image visibility.

Analysis

Adverts 5 and 6 are from the drinks category. The target audience seems to be the younger demographic who widely identify with the product or cherish it. Bright colors, casual attire, and trendy pose target young, energetic consumers. The first advert links the products with Nigeria's Independence Day, a cultural relevance that appeals to national pride. The Phrase *"Refreshing Naija since 1960"* is a historical tie between the brand's heritage or longevity and Nigeria's history. The minimal design focus of the advert, a single bottle with a green and white coloured straw is an implicit construct of freshness and simplicity, a Nigerian socio-cultural essence. The predominant green and white colours theme reflects both the drink's identity and Nigeria's national colours (green and white). This is an emotional appeal, which evokes unity and nostalgia reinforcing patriotism and a sense of belonging. This advertisement resonates with Nigerians socio-cultural value on shared identity, heritage and product life in the market. The Pepsi drink advert leverages star power of popular Nigerian celebrities to attract customers. The Nigerian youth's culture of celebrity idolizing is reflected in this advert where the names of

young Nigerian music celebrities- Tiwa Savage, Wizkid and Seyi Shay are visibly listed. The technological context of the advert enabled the embedding of hyperlinks, routes to interaction on various social media platforms. These are interaction pathways possibly for Nigerian young adults, who are supposedly familiar with the featured celebrities. The framing of an enlarged Pepsi bottle in the hands of one of the celebrities is a product visibility strategy deployed to clearly highlight the new size of the bottle. Fun, excitement and affordability are emotional connections communicated visually and textually in the adverts. The adverts clearly reflect that national pride, cultural identity and celebrities are crucial and that consumer choices are influenced by these.

Table 4: Analysis of the Contextual Features of **Fashion & Accessories** Online Adverts

SN	**Adverts**	**Extracts**	**Implicitures**	**Contextual Features**
7.		Get up to 70% off the best brands. *Gbemisoke* sandals available in sizes 40-45	Offer of juicy discount on very good products to larch on. The advertised products are of a certain level of quality, which communicates distinctiveness and esteemed quality.	-Platform recognition. -Trendy and localized or familiar language. -A range of sizes. -Brightly coloured visuals.
8.		Fashion Store wey sabi	The store is conversant with modern fashion. This communicates expertise.	-Use of Nigerian pidgin. -List of other services including native dress. -Gender focus and CTAs.

Analysis

The fashion adverts above are targeted at Nigerian fashion-conscious young adults. While the first advert targeted women who are active online and with online shopping interests, the second advert is a mix of global fashion (*English/Casual dress*) with local culture (*Native dress, Wardrobe Management)* targeted at Nigerian men seeking stylish, modern and culturally adaptive clothing. The adverts build identity around elegance and success reflecting sophistication in Nigerian urban culture. The two fashion adverts are gender specific and prioritize quality, affordability and up to date fashion trends encouraging fashionable, working-class men and women. A stylized name of the online store is made visibly prominent to catch attention. The call-to-action phrase, "*shop now"* is in contrasting colours of white on red background to attract

attention and encourage purchase. The visuals deployed are images of brightly coloured neatly arranged sandals emphasizing variety and an image of a formally dressed celebrity in suit exuding confidence and class. This emphasizes fashion appeal. The adverts amply reflect the Nigerian culture and consumer preferences through the use of Nigerian pidgin- *"fashion store wey sabi"* (fashion store that understands the stakes), indigenous language- *"Gbemisoke",* which literally means "lift me up" (a desirable quality of the product), reference to Nigerian local currency, support for Nigeran brands and availability of the product in a range of large sizes (40-45). The adverts are socio discursive as constructs of cultural identity and the embedded CTAs are technologically contextual denoting the actions expected of the internet audience.

Table 5: Analysis of the Contextual Features of **Home & Kitchen Appliances'** Online Adverts

9.		Give your hands a break from just #21,700	Customers are to tap into convenience, respite and ease in regular traditional mode of washing at a fair price or good value.	-Reference to local pricing. -Concern for Nigerian domestic work culture. -Benefit-oriented language. -Direct CTA. -Sharp and prominent right framed visuals.
10.		Fufu maker, Made for FUFU. Made for Nigeria, great for moimoi, Grinding Beans, Crushing Ice,	The product is designed for versatility with Nigerian cuisine. Traditional cooking is simplified. The advert expresses an understanding of the Nigerian local needs, communicating cultural relevance.	-Reference to Nigerian meals. -Visual cues. -New arrival badge.

Analysis

Table 5 above analyses two adverts from the home and kitchen appliances category. The adverts are targeted towards middle class Nigerian audience with whom an increasing desire for convenient daily life, demand for kitchen appliances, value for affordable products as well as desire for natural foods resonate. Hence, the adverts implicitly reflect a shift towards modern living without the loss of basic Nigerianisms. For example, *"Give your hands a break"* is a benefit-oriented message, utilized to demonstrate concern for stress free domestic chores. The text may psychologically trigger persuasion leading to the purchase of the product. The price of

the product is listed in Naira signaling the Nigerian online audience. The direct call-to-action phrase, "*Shop Now"*, is a conventional e-commerce imperative, an implicit digital payment system shaped by the technological context of the adverts. The second advert reflects cultural relevance by connecting the functionality of the product to staple Nigerian dishes, contextualizing the product within local culinary practices. *"Made for fufu, made for Nigeria"* as well as the listing of *"moinmoin, beans and ice"* exemplify this. Catchy and brightly coloured images are presented with accompanying texts to add zest to the adverts. The images of "washing machines" are framed as symbols of modernization, while the "fufu maker" advert reflects authenticity by implicitly deploying real images of the product with accompanying dishes (fufu and soup), enhancing cultural identification. The colourful burst of "New Arrival" badge is a visual construct of novelty deployed to create a huge buzz around the new product encouraging curiosity and purchase ultimately.

Discussion of Findings

Through the lens of Bach's (2006) implicitures we posit that advertisements on Nigerian-based online stores rely on implicit forms of communication by leveraging website features and the affordances of technology to build a relationship with the audience. This is achieved by encouraging exploration, sharing and feedback through a range of engagement preferences, which includes plugins, hyperlinks, quizzes and games. Instances of; "Download SLOT Mobile App NOW", "collections", "related images", "send feedback", follow us on…<, "watch us on YOUTUBE", and "contact us" are engagement options deployed by the advertisers to achieve different advertising purposes online. Deductions from this study include the fact that the meanings conveyed in the adverts extend beyond what is explicitly stated in the messages. There is an obvious assumption that prospective customers possess a level of technological skill necessary to navigate the platforms of the adverts. This aligns with Bach's notion that implicitures depend heavily on assumptions of relevance and cooperative interaction. Hence, the messages were painstakingly crafted in a manner that require some form of mental processing, which enables the audience to either extend the linguistic constituent of the messages or infer additional content-dependent information in meaning negotiation. For example, the unique selling propositions for most of the adverts, such as their cultural relevance, affordability and scarcity were not overtly stated but were implied by; benefit oriented languages, health focused languages, platform navigation links, direct CTAs, list of other products, textual anchoring, Nigerian colour themes, reference to or tidbits of Nigerian culture and sharp prominent images in various colour contrasts. These served as triggers of implicit references that helped generate the advertisers' intended meanings through an **enrichment or extension** process in Bach's, 2006 perspective of implicitures and implicatures. The culture of **celebrity idolizing**, reflecting the acceptance of **power inequality** was indirectly expressed in some of our selected adverts.

By using notable celebrities as influencers, the adverts drove implied insights enhancing the persuasive power of notable celebrities in a Nigerian digital space. The general assumption that urbanization and modernity are predominant in certain cities and that technology and Apple products are desirable status symbols were implicitly suggested in this study. Some of the adverts forecast that the cities considered elitist, have more status-focused individuals and would attract more sales. Hence benefits, which include "*free shipping"* of the products to such areas are clearly stated. The sociolinguistic context of Nigeria also played significant role in situating the adverts. Where a Nigerian indigenous language is deployed together with English in an

advertisement is a language dynamic known as **code mixing**. This gives prominence and local connection to some of the adverts. The use of pidgin is also a circumstantial strategy for reaching a broader audience and making the adverts more relatable. This gives credence to the previous findings of Agustine et al (2021) who state that culturally tailored strategies are necessities for bridging gaps between globalized marketing and local linguistic norms. The phrase "Now 20% extra@ same price" in our dataset implicitly communicates "improvement, generosity and value for money", a meaning made possible through a mental negotiation process that expands the language use and effectively infers meanings that go beyond the literal messages. "Customer Reviews", embedded on a coloured background in some of the adverts, is a contextually rich and implicit hint of brand approval and robust patronage, a deliberate indirectness to effectively shape the audience's perception or their evaluative framework. Applying Bach's (2006) framework further revealed that advertisements on Nigerian-based online stores succeed by employing meaning negotiation strategies that rely on brief, direct, engaging, succinctly impressive and impactful forms of communication with implied suggestions inferred through the process of *expansion/enrichment or completion* of the semantic content of the messages. This study has also identified figurative language, interaction and engagement imperatives as specific language dynamics deployed to achieve persuasion, on Nigerian-based online stores. Kaplan & Haenlein (2010), have earlier postulated that the rise of social media, has led to the use of more conversational and informal language in online advertisements. The affordances of technology and website features were utilized to encourage explorations, engagements and interactions with the audience on Nigerian-based online stores.

Conclusion

Language dynamics such as; *direct imperatives, emotive language, code mixing, gender and demographic focus, visuals framing* and *cultural referencing* in advertising discourse, particularly in the context of Nigerian-based online stores have been identified. The result of our analysis contributes to the understanding of the socio-discussive dynamics of language use in online platforms. The technological affordances (the possibilities and the opportunities that technology offers users) as well as the cultural and linguistic diversities of Nigerian internet audience, serve as an enrichment to online language use resulting in the creation of alluring, engaging and effective advertising campaigns such as the phrases- "*Say goodbye to rashes and unhealthy skin", "Fashion store wey sabi", Refreshing Naija since 1960"* and *"Made for fufu, made for Nigeria"*. This study has therefore, helped in the understanding of how setting/environment, education, age, economic status, linguistic diversities, cultural identity, norms and values, language ideologies, purpose are some of the social, cultural and contextual factors that shape language use in a technological space.

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