

Stylistics in South African and Nigerian Bank Advertisements*

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ABSTRACT This study investigates how language is used to communicate meaning in bank advertisements. It also examines stylistics in advertising with specific focus on selected bank advertisements in South African and Nigerian newspapers and magazines. Stylistics is a branch of linguistics which studies the principles, and effect of choice and usage of different language elements in rendering thought and emotion under conditions of communication. This study shows how language elements are used in bank advertisements to convey messages. The stylistic elements that have been identified and analyzed in this paper include graphology, phonology, lexis, syntax and cohesion. The use of capitalization and repetition for emphasis, phonemes and Gothic writing to attract the attention of readers and images to stimulate customers' aspirations were some of the findings of the study. It is concluded that stylistic devices are important in advertising as they attract customers to services, products and ideas advertised.