

**AN ANALYSIS OF THE IMPERATIVES USED IN GIKUYU RADIO
ADVERTISEMENTS.**

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DECLARATION

This research project is my original work and has not been submitted for examination in any other university.

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This research project has been submitted for examination with our approval as the university supervisors.

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DEDICATION

To my Lord and helper, The Lord Jesus Christ, this would not have been possible without His help, grace, protection and provisions.

To my family; husband and children, your present love, care and friendship have been a great pillar as I walked this journey.

To my parents who believed in me and laid a foundation early in life, their love and selfless sacrifice to give me an education.

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ABSTRACT

Advertising has moved from merely making a product or service known to consumers to an art characterized by persuasion of consumers to choose certain products or services. Radio advertisers must focus on influencing the consumers in the short time available during a radio advertisement. The persuasion is mostly attained through language use. This study focused on the use of imperatives as a persuasive device in radio advertisements aired on Kameme FM. The question that sought to be answered was: what type of imperatives are used by advertisers of Kameme FM to appeal to the listeners to choose certain products and services? This study successfully identified and classified the imperatives used in Gikuyu advertisements aired on Kameme FM as attention focusers, contact group, acquisition of product and negative imperatives. It was also revealed through the study that in order to improve on the extent of appeal and create urgency to get the product or service, advertisers use imperatives with today and now. Advertising has also been accused of using language to exaggerate and manipulate consumers in an attempt to appeal to them. This study sought to understand how listeners interpret imperatives in order to verify this assumption. Using Relevance Theory, the study focused on how imperatives are interpreted by listeners and to what extent these imperatives persuade the listeners of Kameme FM to prefer certain products and services. Although imperatives are known to carry the illocutionary force of commanding, the study revealed that listeners of Kameme FM associate imperatives used in radio advertisements as suggesting to them and inviting them to try the product or service as opposed to commanding them to buy. The illocutionary force that is carried by imperatives is dependent on the comparative power of the addresser and addressee as well as the value of the act to each of them. Moreover, imperatives only generate compulsions accordingly when in the right context but not automatically by linguistic practice. Therefore, this study established that imperatives were also persuasive to consumers who confessed through interviews that they would try or buy a product because of the appeal the imperative carried and because they found value in implementing the directive carried by the imperative.

CHAPTER ONE

1.0 Introduction

The objective of the first chapter is to lay a foundation in order to develop subsequent chapters. Firstly, it introduces the topic under study which is done through a brief history on advertising and background information. This is followed by statement of the problem, purpose of the research, research questions and objectives. In order to understand the research, a rationale or justification is presented as well as the scope and restrictions in the research. The study uses proponents outlined by Relevance Theory as developed by Wilson and Sperber (1985) and hence a theoretical framework is included. This is then followed by a review of the literature on relevance theory, advertising, persuasion and the use of imperatives in advertising. The research methodology which expounds on the sample, data collection method and data analysis method make up the last part of the chapter.

1.1 History of advertising.

The word advertising came from a verb in outdated Latin word '*advertere*' - which translated to: draw a person's attention to something. It is defined as a mode of announcing to the public and aims at steering their attention to commodities, their cost and accessibility (Beasley & Danesi, 2002)

Advertising has grown from merely announcing that products and services are available using simplistic techniques and has strived to persuade consumers. It has been said to be "Omni present" as it has dominated social discourse. (Beasley & Danesi, 2002) In today's world, advertising is viewed as not only as artistic in its use of methods to affect people in the way they view goods and services, but also scientific in the cases where statistics are used to determine the way in which these methods affect the choices of consumers.

Advertising history can be traced back to the invention of the modern printing press in the 1400-1468 by John Gutenberg. During this period, the printed material could be availed to large numbers of people and this made advertising a persuasive act. This also meant print could now reach vast numbers both near and far and this proved to be an advantage over earlier forms of advertising like signs and posters.

Before and in the early 17th century advertisements, which only promoted particular goods, were made as artifacts. (Beasley & Danesi, 2002) However, later in this century newspapers began to

spread widely and thus adverts in print also spread both in Europe and America all the way to the 18th century. The industrial revolution in the 19th century forced advertisers to concentrate on persuading consumers and this led to inventions in language to meet these needs. Hence, with time adverts began to change in both structure and language use for example, repetition of the product name was introduced.

By the end of the 19th century advertisers in America had begun using “more colloquial, personal and informal language...” (Dyer 1982:32). This went on into the 20th century and advertising now became geared at influencing people’s perceptions of goods and services. In the 1920s increase in the use of electricity propelled advertising further into the electronic media such as photo engraving and illuminated outdoor posters. The invention of the radio during this period also resulted in development of an innovative form of marketing which was termed as “highly persuasive” (Beasley & Danesi, 2002:9). The biggest advantage with radio was that it could reach both literate and illiterate masses of prospective consumers. By the late 1940s it had gained popularity as a persuasive tool that helped spread promotional texts.

The invention of television advertisements later as well as internet advertising more recently brought in new additions.

To conclude, as Beasley and Danasi (2002:14) put it:

...since the end of the 19th century, advertising has succeeded more so than any economic process or social political movement, in promoting and ensconcing consumerism as a way of life. By proposing market place solutions to virtually all social problems, it has become a form of persuasive discourse that has become an end itself.

1.2 Background to the study

This study is focused on the use of imperatives as a tool of persuasion in radio advertisements aired on Kameme FM using Relevance Theory. First, it presents a background on advertisements. An advertisement is defined in the Oxford Advanced Learners Dictionary as “a commercial solicitation designed to sell some commodity, service.” Advertising is defined as “communication whose purpose is to influence potential customers about products and services.” While Dyer (1982:2) defines its primary function as, that of bringing awareness to the public about specific products or services.

Advertisements are claimed to be one of the biggest and most important influences of everyday life. They sell ideas and values that cannot be ignored (Dyer 1982:16) they are accused of infiltrating everyday decision-making. Consequently, they have attracted researchers and analysts as they try to figure out the force behind advertisements and the influence they have had on consumers for generations now. Studies have been conducted on the persuasive power of advertising and their influence on consumers. Many have questioned their effectiveness, their honesty as well as correctness.

In this regard, advertisements have been accused of exaggerating the reality in an attempt to appeal to the emotions of consumers so as to promote and sell their products. These allegations have resulted in controversies where critics of advertisements posit that adverts arouse artificial longings in addition to promoting the creation and use of products and services which are contrary to fulfilling the real, natural and pressing needs that people have. It is therefore an unfounded arrangement that only attracts one's inner state of being without any connection to the commodities and services offered. (Dyer1982: 2) Similarly it has been accused of diverting money from those needs that are human and useful resulting in greed, materialism and waste.

To the defenders of advertising, it is a necessity in pushing the economy forward. This is because it promotes "mass produced goods" resulting in higher production that promotes employment and progressive success for all in society.

The advertisers and producers of adverts defend themselves and the adverts by proposing that people have the free will to ignore adverts and make decisions. At the same time, they argue that some advertising campaigns have failed and thus it is not enough to accuse adverts of brainwashing people in their decision- making.

Consequently, advertising has intrigued many others who have decided to uncover the mysteries behind advertisements. Many approaches have been used from different fields of study to analyze advertisements. People of different occupations have been interested in the inescapable influence behind adverts from artists and journalists to linguists. For instance, Panofsky, a critic of art, as cited by Dyer (1982: 89), "studied the imagery and symbols of paintings and proposed a simple model for the analysis of the subject matter of visual communication." He studied forms of pictures and how they relate to cultural meanings.

Linguists have looked at advertising as a form of communication where the advertisers strive to communicate as best as they can to the hearer to achieve their desired results: preference and choice

of their products or services. Advertisers seem to be aware that communication is not as easy as saying what you intend to say and waiting for a response. Wilson and Sperber (1995: vii) posit that “To communicate is to claim an individual’s attention: hence to communicate is to imply that the information communicated is relevant.” In this view, advertisers seek to ensure that their adverts capture the attention of their listeners and that they are as relevant as possible.

The knowledge that advertising involves communication and communication among human beings has been said to entail language use (Wilson and Sperber, 1995:26), has also sparked the interest of many linguists in determining how the advertisers use language in order to influence their listeners to buy their products and services.

Such studies have been dedicated to the language of advertising for instance, Emodi (2011) studies the language characteristics of adverts in English using an approach in semantics. He provides an in depth scrutiny of the advertising language by making an analysis of features used to achieve persuasion in adverts like connotative word meanings, use of adjectives, word coinage, misspelling of words and use of puns. Ebaid (2018) focused on the use of adjectives as a persuasive tool. His study focuses on the use of adjectives occurring exclusively with no head nouns. He considers this use ubiquitous and frequent where such adjectives are used as brand names i.e. the names of products.

Leech (1966) explored the various linguistic techniques employed in writing and designing display adverts in Britain. He explores among others role borrowing and use of imperative clauses in advertising messages.

1.3 Statement of the problem

In advertising, influencing the public about their choice of products and services is crucial. For the advertiser it is not just about reaching as many consumers as possible, it is also ensuring that they are persuaded as best as possible to prefer your product or service to all other competitors in the market.

Advertisers and the makers of adverts have thus consistently and aggressively sought ways to manipulate language in a creative and memorable manner to influence as well as cajole their consumers and persuade them to choose their products and services.

However, as they try to achieve this persuasion, advertisements tend to exaggerate the reality in an attempt to appeal to the emotions of consumers so as to promote and sell their products. This

exaggeration results in controversies because adverts are viewed as creating ingenuine needs that promote the use of services and products that are not compatible with fulfilling the natural and pressing wants that people have. (Dyer 1982). In this connection the researcher has noticed that language used in advertising can sometimes be misleading to the consumer and can be interpreted wrongly. For example, the Fair and Lovely beauty product has faced a lot of controversy as it was accused of selling the idea that a fair skin is lovelier than a darker skin. The brand was carped for “promoting negative stereo types around dark skin tones.” The use of the adjectives ‘fair’ and ‘lovely’ around this product is interpreted as endorsing the notion that a lighter skin is more desirable. With this perception and notion in mind a consumer would want to purchase the face cream so as to satisfy her need to be more desirable and fit in the standards of beauty implied here. The imperative in the Coca- cola slogan “open happiness” can be interpreted as creating the impression that consuming the product automatically gives the consumer happiness and that happiness is achieved once they interact with the product regardless of the circumstances that surround them. The use of the imperative open, leaves little room for argument and prompts the consumer to act, buy the product and be counted among the “happy ones” As Dyer (1982) surmises advertisements boost consumption of products and services that are mismatched with the satisfaction of sincere human needs.

It is against this background that the current study sought to delve into the use of imperatives in Gikuyu radio advertisements to assess how consumers interpret them and determine the extent to which they persuade and manipulate the target audience in their choice of products and services. To this end, Wilson and Sperber’s Relevance Theory: Communicative and Cognitive Principles of relevance was used.

1.4 Purpose of the study

The aim of this research was to describe the use of imperatives in the Gikuyu radio advertisements aired on Kameme FM as tools of persuasion, assess how they are interpreted by consumers as well as the extent to which they persuade the consumers.

1.5 Research Questions

Based on the purpose outlined, the research questions were:

- i. What type of imperatives are present in the adverts aired on Kameme FM that are used to persuade consumers to choose certain products and services?
- ii. How do the consumers interpret the imperatives present in the adverts aired on Kameme FM?
- iii. To what extent do the imperatives persuade consumers to choose certain products and services?

1.6 Research Objectives

The intentions of the study were:

- i. To describe imperatives used in Gikuyu radio advertisements.
- ii. To analyze how consumers interpret the imperatives in the Gikuyu radio advertisements.
- iii. To assess to what extent the imperatives persuade consumers to choose certain products and services.

1.7 Significance of the study

Relevance theorists postulate that the hearer is guided towards the speaker's meaning through the affirmable and exact expectations of relevance raised through the communicating act. In producing adverts therefore, the advertisers must be aware that advertising is communication and that the devices they use in the adverts carry the meanings they intend to communicate which determines their relevance to the hearer.

Analyzing how consumers interpret imperatives in advertisements would give insights to advertisers and producers of adverts on how to use the imperatives at their disposal to attain persuasion and influence consumers to make decisions in favor of their products and services. With this understanding they can then design successful adverts.

It is claimed that advertising has been studied (almost overdone) in almost all subjects for many years and so there is vast data that has been written on the same. However, a surprising revelation after a scrutiny of these data shows that the treatment of persuasive devices utilized by advertisers in their advertising messages in these studies is very shallow. (Beasley & Danesi 2002). The current study intended to fill this existing gap by giving an in-depth description and analysis of the use of imperatives as persuasive devices in radio advertisements.

Many studies have been carried out on utterance interpretation using Relevance Theory. For example, Wanjala (2014) studied the theory with regard to political discourse and specifically demonstrated that politicians use verbal irony when in criticism of poor leadership styles but most importantly to seek audience approval and influence them in their decision making during elections. Miring'u (2019) also using the theory discovered that William Ruto uses humor and rhetorical questions in his speeches in order to rally masses behind him and influence their decisions in voting. However, no study has been done using the theory to analyze how imperatives are interpreted in Gikuyu radio advertisements. This study intended to fill this gap as well as add onto the data that already exists on utterance interpretation.

1.8 Limitations

The aim of the current study was to describe the use of imperatives in the Gikuyu radio advertisements aired on Kameme FM as tools of persuasion, assess how they are interpreted by consumers as well as the extent to which they persuade the consumers.

To achieve this, the study was restricted to the radio advertising and specifically Gikuyu advertisements aired on Kameme FM and not any other form of advertising, and not any other Gikuyu radio station. This was also restricted to the adverts aired on Kameme FM in the period between February and June 2021 and no other advertisements aired in the past.

In addition, the study was restricted to selected adverts that have used imperatives as tools of persuasion. Other devices used as means of persuasion such as literary devices including repetition, figurative language were not considered in this study.

1.9 Definition of terms

Implicature: This is meaning that is implied but not expressed openly

Explicature: This is what is expressed openly and clearly in an utterance

Inference: A conclusion which is deduced from another that is supposed to be true

Stimulus: input in conversation

Pragmatics: This refers to the study of how utterances are understood in context.

1.10 Theoretical Framework

Relevance theory lay the theoretical foundation of this study. Relevance Theory, an area studied under semantics and pragmatics, was developed by Wilson and Sperber in the 1980s. It was developed as an attempt to detail the claim of Grice that human communication entails expressing and recognizing intentions in both the verbal and non-verbal communication. (Wilson & Sperber, 2004). It has been described as a theory that encompasses both communication and cognition as it makes an attempt to describe our thoughts of the world and how we convey these thoughts, how we are able to understand one another (Clark 2013:10) It is therefore, generally about cognition and specifically about utterance interpretation. (Carston & Powell, 2006)

It lays its foundation on the inferential model of communication. In this model, the addressors provide evidence that they intend to express a specific meaning which is then deduced by the addressee based on the provided data.

RT is based on the Co-operative Principle and Conversational Maxims expressed by Grice (1975) which surmise that the expectations automatically created by an utterance are what guides the listener to the connotations communicated by the addresser. They claim that such expectancies are both specific and probable to lead the listener in the direction of the connotation conveyed by the utterer. In this, the hearer should opt for the interpretation that satisfies these expectations.

In RT, the fact that a speaker's aim is to be comprehended and tend to restrict the expressions they make to their listeners, gives them a logical anticipation that their expressions will elicit enough relevance to warrant being processed. This is in addition to the speaker's willingness to make them so i.e. optimal relevance.

1.10.1 Ostensive-Inferential Communication

Expectations of optimal relevance in RT result from Ostensive-inferential communication. This is concerned with the hearer's and speaker's perceptions: a two-fold communication where the speaker demonstrates his intention to communicate (intention of information and communication) and the hearer infers what is the speaker is communicating. RT claims that communication is achieved when the communicative intention is satisfied. A speaker who thus purposes to communicate must have an ostensive stimulus which attracts the attention of the hearer and directs it to the speaker's meaning. The use of this ostensive stimuli should awaken expectations of

relevance not possible with other stimuli and should be worth processing. The communication intention is based on the notion of manifestness.

1.10.2 Manifestness

A notion in RT where a supposition is defined by Wilson & Sperber (1986/95:39) as ‘manifest to a person if and only if the person is capable to represent it mentally and accepting the representation as true or perhaps true.’ This implies that it is what an individual is aware of as well as that which they can be aware of. What is manifest to a hearer makes up the cognitive environment and this is used by the hearer to isolate the right assumptions in order to process the stimulus.

1.10.3 Cognitive Principle of Relevance

Wilson & Sperber (2012: 103) reason that, maximizing relevance is the focus of cognition in human beings such that the human mind tends to process utterances using the smallest effort possible to produce maximum possible effects in a cost effective manner. This also means that the human cognitive processes involve choosing the relevant stimuli, initiating the assumptions that are relevant then processing them in the most productive manner. This is said to lay the cognitive background on which processes of inference take place.

1.10.4 Communicative Principle of Relevance

The principal communicates that: “Every act of inferential communication conveys a presumption of its own optimal relevance.” It is founded on the cognitive principle and implies that any communicator must draw the attention of their audience and this attention will be directed at what is most relevant at the time of speaking. The communicator’s task is to ensure they draw the attention of the speaker to what they think will be most relevant. (Wilson & Sperber, 2012: 6) A stimulus is worth processing if its relevance is adequate to the hearer. Relevance thus cannot be separated from the effort required to process an utterance.

1.10.5 Processing Effort

This can be explained as the effort that an addressee needs in order to decide whether an utterance is relevant or not. What makes a hearer pick one stimulus over others is because it is more relevant

than any other available to them at the time of the utterance. In Relevance Theory when information is relevant to the addressee, it is beneficial and hence easier to get a conclusion i.e. the more stimulating it is the less the effort used and consequently the greater the relevance and benefit to the hearer. On the other hand, the greater the effort required, the less the relevance. It is not possible to speak of processing effort without considering cognitive effects in utterance interpretation.

1.10.6 Cognitive effects

These are what is created when a stimulus connects to the context in the mind and are part of the cognitive process. They are created when the mind is in the process of sifting through the cognitive environment in order to understand and interpret a stimulus. During this process, the information that is relevant to interpret the stimulus is picked from the cognitive environment resulting in a positive cognitive effect. When the stimulus is processed in a context this yields a contextual implication which is the most important cognitive effect since it is deduced from both the input and the context together. (Wilson, 2004:608)

Other types of cognitive effects proposed by Relevance theory include a strengthening cognitive effect, which strengthens already existing assumptions. An example to clarify is:

1.a Cate: I have the impression that the new lecturer is a foreigner.

1.b Nathan: Yes, he has an Australian accent.

In uttering 1.a Cate is not very sure of what she has said. However, we can assume that she has the following premise in her context

2.0 A person with an Australian accent must be a foreigner.

In which case, Nathan's utterance, 1.b gives the needed information that serves as further evidence that Cate has assumed right. This thus strengthens the already existing assumption that Cate has.

A contradicting cognitive effect is one which contradicts the existing assumption. For instance, if Nathan's reply to Cate in the above was:

3.0 No, in fact he was born and bred in Western Kenya.

Then this reply makes Cate discard her assumption that the lecturer is a foreigner since the information Nathan provides actually contradicts her assumption.

The contradicting cognitive effect is disregarded as irrelevant therefore abandoned while the strengthening cognitive effect is selected as relevant.

Relevance Theory postulates that when all else is held constant, the achievement of great positive cognitive effects through input processing results in great relevance and less relevance when greater effort is required to process the input. (Wilson, 2004:608) In this, relevance is measurable in terms of the processing effort and cognitive effects involved in the processing of a stimulus.

Relevance theorists claim that whatever speakers communicate fall into two categories; explicatures and implicatures. Implicatures can be defined as the assumptions in context that the addressee must recover in order to be satisfied that the principle of relevance has been observed by the speaker. They are not explicitly communicated by the speaker.

Explicatures can be defined as the assumptions that have been directly communicated by the speaker to the addressee.

In summary, RT claims that communication can be summarized using the comprehension theoretic heuristic:

Follow a path of least effort in deriving cognitive effects: test interpretive hypotheses (e.g. disambiguation, reference, resolutions, implicatures etc.) in order of accessibility.

Stop when your expectations of relevance are satisfied in the interpretation

(Clark, 2013:119)

The theory will be key in analyzing how listeners interpret the imperatives present in advertisements as many assumptions likely to be derived by the listener have to be enriched at all levels, the irrelevant ones dismissed on the basis of the effects created and the relevant ones selected using the least effort.

1.11 Literature Review

There are diverse studies that have been done on advertisements and advertisements in various languages including English. This section looks at the literature and studies that have been carried out in the past and are closely connected to the current study. These are literature on Relevance Theory, on advertising language, on persuasive strategies and specifically on radio advertising.

1.11.1 Literature on Relevance Theory

Relevance Theory proposes that there are certain aspects of a speaker's meaning that are not included in the spoken sentence and thus the hearer must come to a reasoned conclusion of what the speaker intends to say. It proposes that to come to these reasoned conclusions, the hearer is

guided towards the speaker's meaning through the affirmable and exact expectations of relevance raised through the communicating act.

Relevance Theory recognizes that to achieve relevance there are cognitive processes involved which involve picking up the relevant stimuli, activating relevant assumptions and then processing these as productively as possible. (Wilson & Sperber 2012:6). At the same time, the speaker must draw the attention of their audience and this is directed at that which is most relevant at the time. The speaker's task is therefore to ensure that they draw attention of the hearer to what they think will be most relevant to them at the time of speaking. Once this is achieved the communication process becomes a success.

A hearer who aims at finding an interpretation of the meaning of the speaker must enhance the speaker's message at the explicit level then move to the implicit level through gathering contextual assumptions that combine with it to bring about adequate conclusions that make the utterance as relevant as possible. This is done in accordance with the comprehension heuristic of taking the option where very little effort will be used and stopping at the earliest explanation which fulfils the expectations he has of relevance. (Wilson and Sperber 2012:7)

This theory was valuable in the current research as it provided explanations on how the listeners deduced meaning from what a speaker said.

1.11.2 Literature on advertising

Dyer (1982) suggested that since advertising has a lot of influence on how we live, how we think and how we feel, we should be aware of how it works as we decide how much we think of it as a necessity and beneficial practice of public communication. The ideas and values that advertising sells are indispensable in any community. This is because advertisers aim at making us buy the products they sell after which we use them and once they are finished we go back for more. They perpetuate a "cycle of continuous and conspicuous consumption." (Dyer 1982:1) Therefore in as much as advertising aims at the key role of introducing a variety of goods and services to the consumers, it is also an act of persuasion.

Advertising does not stop at persuading people to buy products and services but seeks to manipulate consumers to buy a certain culture. Hence, it awakens in the consumers' interest and feelings that favor a certain product and the consumers seek to satisfy this yearning. This means

that more often than not the consumers are pushed to purchase a product or service not driven by their individual or societal need but by the desire to fulfill these awakenings.

Armed with this knowledge, the advertisers' task squarely becomes to persuade as much as possible rather than to inform. This persuasion is achieved through the use of language. The advertisers' language has been defined as refined and geared towards enticing. Moreover, it reflects the advertisers' perspective of the consumers as a target and the focus now becomes how to make a lasting impression.

In order to achieve this, advertising language is packed with devices that are memorable, intriguing and inventive. Advertisers are known to "play with words, manipulate, distort everyday meaning, break rules of language for effect, use words out of context and even make new ones" (Dyer 1982:111) Such innovations and deviations from the norm are the reason why the advertising language attracts a lot of attention as an area of study for linguists. They aim at exploring, assessing, explaining and understanding these vibrant use of language.

The analysis of advertising language is a form of rhetoric. Dyer (1982: 122) defines rhetoric as: "...those techniques, usually verbal, that are designed and employed to persuade and impress people." She further adds that rhetoric involves using speech and writing actively in order to illuminate, strengthen and make persuasion effective.

This study in its analysis of the use of imperatives as persuasive tools was interested in assessing how these imperatives were used to persuade consumers and to what extent they influenced their choice of products and services.

1.11.3 Literature on persuasive strategies used in advertising

Ombogi (2003) looked at advertising language in Kenya specifically laying focus on stylistics. He aimed at finding out how advertisers in their use of language are able to persuade consumers. By concentrating on telecommunication adverts in the print media he discovered that linguistic features such as register, clauses, attitude and mood are used specially by advertisers to influence the choices their audience makes. He confines himself to the persuasive strategies and does not look at the interpretation of these strategies. In this, his study leaves a gap which this present one intends to fill. Similarly, he focusses on the print media and the use of linguistic features while the present study will focus on use of imperatives in radio advertisements. Nonetheless, his study will

contribute to the current study especially in understanding that language is used in consumer persuasion.

Muyuku (2009) looked into code-mixing in commercial bank and mobile telecommunication advertisements in Kenya and tests her data using the Lexical Pragmatic Theory. Through her study the consumer's attitudes are revealed as she explores how they react towards mixing of language as means of influence in advertising. She contributed greatly to this study in that her study helped to understand the use of language by advertisers with an aim of persuading the consumers. Nevertheless, like the afore mentioned studies her study does not demonstrate how the language is interpreted by the consumers.

Ndirangu (2014) focused on bank advertisements and the use of politeness as an instrument to persuade consumers. Her study which isolates the advertisements in the print media employs Politeness Theory Principles by Levinson and Brown (1987) is an attempt at exploring how language has been used in a persuasive manner to influence consumer choice of bank products. Although her study confines itself to print advertisements, it is similar to an extent to the current study as it details how the advertisers use language to persuade consumers and hence will be beneficial in understanding the art of persuasion. However, she confines herself to print media zeroing in on bank advertisements. Moreover, she studies the structure of the advertisements analyzing them in the Politeness Theory Principle and does not attempt to show how the audience that is targeted by the bank advertisements interpret them. This study in using Relevance Theory was an attempt to show the ways in which listeners interpreted imperatives used in advertisements and its main focus was radio advertisements.

All the above studies differed from the current study as they limit themselves to print advertising, while this study explored broadcast advertising and specifically radio advertising.

Mirigi (2015) focusses on Gikuyu radio advertising by looking at the persuasive strategies used in the advertisements aired on Inooro FM. She posits that the adverts have a rhetorical structure and indeed using the Rhetorical Structure Theory, she discovers the structure of Gikuyu radio advertisements. She goes further in her research to analyze the persuasive strategies used in these radio advertisements and documents repetition, similes and rhetorical questions among the most dominant strategies used to influence listeners to opt for certain products and services. Her study contributed to the current study by helping to understand the use of persuasive language in advertising.

On the other hand, although her study analyses the persuasive strategies, it does not look into how they are interpreted by the listeners. The current study therefore, differed from Mirigi's in that, by confining itself to adverts aired on Kameme FM, it sought to discover the use of imperatives in adverts while Mirigi's focused on literary features. Furthermore, the present study assessed how the imperatives were interpreted by the listeners using the Relevance Theoretical approach which Mirigi did not do.

Venturing into TV adverts, Cheron (2019) explored the use of metaphors as a persuasive tool in advertisements. In her study, she discovers that advertisers use personification to appeal to the mind and feelings of the consumer. She opines that personified products are used to create intimacy between the consumer and the product influencing their choice of the product. She goes further to suggest that when exposed to the adverts, consumers recognize particular things about a product which influence them to buy these products even though these things may not be true about the product. She uses the Conceptual Metaphor Theory to justify that advertisers appeal the effect of metaphors on cognition. Her study contributed to the present study in showing how advertisers target the mind of the audience in order to influence their choices in that both focus on the cognitive processes involved when interacting with an advert using theories in the field of Cognitive Linguistics. At the same time, she singles out the use of language as a tool of influence in advertising. Her study though, investigates TV adverts while this one investigated radio advertising.

1.11.4 Literature on the use of Imperatives in advertising

Pennock- Speck and Fuster Marquez (2014) conducted a study on the use of imperatives in Voice Overs in British television commercials. They argue that imperatives are a form of persuasive strategy used by advertisers since they appeal to the emotions of the addressee. They discovered that although imperatives lack markers of politeness they are very persuasive since they present actions that are more likely a benefit to the listeners. They surmise that although directives in nature, the imperatives used in advertising are more likely to perform the function of advising and making recommendations to a listener rather than giving them a command.

In their exploration of imperatives, they build on the classification of imperatives used in advertising which was initially done by Leech (1966). They classify these into five different categories according to the functions they serve in the advertisement. This study contributed to the

current one by providing secondary data since the classification they invented was used to discuss the use of imperatives in Gikuyu advertisements. In addition, it did help in laying the foundation to understand the use of imperatives as a persuasive strategy in advertising.

Sakran and Maklai (2019) also conducted a study on the use of imperatives in advertising. Their study concentrated on the use of imperatives in magazine advertisements. They discover that the main purpose of using imperatives is to enhance memorability. They argue also that imperatives influence the thoughts of the people who read magazines so that the possibility to argue with what is presented is reduced. According to this study, imperatives are a ‘mild command’ used to initiate action. They are thus considered very convincing and attractive to consumers. At the same time, they argue that imperatives are preferred by advertisers to other linguistic forms as they are “direct, assertive and don’t beat around the bush.” Their study contributed to the present one in appreciating the persuasive power in imperatives and why they are preferred by advertisers.

The current study also added onto the already available information on use of imperatives in advertising specifically in radio advertising.

1.12 Methodology

Introduction

The intention of this study was to describe the use of imperatives in the Gikuyu radio advertisements aired on Kameme FM as tools of persuasion, assess how the features are interpreted by consumers as well as the extent to which they persuade the consumers. To achieve this, the relevant data was identified, studied and analyzed and from here conclusions were drawn. This section outlines the methods and procedures of data collection and analysis. It also provides information about the sample.

1.12.1 Study Sample

The sample for this study was selected using purposive sampling, a method that is considered efficient when the study’s focus is in-depth information. It is also considered efficient in sample representation. The study analyzed the advertisements aired on Kameme FM. This is because firstly, after listening to the Gikuyu FM radio stations like Inooro FM, Gukena FM and Kameme FM the researcher observed that the advertisements aired on Kameme FM are more in number than those in the other FM stations so the station availed more data for analysis. Secondly, the

adverts on Kameme FM were usually aired at specific times during the broadcast that is just before and after the news bulletin. The adverts were also aired during the Kameme FM classifieds programme. This made it easier for the researcher therefore to concentrate on these particular programmes in order to collect the required data. Finally, the reason why Kameme FM was chosen was because there were also a wider variety of advertisements aired from those promoting foods, beauty and agricultural products to those promoting services like banking, education, pay TV and money transfer services among others as compared to the other FM stations mentioned here.

In advertising there are different types of advertisements and they all aim at influencing the choices of the listener. This study selected and analyzed the advertisements that focus on products and services only. This was because the researcher had observed that they promote products and services that are expected to be used by people of varying age groups and social status thus representative of the population.

For this study a total of thirty advertisements were collected and from these the researcher purposively selected the adverts that had used imperatives for the purpose of analyzing data. The researcher had expectations that this sample would be sufficient in analysis of data.

1.12.2 Data Collection

In order to provide answers to the research questions data collection must be systematic. In this study, the primary data was collected by the researcher who listened to the advertisements on Kameme FM. These advertisements on products and services were then recorded on a recording device. Recording the adverts gave the researcher a chance to listen to the adverts more than once in order to verify the information obtained.

The adverts were then listened to over and over and the imperatives used identified. The advertisements were then transcribed on a notebook after which they were translated from Gikuyu to English.

In addition, more data was collected through interviews where the researcher had interviews with respondents in order to find out their opinion on the use of imperatives. The researcher targeted 30 consumers who reside within Kiambu county where the greatest number of Kameme FM targeted listeners are (Kiambutho 2005:25) and where the researcher is based. The targeted consumers were between the ages of 25 and 44 years as this is the target audience of Kameme FM (Kiambutho 2005:59). The respondents had to be people who understand the Gikuyu language because the

adverts used in the study were primarily in Gikuyu. The respondents were both male and female since the products and services advertised on Kameme radio target both male and female consumers. The findings were used to assess the extent to which the consumers are persuaded by the use of imperatives in their choice of products and services.

1.12.3 Analysis of Data

This study used both qualitative and quantitative research designs. The data collected was broken down into words, phrases as well as sentences in order to identify and describe the use of imperatives in the advertisements. These were then classified accordingly and explanations given for these classifications. The data was subjected to analysis using the concepts of processing effort, cognitive effects and manifestness in addition to the cognitive and communicative principles of Relevance Theory (Wilson & Sperber 2012). This was done in order to determine how the listeners interpreted the imperatives present in the adverts.

Furthermore, in order to assess the extent to which these imperatives persuade the listeners in their choice of products and services, the data collected through the interview responses was presented in tables and graphs and conclusions drawn.

1.13 Conclusion

This first chapter to a great extent lays the preliminaries for the rest of the chapters in the quest to fulfill the purpose of the study i.e. to describe the use of imperatives in the Gikuyu radio advertisements aired on Kameme FM as tools of persuasion, assess how the features are interpreted by consumers as well as the extent to which they persuade the consumers.

It began by outlining the background to the study which included insight that advertising is a form of communication (Dyer 1982), the different perspectives to advertising; both for and against. A brief history of the language of advertising followed. In addition, the chapter outlined the statement of the problem, the purpose, research questions and objectives.

A review of the existing literature plus previous studies done on advertising and the tenets of the Relevance Theory which will be the theoretical framework of the study were also discussed in this chapter. Finally, the methodology with which the research will be carried out and the collected data analyzed was expounded.

CHAPTER TWO

INFORMATION ON IMPERATIVES AND THEIR INTERPRETATION

2.1 Introduction

This chapter will comprise of general information on imperatives, a description of the imperatives used in advertisements as well as interpretation of imperatives in relevance theory. The classification adopted by Leech (1996) on the ‘discourse function’ of imperatives in advertising and then modified by Pennock-Speck and Fuster–Marquez (2014) will be presented and discussed. This classification is crucial as it will be used lay the foundation for the discussion of the imperatives used in Gikuyu radio advertisements in the following chapter. The relevance theoretic approach in interpretation of imperative clauses will also be presented since it will be used to test whether the imperatives used in Gikuyu advertisements can be interpreted the same way. This chapter is organized as: 2.2, definition, form and functions of an imperative; 2.3, description and classification of the imperatives used in advertisements; 2.4, interpretation of imperatives in relevance theory; 2.5, conclusion

2.2 Definition, form and function of imperatives.

Eastwood 1994:21 defines the imperative form as the ‘base form of the verb’. He opines that the fundamental usage of the imperative is to issue commands or get a person to perform a certain action where the addressor’s expectation is that the addressee will comply. In addition, Aarts 2011:164 describes imperatives as containing a verb in its ‘plain form’ and also concurs that they are used to urge a listener to take action.

Further, both Quirk et al (1985) and Aarts (2011) posit that imperatives are directives and are thus different from declarative sentences in a number of ways: Firstly, while declarative sentences have a subject, imperatives usually do not require overt subjects for their grammatical function. Quirk et al (1985: 828) suggests that the implicit subject instinctively distinct from a directive’s connotation is the 2nd person pronoun. Similarly, Sakran & Maklai (2019) propose that the 2nd person pronoun subject you, in imperatives is implied and covert. For example, in the imperatives: Go out! Don’t drink and drive! It is inherently distinct that the meanings are: **You** go out! and, Don’t **you** drink and drive! where the implied subject is you. The 2nd person subject **you** though present is concealed. In some sentences the 2nd person subject may be overt in an imperative when stressed in an advisory manner to express persuasion for example in, ‘I know you can do it if **you**

try harder.’ (Quirk et al 1985:828) Secondly, imperatives have a main verb in its base form. For instance, in *Go out! and Don’t drink and drive!* above, the main verbs **go**, **drink** and **drive** are in their base forms. Quite uncommon though, are instances where an imperative is made up of an auxiliary verb in its base form together with a main verb in its appropriate form e.g. *Be standing still when he gets in, do have your notes ready.* (Ibid:827) First person and third person imperatives are formed by combining the verb *let* with 1st person or 3rd person subjects in object case respectively as suggested by Quirk et al (1985:829). For example; *Let us work together for a better future! Let me do it right away! Anyone who has a good reason, let him speak now! Let nobody assume that this is an easy task.*

Quirk et al (1985:830) also put forward that to create negative imperatives the words *do not* or *don’t* are simply added to the imperative. For instance; *Open the door- Don’t open the door. Move away – don’t move away.* Negation in 1st person and 3rd person imperatives is achieved by adding *not* after *let* like in the examples: *Let us not get carried away. Let them not intimidate us to vote for them.* However, for 3rd person imperatives the words *do not* may be used before *let* for instance *Do not (or don’t) let them intimidate us to vote for them.* At the same time the authors propose that the use of *do* before the verb in an imperative emphasizes the positivity of the imperative e.g. *Do consider my offer.*

Imperatives can take the following forms: a) (S) V e.g. *Come*; b) (S) VO e.g. *Call our offices*; c) (S) VC e.g. *Be realistic*; d) (S) VA e.g. *Stand back*; e) (S) VOO e.g. *Show me the evidence*; f) (S) VOC e.g. *Observe them keenly*; g) (S) VOA e.g. *Place the gun on the floor.* (Ibid:827)

As cited by Pennock-Speck & Fuster-Marquez (2014:3), Downing & Locke (2006:177) posit that imperatives belong to a larger group of directives where directives are defined as acts of communication that aim at getting persons to execute acts like requests, instructions, orders, commands or prohibitions. Thus imperatives are characteristically used to issue directives and spur the listener to act or do something. (Aarts 2011) They, as described by Quirk et al (1985:832), are used for an extensive array of illocutionary acts such as: a) *Orders or commands* (e.g. *Run!*); b) *Prohibitions* (e.g. *Do not open it!*); c) *Requests* (e.g. *Pass the salt please*); d) *Pleas* (e.g. *Help!*); e) *Advice and recommendations* (e.g. *Call the doctor for assistance*); f) *Warnings* (e.g. *Get out of the way!*); g) *Instructions* (e.g. *Use 80ml for 1 acre of land*); h) *Suggestions* (e.g. *Let’s call the police*); i) *Invitations* (e.g. *Make yourself comfortable*); j) *Good wishes* (e.g. *Enjoy your day*); k)

Offers (e.g. Have some tea); l) Imprecations or insults (e.g. Go to hell!); m)
Suspicious dismissals (e.g. Oh come on)

Condravdi & Lauers (2012:38) opine that, “A linguistic reflex of the fact that imperatives come with a variety of ‘illocutionary forces’ and that uttering them brings about the corresponding kind of speech act is that imperative utterances can be subsequently described, depending on the context they are uttered in, with various verbs for acts of communication.” For example, the directives in (a) may be described with the matching sentences in (b)

a) *Get out! (command)*

b) *He commanded me to get out.*

a) *Pass me those papers (request)*

b) *She requested me to pass the papers.*

a) *Be careful! (warning)*

b) *She warned me to be careful.*

The illocutionary force that is carried by the above acts is dependent on the comparative power of the addresser and addressee as well as the value of the act to each of them. (Quirk et al 1985:831) Moreover, imperatives only generate compulsions accordingly when in the right context but not automatically by linguistic practice. (Condravdi & Lauers 2012:45)

In advertising, it is important for the advertiser to be as explicit as possible but ensure that he does not impose himself to the listener and that he is not too blatant to cause the listener to act undesirably or forget the message completely. He must therefore balance between making the listener choose the product or service and saying this appropriately enough in case the listener takes offence. As summarized by Vestergaard & ShrØder (1985:67) three methods are popular with advertisers in getting action from the audience:

... imperative clauses encourage the audience to buy the product [...] other directive speech acts encouraging audience to buy the product[...] directive speech acts inviting the reader to ask for a trial or for more information [...]

They further posit that the words frequently used are ‘try’, ‘ask’, ‘get’, ‘take’, ‘let’, ‘send for’, ‘use’, ‘call’, ‘make’, ‘hurry’, ‘come’, ‘give’, ‘remember’, ‘discover’, ‘serve’, ‘choose’, ‘look for’ among other imperatives.

Moreover, imperatives are considered an ‘important part of the advertising copy’ since they have the ability to influence the audience in such a way that they do not argue with what is presented. (Sakran & Maklai 2019). They are deemed extremely convincing and attractive to listeners because they are explicit, insistent and cut to the chase. (Pennock-Speck & Fuster-Marquez 2014:3) The directive nature of an imperative expression as argued by Condoravdi & Lauers (2012), conveys ‘content’ connected to how the listener acts in future, expresses the addressor’s desires for the ‘content ‘expressed to become real and also plays the part of inducing the listener to actualize the ‘content.’ For instance, the imperative expression; *Stop!* i) expresses the content connected to the addressee’s future action where the addressee stops; ii) expresses the addressor’s desire that the addressee should stop and iii) performs the function of a stimulus for the addressee to stop.

In summary, they make adverts memorable. In fact, the adverts that are very successful and have stood the test of time have used imperatives as their slogans. For instance: *Just do it!* (Nike); *Think different!* (Apple); *Open Happiness!* (Coca cola); *Have it your way!* (Burger king); *Move fast and break things!* (Facebook); *Don’t be evil!* (Google); *Go beyond!* (Land rover); *Taste the rainbow!* (Skittles); *Obey your thirst!* (Sprite); *Think Small!* (Volkswagen); *Think it! Have it!* (MacDonald’s)

2.3 Description and classification of the imperatives used in advertisements.

This section aims to describe the imperatives used in adverts under the classification outlined by Pennock-Speck and Fuster-Marquez (2014)

The first attempt to classify imperatives used in advertisements was made by Leech (1966:100-111) as cited by Pennock & Marquez (2014:8). He identified three classes of imperatives based on the function they perform in the advert:1). *Acquirement of the product where imperatives such as ‘buy’, ‘ask’, ‘get’, ‘ask for’ are cited.* 2). *Consumption of the product with examples such as ‘enjoy’, ‘try’ and ‘use’.* 3). *Calls to notice the product with imperatives such as ‘see’, ‘remember’, ‘watch’ being exemplified.*

Building on this classification by Leech (1966) Pennock-Speck and Fuster- Marquez (2014) in their study on the use of imperatives in voice overs in British television commercials, developed a more descriptive classification of imperatives used in TV adverts which was also based on the

‘discourse function’ the imperative performs in the advertisement. In this study this classification was adopted. The following are the different classes of imperatives they discovered in TV adverts.

2.3.1 ‘Attention focusers’

These are defined as the imperatives that lure the attention of the audience to what is going on particularly with advertisements that involve displays (Pennock-Speck & Fuster-Marquez 2014:8). They do this by focusing the attention of the listener to the product or service being advertised. Leech (1966) defined them as those that call the consumer to notice the product or service for instance, ‘see’, ‘remember’, ‘check’ or ‘watch’. These type of imperatives often appeal to the emotions of the audience rather than their rational thinking. They achieve persuasion by focusing on the feelings of the consumer and are thus classified under ‘persuasive genres’ (Lakoff 1982:33) as cited by Pennock-Speck & Fuster-Marquez (2014:8) In addition, this class of imperatives also includes those that are used figuratively to attract the audience’s attention. For example: **value** your money for an advert that advertises safe ways to send money; **spend** more time with your family, for an advert that calls attention to spending less time queuing in banking halls and offering an option of online or mobile banking; **crave** the taste, for an advert that calls the attention of the audience to a new brand of cooking oil that makes food tastier. Consider the examples:

1. *open happiness*

This imperative creates the impression that consuming the product automatically gives the consumer happiness and that happiness is achieved once they interact with the product regardless of the circumstances that surround them. The imperative appeals to the emotions of the listener and they desire to consume the product even though they may not necessarily have a need for the soft drink. Another example:

2. *Taste the rainbow*

This also falls under this category of imperatives since it alludes that consuming the product makes one feel lost in the beauty of the rainbow. It might also be interpreted as implying that you get ‘an out of this world experience’ once you consume the product.

2.3.2 ‘Contact Group’

This group of imperatives perform the function of encouraging the audience “to contact retail stores or companies or visit their websites” (Pennock-Speck & Marquez 2014: 9). These

imperatives inspire potential consumers to reach out to the specific companies and the shops where the product is available so they can acquire the product or get more information concerning the product or service. In encouraging the listeners to visit the companies on their websites, the advertiser hopes to lure the consumer into viewing the website which means they can also access any other products available by the same company. In this way the company gets the added advantage of exposing more products to the same consumers. These imperatives are thus accompanied by clauses that contain telephone numbers for example:

3. *Talk to us on phone using the number 0720160640*

4. Company websites for example,

Visit their website ncbagroup.com

as well as real physical locations of the retail shops or stores where the products are stored for instance,

5. *Visit them at CITC Thika Makongeni near St. Mulumba Hospital, Thika*

The contact group include imperatives like: ‘call’, ‘visit’, go on line’. In their research, the authors conclude that although these group of imperatives are the second highest in British television voice overs, they have the fewest number of verb types as compared to other categories. This will be compared to the imperatives in radio advertisements in the data collected in this study.

2.3.3. ‘Acquisition of product or service.’

Pennock- Speck and Fuster-Marquez (2014) as cited by Sakran & Maklai (2019:4) suggest that these type of imperatives represent the type of action a listener takes so as to obtain the product or service being advertised. Imperatives such as:

6. *‘get’ e.g. Get the newspaper you love:*

7. *‘buy’ e.g. Buy DSTV at the price of Ksh...*

8. *‘ask for’ e.g. Ask for Medicated Soap*

feature in this category. They opine that the imperative ‘get’ is preferred by advertisers since it does not directly ask the listener to buy which would automatically translate to spending money

but serves to emphasize the benefits of purchasing the product or service. (Pennock- Speck and Fuster-Marquez 2014:9).

2.3.4 ‘Experiencer’

The imperatives in this class often assume that the product or service has already been attained and the profits are being liked or are yet to be experienced (Sakran & Maklai 2019:4) This class is equivalent to the class Leech (1966) termed as ‘consumption of product.’ They invite consumer to experience the advertised product or service. The authors cite imperatives such as:

9. ‘try’ e.g. *Try Z sauce today.*

10. ‘enjoy’ e.g. *Enjoy the beefy taste ...*

11. ‘use’ e.g. *Use Visa Card for all your expenditure.*

These group of imperatives also include those that give step by step directives on exactly how the product or service being advertised is used. For instance, Pennock- Speck and Fuster-Marquez (2014:9) cite the example,

12. *‘Just shake 3 times, foam it, work it all over from root to tip (Nice ’n Easy)’*

2.3.5 Others

Pennock-Speck and Fuster-Marquez (2014:9) suggest that these imperatives are common in non-commercial advertisements¹ The imperatives ‘pledge’ and ‘give’ are cited. Therefore, in this study such imperatives will not be considered since this study restricts itself to commercial advertising. They (2014: 11) cite Leech (1966: 111) who surmises that negative imperatives are uncommon in adverts since the nature of an advert should be affirmative, and shun negative advices. However, the authors note that the use of negative imperatives brings out selflessness on the advertiser’s part since the situation presented is of more benefit to the addressee. Their findings also point out that the negative imperatives are used in statements that pose a difficulty on one side and offer a

¹ Noncommercial advertisements are those that do not sell any products or service but seek to provide information and inspire people to take action once they receive the information. They include ‘public service and charity adverts’ while commercial advertising sells products and services with an aim of generating revenue

resolution on the other. This happens in such a way that the negative imperative warns against something and a second verb in positive form follows proposing a solution that eliminates the problem pointed out by the first part of the utterance. They cite the following examples (Pennock-Speck & Fuster- Marquez 2014: 11)

Don't break up with your hair, keep it looking full and thick (H&S)

Don't change your lifestyle, change your supermarket (Aldi)

Don't just wear it, live it! (Matalan)

Don't just change a colour, change a mood (Dulux)

This information will be useful in analyzing the use of negative imperatives in the Gikuyu radio advertisements.

In addition to negative imperatives, advertisers also use the imperative with adverbs today and now to convey 'urgency' in the advert. (Ibid:11). Although these adverbs may escalate obtrusion, the authors argue that this is neutralized by parts of the clauses within which the adverbs appear.

The examples they cite are:

Call Computeach free now on 0800657657. (Computeach)

Book now for free parking and free spending money. (Thomas Cook)

Take new match.com's personality test today and discover the kind of person you're meant to be with. (Match.com)

2.4. Utterance interpretation as viewed by Relevance theorists.

In relevance theory, comprehension of an utterance is viewed as a process of inference with both input and output. The input comprises of the speaker's utterance and information in context while the output refers to the interpretation of what the speaker means. (Wilson 2016:3) The context is generally built and picked through in the process of understanding and may include mental representations of opinions, suspicions, expectations, desires, ideas, objectives or queries in the audience. In addition, the context a hearer uses in the interpretation of a particular utterance consists of the information obtained from the utterances that immediately precede it. (Wilson & Sperber 1995:16) Relevance theorists posit that since the mind is constantly under pressure to select context in order to make the cognitive process more efficient, the system of cognition has advanced various 'mechanisms' in the mind that allocate attention only to the input which has the highest anticipated relevance. These are then processed in such a way that they enhance this

relevance. This means that the cognition process aims at maximizing relevance. (Wilson 2016:5) To the listener the speaker's utterance becomes relevant when it relates to the information in context available to him using the least effort and produces 'greater effects' than all others presented. This causes him to ignore all others and process only the relevant input.

Therefore, for the speaker to succeed in communication, he must draw the audience's attention to that which is viewed as relevant. The speaker communicates that his utterance is worth attention by the mere act of addressing the listener and this way the listener also assumes that the utterance is adequately relevant to attend to. This provides, according to relevance theory, a practical method that the listener can use to identify the speaker's meaning by identifying the cognitive effects the speaker intended to achieve (Wilson 2016:7). At the same time the listener has a series of inferential responsibilities that include giving the utterance a distinctive 'propositional form.' The authors also suggest that identifying the propositional form of an utterance is primary in arriving at what is explicitly communicated in that utterance and is done when the listener selects a 'semantic representation' given to the utterance by the grammar. For the listener the correct form will guide him to the explanation compatible with the relevance principal. (Wilson & Sperber 1995:179) In summary, relevance theorists surmise that in communication the speaker aims at i) getting the listener to recognize what he means and ii) influencing the listener to accept it as true. The listener on the other hand has to i) understand what the speaker means and ii) resolve if to accept it as true or not.

2.4.1 Interpretation of imperatives in relevance theory

Wilson & Sperber (1995) posit that a pragmatic theory that is complete must be used to explain the interpretation of interrogatives and imperatives which they refer to as non-declaratives. Moreover, they group imperatives under directives which they define as '...an attempt to get the hearer to perform the action explicitly described...' (Wilson & Sperber 1995:247). As cited by Hidemitsu (2012:60), Wilson & Sperber (1988) classified imperatives into two: those in support of the hearer and those in support of the listener. In this grouping requests, commands, orders are seen as prearranged where the circumstances conveyed are portrayed as desired from the hearer's perspective. The authors also postulate that the imperative derives its strength from the presentation of a situation by the speaker as both 'potential' and 'desirable' to the hearer.

Wilson & Sperber (1995:251) suggest that imperatives in relevance theory can be explained to portray relevance in various ways for instance they give the listener an assumption that consequently stimulates the need to implement the directive. Consider the example:

- a) *Stop it!*
- b) *The addressor is telling the addressee to stop it.*
- c) *The addressor wants the addressee to stop it.*

On hearing the directive *Stop it!* the addressee ‘recovers the propositional form P’ of the imperative utterance exemplified by (a) *stop it*. The propositional form is explicitly expressed and is therefore an explicature. Next, the hearer explains it as describing the form P i.e. the addressor is directing the addressee to P as seen in (b). Directing the addressee to P can then create the impression that the thoughts that are interpreted by P are assumed to be describing a desired situation. At this point then, the addressee must answer the question: from whose perspective is the situation described desired? The addressor’s or the addressee’s? This can be deduced by examining the context. For example, suppose the directive is given by a speaker to a listener who is playing with matches. The child can deduce the following:

- c) Playing with matches can accidentally start a fire
- d) I might get burnt by the fire
- e) The speaker does not want me to get burnt.

This is then interpreted as describing a situation that is desirable from the listener’s point of view. From this context the listener recovers the implicated conclusion (c) which prompts her to execute the directive expressed.

2.5 Conclusion

In this chapter, I have expounded on the imperative by looking at its definition, forms and function. As a directive I have shown how the imperative is an act of communication used for a variety of illocutionary acts such as requests, commands, prohibitions, recommendations, suggestions, warnings, good wishes among others. The fact that the illocutionary force carried by imperatives is dependent on the both the speaker and listener’s authority and the benefit it has to both of them, has also been illustrated in this chapter. In addition, I have explained the classification of imperatives in advertisements using the classification adopted by Pennock-Speck & Fuster-Marquez (2014) which they build from Leech’s classification in 1966. The different classes of

imperatives highlighted according to their discourse function include: Attention focusers, experiencers, contact group, acquisition of product and others that are only present in non-commercial advertisements. I have also explained the use of negated imperatives in advertising. Finally, I have illustrated how relevance theorists explain utterance interpretation and specifically looked into the interpretation of imperatives according to the theory. The purpose of this chapter was to expound on the secondary data that will be used in the next chapter to analyze the data collected.

CHAPTER THREE

DATA PRESENTATION AND ANALYSIS

3.1 Introduction

This chapter presents a comprehensive analysis of the use of imperatives in Gikuyu radio advertisements. This will be done by testing the primary data collected against the secondary data presented in chapter two. The results will be discussed and conclusions will be drawn. The primary data presented is from the advertisements that the researcher collected through listening and recording. A total of 40 advertisements selling both products and services were collected and listened to but only 38 of these will be used in this study. This is because the other 2 did not contain any imperatives. The imperative clauses were identified by concentrating on the imperative verb which was identified from the collection. Out of this 38 advertisements, a total of 82 imperatives were collected and these will be used here in the analysis and discussion. In addition, this chapter will present the findings collected from subjects through the interviews that were conducted to find out the extent to which consumers are persuaded by imperatives in their choice of products and services. The results will be presented as follows: In section 3.2, classification and description of imperatives used in Gikuyu radio advertisements; 3.3, interpretation of the imperatives; 3.4, conclusion.

3.2. Classification and description of imperatives in Gikuyu radio advertisements

The classification used here will be that proposed by Pennock-Speck & Fuster-Marquez (2014) as presented in the previous chapter. All the imperatives collected from the Gikuyu advertisements can be classified under the same categories proposed by Pennock-Speck & Fuster-Marquez (2014) except for the ‘others’ category. This is because this category of imperatives is only found in non-commercial adverts yet the adverts collected in this study were all commercial. The classification is as follows:

3.2.1. ‘Contact group’

Similar to the findings in the study on British television voice overs where this group of imperatives were the second highest, in this study, this group of imperatives also represent the second highest numbers in all the four categories presented here. Out of a total of 82 imperatives, 20 belong to this group representing 24.4%. In the current study, in addition to the imperatives

such as call, visit, go on line identified by Pennock-Speck & Fuster-Marquez (2014) others found in this group include: come to our offices, visit our website, talk to us and send the word. This category also had a number of verb types ranging from (*tuma kiugo*) *send the word*, (*tucerere*) *visit us*, (*tuhurire thimu*) *call us*, (*hura thimu*) *call the number*, (*twaririe*) *talk to us*, (*araniria naithui*) *talk with us*, (*ceera*) *visit*, (*macerere*) *visit them* and (*ingira rurenda-ini*) *go to their website*. The highest percentage is taken up by the verbs talk to us and call. This can be attributed to the increase in mobile phone usage in today's world and thus almost all types of listeners can be able to call the relevant numbers to access the product or services. This is reflected in figure 1 below:

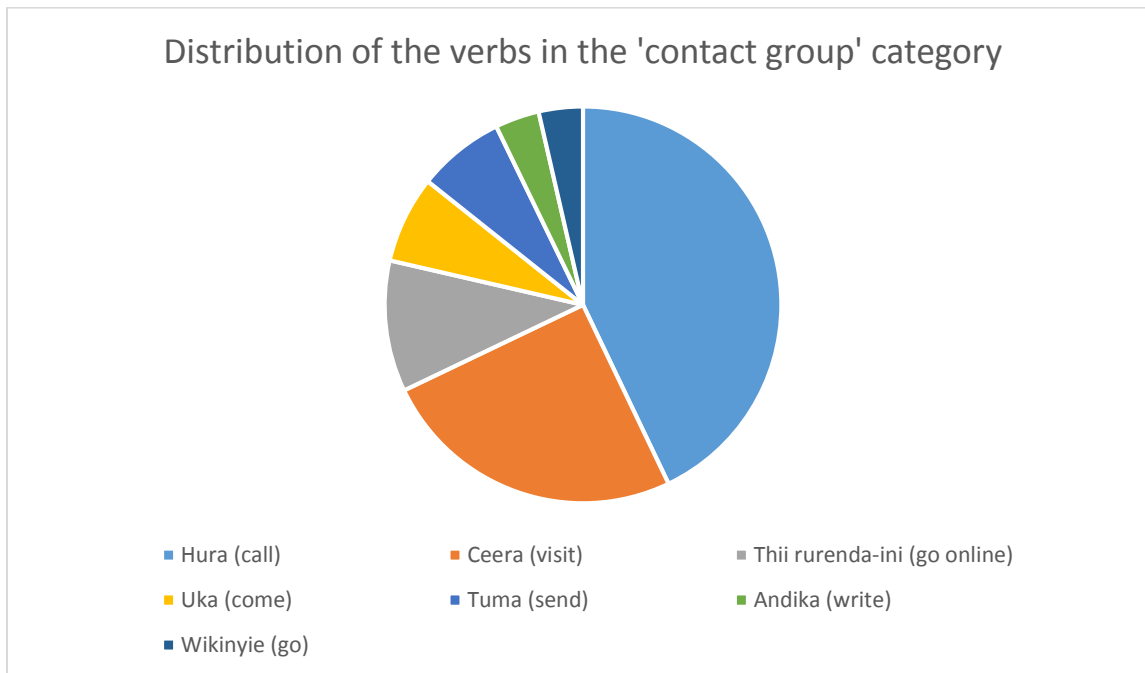


Figure 3.1 Distribution of the verbs used in the contact group category of imperatives
Consider the examples:

1. Deekan college, ino ni brand yuikaine ni andikani... **Uka** Kiambu, Juja, Githurai, Nakuru, Nyeri ona Kawangware. **Tuaririe kuhitukira** 0720160640. Deekan College...

Deekan College is a brand that is well known to employers... Come to our offices in Kiambu, Juja, Githurai, Nakuru, Nyeri or Kawangware. Talk to us using the number 0720160640. Deekan College of beauty and hospitality.

2. Detrex ni thabuni wa gikiro kia guru kuma Pwani Oils. Detrex ni thabuni wina dawa niundu wa kugitira we na family yaku kumana na germs. Detrex wonekaga nduka-ini hakuhi nawe na mithemba yothe... **Wikinyie nduka-ini** hakuhi nawe witie Detrex Medicated Soap.

*Detrex is a high-status bathing soap from Pwani Oils. Detrex is a medicated soap that ensures protection from germs for you and your family. All the different types of Detrex soap are available at any shop near you... **Go to any shop** and ask for Detrex Medicated Soap*

It was noted in this study that with the dawn of the internet, advertisers ensure that the product or service is easily accessible to all types of listeners and potential consumers and hence provides alternative means of accessing the services online. Consider the use of the imperatives in the adverts below which advertise a betting company and banking services. The imperative is followed by the website where players can bet from the comfort of their homes or offices without the hustle of using a longer process on the phone in (3) while a busy businessman can easily access the website of the bank in (4) without also leaving the comfort of his office or home.

3. Riri nirio ihinda riaku ria kuomoka, omoka na Lotto! Ungiomoka umithi ri niki ungienda gucenjia?...Ni uhuthu hanania namba cia munyaka wihotanire maita 150 kiria ukuigirira. Omoka cheza Lotto. Tuma gatagati ga ciringi fifty nginya ngiri imwe kuri paybill number 777000 account name wikire Kameme kana **uthake online** kugerera mylottokenya.co.ke

*This is your chance to win, win with Lotto! If you won right now what would you want to change?... It is very easy play three of your lucky numbers and win up to 150 times what you bet. Win! Play Lotto! Send between Ksh. 50 and Ksh. 1000 to paybill number 777000 and use Kameme as the account name or **play online** on mylottokenya.co.ke*

Another example which has the imperative used with the company website where the consumer can visit in order to get more information on the advertised service:

4. NCBA business banking utungatagirwo ni relationship manager uria wihotorete gutigirira niwagacira muturire-ini. NCBA nimarenda ugacire biashara –ini yaku na maraheana ngombo cia biashara ta unsecured business loans, property finance, asset finance, credit cards na paybill ya biashara yaku. Uhoro makiria macerere honge-ini ciao, kana uhure thimu kana **uingire rurenda-ini** ncbagroup.com

NCBA business banking allows you to be served by a relationship manager who endeavors to ensure that you prosper in life. NCBA wishes for you to flourish in your business by giving you loans such as business loans, property finance, asset finance, credit cards and avails a paybill number for your business. For more information, visit them in their branches or call or visit their website ncbagroup.com

3.2.2 ‘Acquisition of product’

In this study, this group of imperatives make the highest number with 29 out of the total 82 i.e. 35.4%. This is unlike what Pennock-Speck & Fuster Marquez (2014) study discovered where this category was the third largest in number. The researcher hypothesised that this group makes the highest number because the advertiser’s focus is to convince the listener to get the product or service and thus must ensure the advert, in the short time available,² lures the listener to make a choice through these imperatives. However, the advertiser avoids the direct verb buy which directly translates to spending money as opined by Pennock-Speck & Fuster Marquez (2014) and uses verbs such: *igithia* (book), *cagura* (choose), *riha* (pay), *rihira* (pay for), *bidi* (bid), *inivesti* (invest), *thaka* (play), *downrodi* (download), *wigwatire* (get yourself), *amukira* (receive), *andikithia* (register) in addition to *heo* (get), *itia* (ask for) as identified by Pennock-Speck & Fuster Marquez (2014) in their study. Some examples to show the use of these imperatives in Gikuyu radio advertisements include:

5. Petanns Kenya iria noyo Petanns Driving School... ni undu wa uritu uria ukoretwo kuo 2020, Petanns nitukureheire urejesho special offer. Kuria turakuhe 25% discount **wiyandikithie**... Kwigwatira urejesho offer **andika kiugo** urejesho utume kuri 40855 sms hatari marihi kana **wiyandikithie** kugerera *483*4# urumirire makinya. Macerere Kiambu, Petanns plaza, Nakuru, Gilgil, Engineer... ona kungi kuingi.

*Petanns Kenya which also Petanns Driving School... because of the hardship that was there in 2020 Petanns has brought you urejesho special offer where we’re giving you 25% discount. **Register** to get the urejesho offer **write the word** urejesho and send to 40855*

² Radio adverts are short and precise since they are charged according to the number of words used.

*without charge or **register** through *483*4# and follow the steps. Visit them in Kiambu, Petanns Plaza, Nakuru, Gilgil, Engineer... and many other branches.*

6. Deekan Driving College ni brand ihekete gitio niundu wa urutani wa gikiro kia iguru. Uka tugutue dereva na to dereva ritwa ni dereva competent. Uka Kiambu, Buruburu, Kawangware, Juja... na kungi kuingi. **Tuhurire thimu** 07214446000 kana **wandike ritwa Deekan utume** kuri 0721444600 **wigwatire** offer ya 30%. Deekan College-training beyond the obvious.

*Deekan Driving College is a well renowned brand because of its competency in training. Come let us make you a driver not just by name but by competence. Come to Kiambu, Buruburu, Kawangware, Juja... and our other branches. **Call us** on the number 0721444600 or **write the word Deekan and send to 0721444600 to get the 30% discount.** Deekan College- training beyond the obvious*

In both (5) and (6) above the advertiser calls the attention of the audience to the discount being offered to those who opt for the advertised service. The imperatives used here only highlight the said discounts but are tactful ways used by the advertiser to lure the listener to choose their services. The advertiser deliberately avoids using direct words to ask the listener to choose the advertised school for their driving course but uses the imperatives to emphasize the discount. Once the listener calls, registers or writes the recommended words they will get the discount and the advertiser will have succeeded in selling his service.

7. Ngatheti ya PD: People Daily ni ngatheti ikuheaga mohoro ota uria mari na riu no umithomere thimu-ini yaku. **Hura *550*4# wamukire** gatheti yaku wendete ya PD na ciringi ikumi tu.

*The PD that is People Daily is a newspaper that gives you news as they are and now you can read on your phone. **Call *500*4# to receive** the newspaper you love: People Daily at Ksh. 10 only.*

The above advert also avoids telling the listener to his face that he is spending money to get the said newspaper, instead the imperative receive is used to lure him to choose the newspaper. Once the listener follows the directive by dialing the given number, then the advertiser closes the deal and bags in another customer. The same discretion is employed in the advert below:

8. Detrex ni thabuni wa gikiro kia guru kuma Pwani Oils. Detrex ni thabuni wina dawa niundu wa kugitira we na family yaku kumana na germs. Detrex wonekaga nduka-ini hakuhi nawe na mithemba yothe... Wikinyie nduka-ini hakuhi nawe **witie** Detrex Medicated Soap.

*Detrex is a high-status bathing soap from Pwani Oils. Detrex is a medicated soap that ensures protection from germs for you and your family. All the different types of Detrex soap are available at any shop near you... Go to any shop and **ask for** Detrex Medicated Soap*

Once again the imperative ask for is used to avoid asking the consumer to spend money. On face value the advertiser directs the consumer to go to any shop and ask for the product but is indirectly asking the listener to buy the product. The use of the imperative ask for is a tact by the advertiser to make the listener choose the product and go a step further and acquire the product.

This study however, noted that some advertisers do not shy away from mentioning the amounts needed to acquire the product. It is notable though, that the imperative comes before the amount of money needed to acquire the product. In (9) below the consumer is directed to book at a discounted fee and pay later in installments. The imperatives book and pay later soften the advertiser's mention of the money by ensuring the listener understands that the deal is more beneficial to him than to the advertiser. The same concept is applied in (10) where the benefits for the DSTV customer benefit him more and thus the imperatives download and buy at the discounted price play a big part in persuading the consumer to purchase the product.

9. Dhahabu Lands Limited twina boroti utangitigithia kuri Nakuru kilometer igiri kuma Miti Mingi shopping centre na ndagika mirongo iri kuma Nakuru Town wina ngari... Uhoro mweka ni ati twina special offer ya Ksh. 285,000 ihinda ria kyumia kimwe tu. **Igithia** boroti yaku na Ksh. 100,000 balance urihe na mieri itandatu. Uhoro makiria, ...

Dhahabu Lands Limited, we have plots that you cannot resist in Nakuru 2km from Miti Mingi shopping center and twenty minutes' drive from Nakuru town... The good news is

*that we have a special offer of Ksh. 285,000 for only this week. **Book** your plot now with Ksh. 100,000 and pay the balance in six months. For more information, ...*

10. Gwakinya ni tabarira na athaki nguthi nguthi a Kenya DSTV yaragia ruthiomi rwaku! Story moto zinabamba na DSTV. **Download my DSTV App** kana **uhure** *423#. **Wigurire DSTV** na thogora wa Ksh.3999 kana **urihire** ucokerere thenema iria njega na thaka Kenya.

*When it comes to the best programs and experienced actors from Kenya DSTV speaks your language. Soaps are more enjoyable with DSTV. **Download my DSTV App** or **call** *423# and **buy DSTV** at the price of Ksh. 3999 or **pay** and resume watching the best programs in Kenya*

3.2.3 ‘Experiencer’

The imperatives in this class make up the third largest class accounting for 17 out of 82, 20.7%. The verbs common here included; huthira (use), geria (try) and kenera (enjoy). For example:

11. Jordan Driving school ni nthukuru uhitukitio ni NTSA uthomithagio na ngari njeru mithemba yothe... **Wiyandithie ukenerere** special offer ya 30%. Thimu ni...

*Jordan Driving School is an NTSA accredited institution that uses new and all types of cars to teach driving... **Register now** and **enjoy** a special offer of 30%. Our numbers are...*

12. Zesta kuma Trufoods ni sauce njega nay a mwanya munoi na cama wayo ndungiringithania. Zesta sauce yonekaga nduka-ini ciothe hakuhi nawe na thogora mwaega. **Geria** Zesta Sauce umuthi. Zesta Sauce kuma Trufoods.

*Zesta sauce from Trufoods is good and has a unique taste and its sweetness is incomparable. Zesta Sauce is found in all shops near you at an affordable price. **Try** Zesta Sauce today. Zesta Sauce from Trufoods*

It was also noted that other verbs that invite the listener to enjoy the benefits of the service or product such as humuka (breath) or horera (relax) were used. For instance:

13. Wee mundu wa uria tiga kunina iratu ugithiururuka ugietha wira. Umuthi wi industrial area ugietha kibarua, nduri wabichi utaingirite ugicaria wira. Aah! **Humuka!** Riu gwetha wira ni dijito. Urabatara o kuhura thimu namba 1015...

*Hey you don't wear off your shoes going around looking for a job. Today you're in industrial area looking for casual work there is no office you've not visited as you search for work. Aah! **Breath!** Getting a job is now digital. You only need to call 1015...*

This advert targets the jobless listener who needs to stop going from office to office physically searching for work which is regarded as a tiring experience. The imperative breath can be seen as implying, 'enjoy searching for a job while relaxed on your mobile phone.' This calls the listener to therefore experience the benefits of the service being advertised.

In the data collected in this study, this group of imperatives also include those that give step by step directives on exactly how the product or service being advertised is used. This mostly included adverts flaunting products and services that need accurate instructions like betting, purchasing credit or bundles or use of farm products such as insecticides. For instance:

14. Riri nirio ihinda riaku ria kuomoka, omoka na Lotto! Ungiomoka umithi ri niki ungienda gucenjia?...Ni uhuthu **hanania namba cia munyaka** wihotanire maita 150 kiria ukuigirira. Omoka cheza Lotto. **Tuma gatagati ga ciringi fifty nginya ngiri imwe** kuri paybill number 777000 **account name wikire Kameme.**

*This is your chance to win, win with Lotto! If you won right now what would you want to change?... It is very easy **play three of your lucky numbers** and win upto 150 times what you bet. Win! Play Lotto! **Send between Ksh. 50 and ksh. 1000** to paybill number 777000 and use **Kameme** as the account name.*

15. Ungigura airtime na Jaza Pay uraheo 5% extra airtime. Iini ino ni ndeto njega biu kuma Jaza Pay. **Hura*415#** na **promo code wikire Kameme ugure** airtime ya network o yothe **uheo 5% extra airtime.**

*When you buy airtime using Jaza Pay you get 5% extra airtime. Yes, this is good news from Jaza Pay. **Call*415#** and enter the word **Kameme** as your promo code and **buy** airtime from any network and get 5% extra airtime.*

16. Belt ni dawa ya kinina army worm. **Huhira** o riria kigunyo kioma matumbi-ini. **Tumira 10lm hari 20ltrs cia maii kana 80ml hari acre imwe... Huhira Belt SC 480 rucini na hwai-ini.** Uhoro makiria thoma kibandiko-ini.

Belt is a pesticide that kills army worm. **Spray** just when the worms have hatched. **Use 10ml with 20ltrs of water or 80ml for 1 acre of land...Spray Belt SC 480 both in the morning and in the evening.** Get more information on the sticker.

3.2.4. 'Attention Focusers'

From the findings of this study this group make up the second lowest number of imperatives making up only 9 out of the 82 collected which is 11%. It was also noted that the imperatives watch and check identified in this class by Pennock-Speck & Fuster-Marquez (2014) are not used in the Gikuyu radio adverts. The researcher contends that this could be because attention focusers are mainly used to draw the audience's attention to what is going on and since the adverts used here are aired on radio the listeners cannot be invited to check and watch unlike in TV adverts which the authors studied. The verbs see and remember classified here by the authors are also used differently in the Gikuyu adverts, not to attract the listener's attention to the happenings but as 'experiencers' where the listener should try a product and enjoy the benefits. Consider the example:

17. Vital Maziwa ithondeketwo na indo cia gikiro kia iguru nigetha watumira hari mahiu maku ukagia na ng'ombe ciana ugima mweka wa mwiri, ngenu na ikaruta iria riingi. Vital maziwa ithondeketwo na minerals kuma kuri ngorua cia urimi wa mahiu kuma UK. Vital Maziwa ikoragwo na minerals iria iothe ng'ombe ibataraga niguo irute iria riingi. Tiga kwananga mbeba ciaku na indo itari bata hari ng'ombe, ambiriria kuhe ngombe yaku Vital Maziwa **wiyonere** maumirira mega.

Vital Maziwa is made with high value ingredients such that once you give your cattle, they develop good health, become enthusiastic and give you more milk. Vital Maziwa is made with minerals and expertise from dairy farmers in the UK. Vital Maziwa has all the minerals that your dairy cow requires to produce more milk. Don't waste your money on other products that do not help your dairy cow, start giving your cow Vital Maziwa and see the amazing results yourself.

The above advert targets dairy farmers whose primary goal is to have cows that produce a lot of milk. Increased milk production directly translates to higher sales and consequently higher incomes for the farmer. The advertiser knowing this is the desire of most farmers, appeals to their feelings by bringing in a solution: Vital Maziwa which contains the right nutrients for the cow to increase its milk production. In this way the imperative expression, see the amazing results provokes the feelings of the targeted farmer who is persuaded to purchase the product in order to experience the desired results.

The Gikuyu radio advertisers according to the findings in this research however go for the imperatives that are used figuratively to attract the audience's attention. They choose verbs that will appeal to the emotions of the listener in order to attract their attention to the product. Consider the examples:

18. Murimi murata mbura niyambitie ringi. Hihi wibangite atia? **Wibange** na mbegu ya mbembe ya 30G19. 30G19 ni mbegu ya mbembe ihotaniire kuma Pioneer Hybrid Kenya Limited iria iciaraga ngunia mirongo itano hari ika imwe...

*My farmer friend the rains have begun again. What are you planning? **Plan** with the 30G19 maize seed. 30G19 is a maize seed from Pioneer Hybrid Kenya Limited. This seed gives you a harvest of 20 bags of maize from a 1-acre piece of land...*

The advert above targets the farmer who needs to plan ahead, plant in good time and plant the right seeds. Planning is an important part of achieving results and it involves making the right decisions in order to achieve the anticipated results. The imperative **plan** used in this advert is meant to call to the farmer's attention the fact that the right decision as far as seeds are concerned, needs to be made in good time in order to achieve the best results. This is why the advertiser first mentions that the rains have begun and therefore this is the right time for the farmer to plan ahead. The use

of the imperative, plan, just before the name of the seed being advertised, thus translates to ‘make the right decision (opt for 30G19) for high yields. The listening farmer’s attention is drawn to the name of the seed so that they can remember it and chose it over other brands in order to get the expected yields.

An additional example is:

19. Ungienda kwambatira wonjoria-ini? **Wigiritanie** na Kameme kayu ka mwingi. Thimu citu ni...

*When you want to succeed in business, **associate** yourself with Kameme FM, the people’s voice. Our phone numbers are...*

This advert equates prosperity in business with advertising with Kameme FM. Every business person yearns to succeed in their business, to grow and be the first choice to the clients. The advertiser is well aware that this is the need of every businessman and tactically appeals to this desire by using the imperative associate to show that the desire to bourgeon in business can be achieved through advertising your business with Kameme FM. It brings out the fact that advertising with Kameme FM automatically gives your business an upper hand over others. It means businesses that advertise with Kameme FM experience the ripple effect of thriving and flourishing. Once again the imperative associate is used before the name of the service being advertised to call the listener’s attention to the service. This also ensures the listener hears and remembers to choose the advertised service over others in the market.

Another example is:

20. Family Bank ni irutiire gutigiririra niwagacira wira-ini waku na Family Bank tukinyukagia o ikinya nawe. Wina Family Bank no uhorere tondu you can always bank on Family Bank. **Gacira** na Family Bank! Kumenya motungata ma Family Bank ceera honge-ini ciao...

*Family Bank has committed itself to ensuring that you prosper in your work. Family Bank is with you very step of the way. With Family Bank you can relax because you can always bank on Family Bank. **Prosper** with Family Bank. To know more about our services, visit our branches...*

This advertisement aims at selling Family Bank as a reliable and friendly bank. For a client a banking service that is reliable, customer oriented and available is the best choice for their banking

needs. These qualities also contribute to the prosperity of the client. The advertiser lures the targeted client into associating these qualities with Family Bank. The advertiser recommends through the imperative that banking with Family Bank goes hand in hand with prosperity. The imperative directly implies that banking with Family Bank will automatically amount to prosperity in whatever work the client is involved in.

3.2.5. Negative imperatives

The use of negative imperatives is noted in Gikuyu radio advertisements as they account for 8.5% of all imperatives collected (7 out of 82). As suggested by Pennock-Speck & Fuster-Marquez (2014:11), negative imperatives in Gikuyu radio adverts are used in such a way that the negative imperative gives a warning against an action while a second positive imperative gives a solution to the issue presented to the listener.

Consider the example:

4. **Tiga kuhutia** mbeca mahinda maya ma covid-19, **tumira** Coop Visa Card. **Tiga gukua** mbeca ciahota kura, **tumira** Coop Visa Card. **Tiga** gutinda ugithii kuruta mbeca ATM-ini, **tumira** Coop Visa Card. Tumira Coop Visa Card kuriha marihi maku mothe. Cooperative Bank, we are you.

***Don't touch** money during this time of covid-19, **use** Coop Visa Card. **Don't carry** cash money you might lose it, **use** Coop Visa Card. **Don't go** to the ATM to withdraw cash all the time, **use** Coop Visa Card. **Use** Coop Visa Card to pay for all your expenditure. Cooperative Bank, we are you!*

The advert above advertises a visa card from Cooperative Bank that can be used to pay for all expenditure. The clause with the negative imperative warns or advises the listener against certain actions like carrying cash during these covid-19 times where the risk of coming into contact with contaminated money is very high, carrying cash money that can be lost easily and even the tiresome countless visits to the ATM every time one needs money. The second clause provides the remedy to the problem: using cashless money by paying using Coop Visa Card. This way the adman seems to care about the listeners and the problem they are facing. However, it is an ideal opportunity for him to present a remedy and in this he gets a chance to sell his product or service through the solution.

Another similar example:

5. We, mundu wa uria **tiga kunina** iratu ndira ugithiururuka ugiethe wira...aaah! Humuka! Gwetha wira riu ni digital. Urabatara tu o kuhura thimu namba 1015. ...ndugetange ringi. Hura 1015. Niki wetereire? 1015 uko job!

*Hey you, **don't wear off** the soles of your shoes going around looking for a job...Aah! Breath! Job hunting is now digital. You just need to call the number 1015. ...**Don't be disturbed** any more. **Call 1015**. What are you waiting for? 1015 assures you of work!*

This advert sells a service which the listener can use to easily get a job. The adman is well aware that moving physically from office to office seeking employment can drain both energy and resources such as money, time. The adman also alludes to the anxiety when the prospective employee is not successful in getting the job in the clause *don't be disturbed anymore*. The advertiser thus points to these problems deliberately in the first clause and goes ahead to present an 'easy solution' to the job seeker where they only need to dial a number and get the job. The solution is offered with another imperative relax implying that with the advertised service it is possible to relax even as they job-hunt.

The same is evident in (23) below where the advertiser is seen as concerned that the targeted customer is losing business because of lack of data to transact online. The adman warns against loss of business opportunities through the imperative clause, *don't lose business...* and offers a remedy where the consumer can just call the given number provided in the next clause and get bundles on credit.

6. ...**ndukorwo ni biacara** na ndeto cia bata, kubrowse na guchat na andu aku ona riria uthiriirwo ni data. Safaricom niyo aja. **Hura *544# ucagure bundles** without expiry ucoke ucagure okoa data na ucagure githimo kiria gigukuigana. Okoa data riu woikare wi mufango-ini.

*...**don't lose business opportunities** or allow important news to pass you by, browsing or even chatting with your friends when your data is depleted. Safaricom has an answer. **Call *544# and select bundles** without expiry then select okoa data and choose a data bundle that fits your needs. Okoa data now! and stay connected*

The findings of these types of imperatives are summarized in the table below.

Table 3.1 Classification of imperatives used in the Gikuyu radio advertisements

Imperative type	Frequency	Percentage
Contact group	20	24.4
Acquisition of product	29	35.4
Experiencer	17	20.7
Attention focuser	9	11
Negative imperatives	7	8.5
Total	82	100

3.2.5 Imperatives with today and now

In addition to the classes of imperatives presented above, Gikuyu radio advertisers also use the imperative with the adverbs today and now. According to Pennock-Speck & Fuster-marquez (2014: 11) this is done to convey ‘urgency’ in the advert. Although these adverbs may escalate obtrusion, the authors argue that this is neutralized by parts of the clauses within which the adverbs appear. This use is also notable in the Gikuyu advertisements. For instance:

7. ... gutiri App ikirite Mwalimu Plus App. **Download umuthi** kuma App Store kana Play Store na watua kuriha wikire kiugo Kameme ta key word uheo discount ya 20%

*There is no App better than Mwalimu Plus App. **Download today** from App Store or Play Store and when paying input Kameme as the key word and get a discount of 20%*

8. How Low mena nduthi ya TVSHLX150. Nduthi ino uramigura na thogora uria ukwenda ukahonokia 99% mbecha iria ungiatumira. Ni uhuthu ta abc, **o riu thii** gwa paybill, ikira 777892 account ikira bike urumaniririe na bid yaku...

*At How Low there is a TVSHLX150 motorbike. You can buy this bike at a price that you want and save 99% of the money you would have bought it at. It is as easy as a b c, **go now** to pay bill and input 777892 and input under account the word bike and follow it with your bid...*

In (24) and (25) above the advertised services all come with an offer or discount. In (24) the App comes at a discount of 20%, in (25) the services advertised have to do with betting and in the

betting world the sooner one can place a bet the better since they immediately stand a chance of winning. The co-occurrence of the imperative with the adverb now heightens the urgency of the bidding process. The sooner the listener acts the higher their chances and the imperative + now serve this purpose well to the advantage of the adman. The imperative + today also increases the urgency of the matter. The sooner the targeted parent can download the App; the sooner they can begin enjoy its benefits. The benefits of being included in the betting and enjoying the App's advantages are the elements that reduce the obtrusion that may be felt in using the imperative with adverbs like today and now.

3.3 Interpretation of the imperatives

As explained by Wilson & Sperber (1985) the imperative derives its strength when a speaker presents a situation that is both desired and possible to the listener. The listeners of the advertisements aired on radio in interpreting the imperative, then ask themselves whether the described situation is desirable to them? Whether it is achievable or probable? They do this through inference by examining the context within which the imperative is uttered. During this inference process, they come up with assumptions that help them answer these questions and prompt them to implement the directive accordingly.

Consider the following advert:

9. Aah! Paul niki kiratuma utinde na gathoth pick kanua unyitite thimu? Kai umisite nyama atia? Katari kwihariria mani ndahota kugwira kanyama ka mburi maani ndejiseti na bonanza. Round-ino nacheza ka mimi. Easter ino jiseti na Tatua Bonanza. Ni uhuthu, **thaka Tatua o riu uheo mweke wa gukorwo thiini wa Tatua Bonanza Live Game Show Sunday** ino haria wina mweke wa kwihotanira ngiri igana rimwe...Ni uhuthu, **thii thiini wa Mpesa paybill ikira 150150**, account name **ikira namba ithatu** ciaku cia munyaka **urumaniririe na kiugo Kameme amount ikira gatagati ka ciringi ikimu nginya ngiri imwe**. Namba ithatu cihanana **wihotanire** nginyagia Ksh. 300,000.

Aah! Paul why do you constantly have a tooth pick in your mouth and at the same time you're holding your phone? You've missed meat this much? No, I'm preparing myself since I might win a goat this Easter if I play bonanza. This time around I'm going to treat myself.

This Easter, enjoy with Tatura Bonanza. It's easy, play Tatura now and get a chance to be in the Tatura Bonanza Live Game Show this Sunday where you have a chance to win Ksh. 100,000...It is easy, go to Mpesa paybill and put 150150, account name input three of your lucky numbers and follow this with the word Kameme. For amount put between Ks.10 and Ksh. 1000. If the three numbers are the same, win up to Ksh. 300,000

The advertiser here targets a listener who wants to treat themselves well during the Easter holiday but has no money to do so. The propositional form and assumptions are:

- a) Enjoy with Tatura Bonanza
- b) The addressor is telling me to enjoy with Tatura Bonanza
- c) The addressor wants me to enjoy with Tatura Bonanza

It is common knowledge to both the advertiser and listener that holidays are culturally thought and expected to be a time to celebrate, relax and enjoy special meals which translates to roast goat meat for most Kenyans. On hearing the imperative, the listener recovers the form P: *enjoy with Tatura Bonanza*. The explicature stated clearly by the advertiser which the listener recovers is, *the advertiser is telling me to enjoy with Tatura Bonanza*. Given the context that the listener wants to enjoy but has no means to do so, the listener can deduce the assumptions:

- d) It is possible to still enjoy even without money
- e) Tatura Bonanza has a way to make me enjoy even without money.

These assumptions describe a state of affairs that is desirable to the listener as he does not want to be left out of the celebrations. This prompts the recovery with least effort, of the conclusion: *the speaker wants me to enjoy with Tatura Bonanza*.

Having come to this conclusion the next question in the mind of the listener is how to enjoy with Tatura Bonanza. The next set of imperatives used by the advertiser gives a clear guide on how to go about it. The proposition P: *go to Mpesa... put 150150... input three lucky numbers...follow this with... put between and win up to Ksh. 300,000* is recovered. The process of how to get the money that is needed for the listener to enjoy is clearly explained, step by step. It is recovered as an assumption *that the speaker is directing me to follow the steps in order to win Ksh. 300,000; winning Ksh. 300,000 will give me a means of enjoying my Easter*. These assumptions are interpreted by the listener as describing the circumstances that he desires. It also strengthens his existing assumption that playing Tatura Bonanza will provide the money he needs to enjoy his

Easter. The listener thus finds relevance in this interpretation with the least effort and he stops processing the utterance further. He is also stimulated to implement the directives issued.

Consider another example:

10. Murimi murata mbura niyambitie ringi. Hihi wibangite atia? **Wibange** na mbegu ya mbembe ya 30G19. 30G19 ni mbegu ya mbembe ihotaniire kuma Pioneer Hybdrid kenya Limited iria iciaraga ngunia mirongo itano hari ika imwe. Iini ngunia mirongo itano hari ika imwe warumirira njira njega cia urimi. 30G19 ni mbegu ya mwanya iria ihotaga guitiria unyihu wa mbura na mirimu iria igumagira mbembe. Wega wa 30G19 ikuraga na mieri itano kana mieri itano na nithu. Wina mbegu ya 30G19 niwibangite!

*My farmer friend the rains have begun again. What are you planning? **Plan** with the 30G19 maize seed. 30G19 is a maize seed from Pioneer Hybrid Kenya Limited. This seed gives you a harvest of 20 bags of maize from a 1-acre piece of land. Yes 100 bags from a 1-acre piece of land when you have used the right farming methods. 30G19 is a unique seed that is resistant to drought and maize diseases. The best thing about 30G19 is that it takes about 5 to 5 and ½ months to mature. With 30G19 you have planned well.*

The advertiser here targets the farmer who desires to have get high maize yields. The following propositional form and assumptions follow logically:

- a) *Plan with 30G19 maize seed*
- b) *The advertiser is telling me to plan with 30G19 maize seed*
- c) *The advertiser wants me to plan with 30G19 maize seed*

The advertiser is aware that every farmer desires to use the seeds that will mature in good time, resist diseases and yield highly. The farmer also wishes to get a maize seed that can withstand the effects of little rainfall just in case the expected rains fail. The advertiser also knows that the farmers prepare land before the rains and waits to plant on the onset of the rains and this is why he asks the farmer what he has planned now that the rains have begun. At the same time the advertiser in using the word plan implies good organization, good decision making as far as the seed to plant is concerned and good timing. The listening farmer begins interpretation of the utterance *plan with 30G19 maize seed* by recovering the propositional form P, *plan with 30G19 maize seed* then recovers the explicature; *the speaker is telling me to plan with 30G19 maize seed*. This can yield the assumptions:

- d) a good farmer plans on the seed to use before planting.
- e) The seed I choose determines the harvest I get.

Telling the farmer to plan with 30G19 maize seed in turn creates the impression that the thoughts that are explained by *plan with 30G19 maize seed* describe a situation that is desirable to the farmer. This is because the farmer referring to the context created by what is uttered by the advertiser, desires a maize seed that matures in good time, can withstand harsh weather and will give high yields. With this evidence the farmer rightly concludes that the advertiser wants him to plan with 30G19 maize seed. The weak implicature here is that lack of planning will result in lower yields.

A final example to illustrate this is:

11. Murimi wothe nioi ati mathina hari urimi matiagaga: mbura niyuraga gatene, mbegu niciagaga kumera na ciamera ikario ni nyoni kana ciakura igatwika nduutu. Nikio ari wega kugia na murata uii mathina no mahanike na ndagutigaga. Murata mwega ni Family Bank. Family Bank ni irutiire gutigiririra niwagacira wira-ini waku na Family Bank tukinyukagia o ikinya nawe. Wina Family Bank no uhorere tondu you can always bank on Family Bank. **Gacira** na Family Bank! Kumenya motungata ma Family Bank ceera honge-ini ciao...

*Every farmer knows that there are challenges that come with farming: sometimes the rains come earlier than expected, sometimes the seeds do not grow as expected and even when they do they can sometimes stagnate. That is why it is good to walk with a friend who understands that these challenges can arise and they do not abandon you. Family Bank is a reliable friend. Family Bank has committed itself to ensuring that you prosper in your work. Family Bank is with you very step of the way. With Family Bank you can relax because you can always bank on Family Bank. **Prosper** with Family Bank. To know more about our services, visit our branches...*

The targeted listener in the advert above is anyone looking for quality banking services. The listener's journey to interpreting the imperative utterance begins with the selection of the propositional form P, *prosper with Family Bank*. The assumption that *the advertiser is telling me to prosper with Family Bank* follows logically from the propositional form. This advertisement's purpose is to sell Family Bank as a reliable and friendly bank that understands that clients sometimes have challenges. For many clients a bank that is reliable, customer focused and

understands them is their best choice. These qualities that are portrayed to be a part of Family Bank are said to also contribute to the prosperity of the client. The advertiser lures the targeted client into associating these qualities with Family Bank. The advertiser paints a picture that banking with Family Bank goes hand in hand with prosperity. The listener interacting the stimuli with this context can deduce that the imperative directly implies that banking with Family Bank will automatically amount to prosperity in whatever work the client is involved in. Every one desires to be understood and also be prosperous including the listener to this advert and thus since his desires are contained in this utterance, then comes to the implicated conclusion that *the advertiser wants me to prosper with Family Bank*. Having achieved relevance, the listener stops at this interpretation and stops processing the utterance.

The negative imperatives found in Gikuyu radio advertisements collected in this study can also be interpreted as proposed by relevance theorists, Wilson & Sperber. For instance:

12. Vital Maziwa ithondeketwo na indo cia gikiro kia iguru nigetha watumira hari mahiu maku ukagia na ng'ombe ciana ugima mwega wa mwiri, ngenu na ikaruta iria riingi. Vital maziwa ithondeketwo na minerals kuma kuri njorua cia urimi wa mahiu kuma UK. Vital Maziwa ikoragwo na minerals iria iothe ng'ombe ibataraga niguo irute iria riingi. **Tiga kwananga mbeca** ciaku na indo itari bata hari ng'ombe, **ambiriria kuhe ngombe** yaku Vital Maziwa **wiyonere** maumirira mega.

*Vital Maziwa is made with high value ingredients such that once you give your cattle, they develop good health, become enthusiastic and give you more milk. Vital Maziwa is made with minerals and expertise from dairy farmers in the UK. Vital Maziwa has all the minerals that your dairy cow requires to produce more milk. **Don't waste your money on other products that do not help your dairy cow, start giving your cow Vital Maziwa and see the amazing results yourself.***

The imperative utterance in the advert above is:

Don't waste your money on other products that do not help your dairy cow

The advert targets a dairy farmer who on hearing this imperative, recovers the propositional form P: a) Don't waste your money on other products that do not help your dairy cow; and the assumptions:

b) The speaker is telling me not to waste my money on other products that do not help my dairy cow

c) The speaker wants me to stop wasting money on other products that do not help my dairy cow

On recovering the propositional form P, the farmer explains it as describing the form P i.e. (b) above. The context that is mutually manifest to both the farmer and the advertiser is that the farmer desires high yields and is trying different products to achieve this hence the imperative. The farmer then interprets the thoughts expressed by this assumption as desirable to him since he is not going to waste his money anymore as he tries one product after another. This context allows him to recover the conclusion (c): *the speaker wants me to stop wasting money on other products that do not help my dairy cow* and this assumption prompts him to heed the advice by not buying other products that only make him waste money.

In the following positive imperative utterance: *start giving your cow Vital Maziwa*. The farmer once again recovers the propositional form P: (a) *start giving your cow Vital Maziwa* and explains it as telling him to P i.e. (b) *the speaker is telling me to start giving my cow Vital Maziwa*. From advertiser's previous utterances the context mutually manifest to both the farmer and the advertiser is that for a cow to give more milk it must be fed with certain minerals and nutrient. The said product (*vital maziwa*) has the essential minerals and nutrients that the cow needs and giving it to the cow will therefore increase the milk yields. The advertiser makes his communication intention manifest by pointing out that the farmer needs a solution in order to increase the production. This presents a situation that is described as both potential and desirable to the farmer, he deduces that he desires increased production and this is achievable if he feeds his cows with *vital maziwa*. He then recovers the assumption (c) *that the speaker wants me to start giving my cow Vital Maziwa* and this stimulates him to implement the directive.

The advertiser in his pursuit to convince the targeted farmer uses the positive imperative: *See the positive results yourself*. From this the recoverable propositional form P is: *See the positive results yourself*. The advertiser has also succeeded in making mutually manifest that the farmer has tried various products but has ended up wasting money and that the farmer can rectify this by giving the advertised product, *vital maziwa* to his dairy cow. The farmer refers to this context to come up with the assumption that the advertiser is telling him to see the results of using the advertised product himself. The farmer also infers that the results described match his desires of having his

cow give more milk. He deduces then that the speaker wants him to see the results himself by trying the product. Having reached relevance using these assumptions he stops processing the stimuli.

Consider another example:

13. **...ndukorwo ni biacara** na ndeto cia bata, kubrowse na guchat na andu aku ona riria uthiriirwo ni data. Safaricom niyo aja. **Hura *544# ucagure bundles without expiry** ucoke **ucagure okoa data na ucagure githimo kiria gigukuigana**. Okoa data riu woikare wi mufango-ini.

*...don't lose business opportunities or allow important news to pass you by, browsing or even chatting with your friends even when your data is depleted. Safaricom has an answer. Call *544# and select bundles without expiry then select okoa data and choose a data bundle that fits your needs. Okoa data now! and stay connected*

The advertiser here targets the listeners who transact business online, people who love to browse and chat online as well as those who follow news on the social media platforms. The listener recovers the propositional form of the imperative utterance P and the following assumptions:

- a) Don't lose business opportunities even when your data is depleted.
- b) The speaker is telling me not to lose business opportunities even when my data is depleted
- c) The speaker wants me stop losing business opportunities even when my data is depleted

Both the advertiser and the listener are mutually aware that you cannot transact online when you have no data. The listener on hearing the imperative utterance then recovers what is explicitly stated by the advertiser: that it is possible to lose business opportunities when you have no data. There is also an implication that it is not a good thing to lose business opportunities which can be deduced from this utterance and so the listener derives from this propositional form the assumption; *the speaker is telling me not to lose business opportunities even when my data is depleted*. The listener being a business man does not desire to lose opportunities and so the assumption is a description of circumstances that convey benefit to him. The strong assumption that *the speaker wants me to stop losing business opportunities even when my data is depleted* immediately follows and the listener therefore finds relevance in the utterance.

In the next imperative the listener recovers the propositional form P of the imperative utterances *call*544# and select bundles...then select okoa data and choose the bundle that fits your needs*.

The same targeted listener hearing the imperative utterances already knows from the previous context that it is possible to lose business opportunities and other important information if you do not have data. At the same time the advertiser has implied that it is not a good business practice to stay without data since it leads to loss of business opportunities. He is also aware of his own desire to retain such opportunities and be updated on news. The listener with this context in mind recovers the explicature that the advertiser is telling him to call, select and choose the needed bundles to meet these desires. He hence infers that the advertiser communicates a state of affairs that are desirable to him. Through this inference the listener derives the assumption that the advertiser *wants me to call *544# and select bundles... then select okoa data and choose a bundle that fits my needs*. Since this assumption is reached using least effort it derives relevance for the listener, it prompts him to act, to follow the steps given and get the needed data.

Let's see the last example:

14. **Tiga kuhutia** mbeca mahinda maya ma covid-19, **tumira** Coop Visa Card. **Tiga gukua** mbeca ciahota kura, **tumira** Coop Visa Card. **Tiga** gutinda ugithii kuruta mbeca ATM-ini, **tumira** Coop Visa Card. Tumira Coop Visa Card kuriha marihi maku mothe. Cooperative Bank, we are you.

***Don't touch** money during this time of covid-19, **use** Coop Visa Card. **Don't carry** cash money you might lose it, **use** Coop Visa Card. **Don't go** to the ATM to withdraw cash all the time, **use** Coop Visa Card. **Use** Coop Visa Card to pay for all your expenditure. Cooperative Bank, we are you!*

The target of the advert above is a person who transacts quite a lot. It sells the use of a visa card to transact in place of cash money. The context is different with each imperative and so are the premises derived through this context. The first imperative utterance, *don't touch money during this time of Covid-19* paints a situation where the listener risks touching contaminated money as they pay for their expenses. The propositional form recovered from this is: *don't touch money during this time of Covid-19*. The advertiser implies that there is danger in paying with cash since the listener is exposed to the risk of contracting Covid-19 and thus the listener can deduce that *the advertiser is telling me not to touch money during this time of Covid-19* and risk getting sick. With this context the listener realizes that this assumption is expressing a state of affairs desirable to him since he would also want to reduce his chances of getting the deadly disease. Therefore, the

implicated conclusion that *the speaker wants me to stop touching money during this time of Covid-19* is reached with least effort.

The propositional form P: a) Don't carry cash you might lose it is derived from the second directive. Here the advertiser brings to light that it is possible to lose cash and this would bring frustration as one wouldn't be able to pay for their expenses. The assumption, b) *the addressor is telling me not to carry cash I might lose it* flows logically from this form and is explicitly stated. The risk of losing cash before paying for expenses is a reality that the listener does not find desirable and would want to avoid it the embarrassment altogether. This leads to the conclusion that the speaker is advising the listener to avoid this state of affairs and it benefits the listener. This interpretation that the listener reaches with least effort and strengthens the previous assumption is the conclusion that, c) *the addressor wants me to stop carrying cash, I might lose it*.

Another imperative utterance the listener has to interpret in this advert is, *don't go to the ATM to withdraw cash all the time*. In accordance to relevance theory the listener recovers the form *don't go to the ATM to withdraw cash all the time*, from this imperative utterance. The advertiser here implies that the many visits to the ATM are not only tireless but also pose the extra risk of getting spotted and being robbed. Though not explicitly stated the listener can recover this from his experiences in the real world, referred to as encyclopedic entries in relevance theory. The advertiser however, explicitly tells the listener to avoid this visits and this is recovered through the assumptions b), *the speaker is telling me not to go to the ATM to withdraw cash all the time*. With the context already available to him concerning numerous visits to the ATM, the interpretation that is most accessible and relevant to the listener is the assumption c), *the speaker wants me to stop going to the ATM to withdraw cash all the time*.

Finally, the imperative utterance *use Coop Visa Card* is used. Not using cash money at all when paying for expenses seems to offer the solutions to reducing the exposure to Covid-19 and consequently the risk of getting sick, the tiresome numerous visits to the ATM, the risk of getting robbed or losing money. The imperative *use Coop Visa Card* hence allows the listener to recover the assumption that *the speaker is telling me to use Coop Visa Card*. The listener desires a safe and healthy way to transact thus the conclusion *the speaker wants me to use Coop Visa Card* can be deduced from this context prompting the listener to execute the action i.e. use Coop Visa Card.

3.4 Conclusion

In this chapter, the imperatives collected from the Gikuyu advertisements have been successfully classified under the Pennock- Speck & Fuster –Marquez (2014) classification under ‘contact group’, ‘acquisition of product’, ‘experiencers’ and ‘attention focusers’. The data reflects that the most commonly used imperatives are those directing the listeners on how to acquire the product or service followed by the ones that give the listener ways of reaching out to the stores or companies where the products and services are available. It has also been deduced that from the contact group of imperatives the advertisers prefer using imperatives that direct the listeners to call or talk through the phone to the companies and stores where the products are, as compared to other imperatives such as visit and come in this group. In addition, the use of negative imperatives has been identified as a ‘parallel-solution utterance’ that identifies a problem and follows it with a way out. In this chapter as well, the interpretation of the imperatives has been compared to that proposed by Wilson & Sperber (1985) and it is conclusive that the imperatives are first identified as propositional forms from which logical assumptions follow. Using inference, the listeners are then able to assess whether the assumptions derived are beneficial to them. When deemed beneficial and desirable, the directive is implemented.

CHAPTER FOUR

FINDINGS ON THE EXTENT OF PERSUASION OF CONSUMERS

4.1 Introduction

This chapter aims at assessing the extent to which imperatives persuade consumers to choose certain products and services. This will be achieved through analyzing the data collected from the interviews carried out during the research process. The interviews were used to elicit information from listeners of Kameme FM on their familiarity with imperatives and how appealing they find them. The interview schedule contained questions regarding their age and gender in addition to those regarding their attitude towards the imperatives, their appeal and whether they were influenced to implement the directives given in the imperatives. In total 30 subjects between ages 25-44 years were interviewed. The data will be presented in form of figures and tables. In section 4.2, respondents profile, 4.3, recognition of imperatives and their function; 4.4, appeal of the imperatives; 4.5, extent of persuasion and 4.6, conclusion.

4.2 Respondents' profile

4.2.1. Distribution of respondents by age

The respondents were required to indicate their age bracket and the results show that majority of them were between the age of 30-40 years (56.7%). These were followed by those between 25-30 years (30%) and the least were between 40-44 years (13.3%). This is summarized in the table below.

Table 4.1 Distribution of respondents by age

Age Bracket	Frequency	Percentage
Between 30-40 years	17	56.7
Between 25-30 years	9	30.0
Between 40-44 years	4	13.3
TOTAL	30	100.0

4.2.2 Distribution of respondents by gender

The respondents interviewed included both male and female. However, the female respondents were more available and more willing to do the interviews than the male respondents and thus

more females were interviewed than the males. The distribution is captured in the table 4.2.2 below.

Table 4.2 Distribution of respondents by gender

Gender	Frequency	Percentage
Female	18	60
Male	12	40
TOTAL	30	100

4.3 Recognition of imperatives and their function

The respondents were presented with an imperative clause present in the specific advert that they had listened to before and asked whether they recognized it. Almost all the respondents, 23 out of 30, 76.7% said that they recognized it while 7 out of 30, 23.3% said they did not recognize the imperative. The reason given was that the advert did not sell products and services they were interested in and thus they did not pay close attention to the details of the advert. However, from the majority who recognized the imperative, it can be concluded that the imperative is indeed a memorable part of an advert as argued by Sakran & Maklai (2019)

The interviewees were asked to identify the function the imperative played in the advert by identifying whether the imperatives were commanding them, inviting them, suggesting to them or requesting them to act. The highest number of respondents said that they felt they were being invited to act, 13 out of 30, 43.3% where 2 felt the invitation was both direct and strong while 8, 27% felt they were being commanded to act, (see table 4.3 below). This provides evidence that the traditional view of imperatives as carrying a directive force of command (Sakran & Maklai 2019) has changed among Gikuyu radio listeners. However unlike Sakran & Maklai's study where they suggest that the view changes and imperatives are seen more as suggestions, more listeners of Gikuyu adverts view them as invitations to act (43.3%) and not suggestions (20%). It is worthy to note as well that quite a number still view them as commands. (26.7%)

Table 4.3 Recognition of function of imperatives.

Function	Frequency	Percentage
Suggesting to me	6	20
Inviting me	13	43.3
Requesting me	3	10
Commanding me	8	26.7
Total	30	100.0

4.4 Appeal of imperatives

The interviewees were also asked to rate on a scale of 1-10 how much they found the imperative clause appealing. From this question, the highest number of respondents, 18 found the imperatives appealing and gave a rating of 6 and above while 12 gave a rating of 5 and below (figure 2 below). In summary, more than 50% of the respondents gave the imperative an appeal rate of higher than 5 out of 10. It is therefore right to conclude from this, that imperatives are appealing to the listeners of adverts aired on radio.

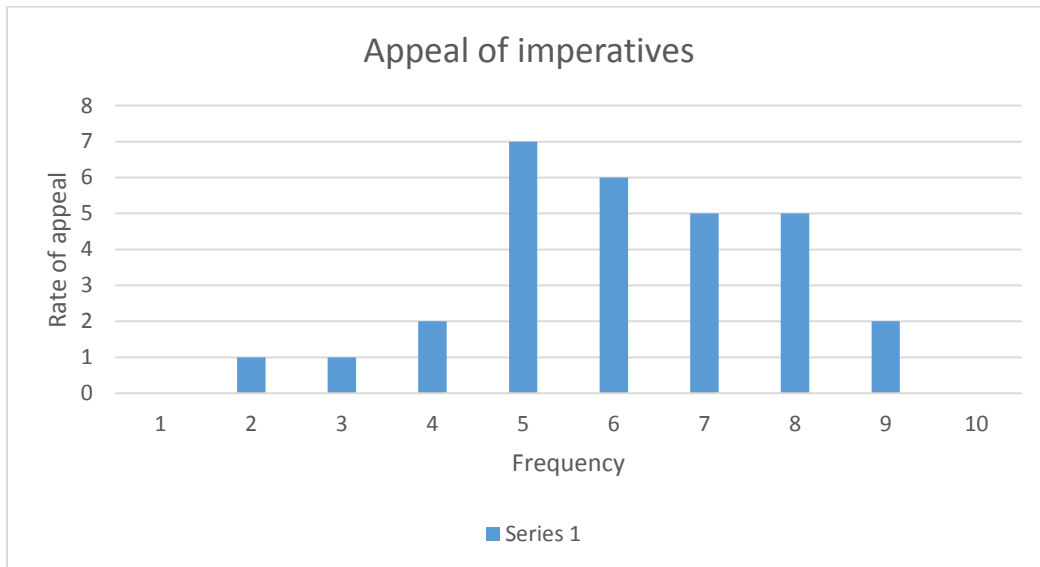


Figure 4.1: Rate of appeal of imperatives

As cited by Pennock- Speck & Fuster-Marquez (20194:10), Myers 1994:47 notes that the imperatives used in advertising lack words that mark politeness such as please since imperatives present circumstances that benefit the addressee and therefore are accepted even without the ‘politeness feature.’ To determine whether this was the case among the Gikuyu listeners of

Kameme FM, the respondents were presented with imperative clauses without a politeness marker such as:

- a. *Invest reliably with Dhahabu lands Limited*
- b. *Try Zesta sauce from Truefoods*
- c. *Use Coop visa card to pay for all your needs.*

and their counterparts with a politeness marker,

- d. *You can invest reliably with Dhahabu Lands Limited*
- e. *You may try Zesta sauce from Truefoods*
- f. *Please use Coop Visa Card to pay for all your needs.*

and asked which of the two phrases appealed to them more. Half the number of respondents (50%) felt the imperatives with the politeness feature were more appealing while the other half felt the ones without politeness features appealed more. They felt that the politeness markers such as please and the modal verbs can and may, made the adman sound less confident in the product or services he was selling. They also felt that politeness features give the listener an option that is; they may or may not use, may or may not invest or may or may not try the product or service while in using the imperative without the politeness marker the adman sounded more convincing and this made the listeners feel more compelled to act. It is therefore conclusive from these findings, that using the imperative without a politeness marker is not only acceptable but also has the same effect of appeal as the one with a politeness marker. However, the former carries more persuasive power and so is more convincing to the listener.

4.5 Extent of persuasion

One of the objectives of this study was to assess to what extent the imperatives persuade consumers to choose certain products and services. To achieve this, the respondents were asked whether they would act for example by calling the numbers given, texting for more information, visiting the website, buying, using or trying a certain product because of the imperative clauses like the ones below:

- a. *Come to our offices in Kiambu, Juja...*
- b. *Ask for Detrex Medicated Soap...*
- c. *Visit them in their branches or call or visit their website...*
- d. *Write the word urejesho...*

Out of 30 respondents 18 (60%) said they would act while 10 (33.3%) said they would not (see figure 3 below). 2 (6.7%) said they were not sure that they would act just out of the directive the imperative issued alone but in consideration of other factors e.g. whether or not the product is relevant to them they would consider buying or using the product. The listeners gave the following reasons as to why they would act on the directive issued by the imperative: they felt the advertiser in issuing the directive was sure of the product, they were guaranteeing a good experience. The 33.3% who said they would not act felt that the advertiser was too direct and commanding, making them feel as though they had to comply. They felt they would want to choose a product not out of force but out of choice. Persuasion defined by Lackoff (1982:28) as quoted by Pennock-Speck & Fuster-Marquez is a person's effort or intent and by use of means of communication to alter the outlooks, manners or goals of others. The advertisers in the sampled Gikuyu adverts have thus achieved persuasion since they are able to influence the listeners to execute the directives issued. The results here can be used to conclude that imperatives are used persuasively and influence to a great extent the listeners' choice of a product or service.

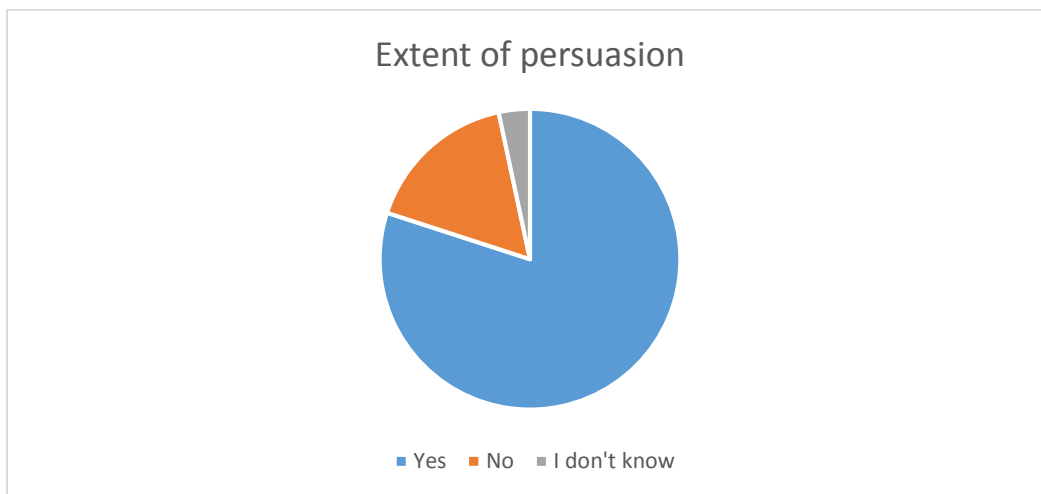


Figure 4.2: the extent of persuasion of imperatives

4.6 Conclusion.

This chapter has presented the data collected from the 30 interviewees on their opinion on imperatives and their appeal. The respondents were both male and female and their profile has been included in this chapter. The findings indicate that imperatives are memorable since radio listeners do recognize imperatives used in the advertisements. The listeners are also aware that the

imperative carries illocutionary force and identified this force as commanding, inviting, suggesting as well as requesting them. Although some of the listeners thought the imperatives commanded them to carry out the directive, this did not reduce the appeal of the imperative. At the same time a number also felt the imperative was both an invitation and a suggestion. This chapter also has findings on the extent of persuasion where more than half of the respondents felt persuaded to act and implement the directive given in the imperative.

CHAPTER FIVE

CONCLUSION

5.1 Introduction.

This chapter includes a summary of the findings of this study, a summary of the conclusions on the use of imperatives used in radio advertising on Kameme FM followed by the areas where advance research in the advertising field is recommended.

5.2 Findings

The purpose of this study was to describe the use of imperatives in the Gikuyu radio advertisements aired on Kameme FM as tools of persuasion, assess how they are interpreted by consumers as well as the extent to which they persuade the consumers. To achieve this, the researcher collected and analyzed 38 advertisements with the intention of identifying, describing and classifying the imperatives; attempting to assess how they are interpreted and analyzing how much they achieve persuasion among the listeners.

The data collected in this study, revealed that makers of Gikuyu adverts use various kinds of imperatives for different discourse functions. These range from, imperatives that urge the listeners to contact the companies or firms where the products and services are, those that persuade them to acquire the product or service, those that focus the attention of the listeners to the product or service being advertised as well as to those that prompt the listeners to experience them and their benefits. The study established that the imperatives that urge the listener to acquire the advertised products and services are the most favored by advertisers since their main aim is to convince them to get the product or service in the short time they interact with the listener. However, it was noted in this study that the imperative buy is tactfully avoided since it directly asks the listeners to spend money and instead other imperatives that indirectly point to spending money are preferred such as ask for, acquire. On the use of negative imperatives, it was demonstrated that they are a ‘parallel solution utterance’ Pennock-Speck &Fuster-Marquez (2014:19) that warn or point out a problem in the first negative clause and offer a way to solve the problem in the second positive clause. The advertisers especially those flaunting betting services or products that have a discount meant to last only a short time, were also found to fondly use imperatives together with adverbs like today

and now. Although they are feared to raise obtrusion, in adverts the study established their main use here was to enhance urgency.

The study using relevance theory, established the strength to influence a listener using imperative utterance is derived from presenting a situation that is both desirable and possible to the listener. This is described as a process where on hearing an imperative utterance in an advert, the listener recovers a propositional form, P of the imperative utterance. This is then integrated into the assumptions that: the advertiser is telling me to P and the advertiser wants me to P. On deriving these assumptions, the listener then determines whether P describes a situation that they desire. The listener does this by assessing the context in which the imperatives are uttered. The advertiser makes this context available to the listener in the utterances before the imperative. Once the listener interprets that the situation described as one that they desire they find relevance in the utterance. They go further into assessing whether the situation described is attainable and if it is, they feel compelled to implement the directive issued by the imperative utterance. Once they feel compelled, then they are persuaded enough to choose the product or service advertised.

The data collected from the interviews revealed that imperatives are viewed as carrying various illocutionary force such as suggesting, requesting, inviting as well as commanding. The data revealed that majority of the listeners of Kameme FM view imperatives as inviting as opposed to commanding them to implement a directive. This reflects a change in the attitude of consumers towards imperatives from carrying a directive force of command as suggested by Sakran & Maklai: 2019 to more of a suggestion. The study established that though some listeners find the imperatives commanding, this does not deter them from implementing the directive issued rather it makes them have more confidence in the advertiser as well as the product or service. It was also found that the listeners preferred the utterances without politeness markers as opposed to those with politeness markers such as please, can or may. The study established that listeners found politeness markers less appealing and persuasive while the utterances without politeness features gave the service or product more credibility.

Moreover, it was established that since majority of the interviewees recognized and remembered the imperatives used in the adverts, the imperative is both a crucial and striking part of an advert. Finally, the study established that majority of the listeners were persuaded to a great extent to implement the directive issued by imperatives and would actually act by buying, calling or trying certain products and services. The data collected provided evidence that imperatives are in fact persuasive and influence the choices listeners make for products and services.

5.3 Recommendations

The current study has focused on the use of imperatives as persuasive devices in radio advertisements. Other studies can be conducted how persuasive devices as such as code-mixing are used to achieve persuasion in radio advertising.

This study has used relevance theory to analyze imperatives in radio adverts thus, other studies can also be conducted using a different theory to analyze radio advertisements as such the theory of stylistics. In addition, an in depth study of the prosodic features of radio adverts since they are spoken discourse would provide more understanding to broadcast advertising.

The current study has only looked at the use of imperatives in radio advertising and thus a study looking into the use of imperatives in other forms of advertising such as print advertising would be recommended.

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APPENDICES

APPENDIX 1: INTERVIEW SCHEDULE

Introduction

The aim of this interview is to collect data from the public on their opinion on particular adverts and their appeal. The information gathered will be treated as private and restricted to the purpose of this research only.

1. AGE:
2. SEX: FEMALE MALE
Have you heard of this advert on radio before? YES NO
3. Which service or product does it sell?.....
5. Do you recognize this phrase from the advert? YES NO
(Different phrases containing different imperatives of different adverts)
6. On a scale of 1-10 how appealing is the above phrase to you?.....
7. Which of the following do you think the phrase is doing?
 - a. Commanding / ordering me
 - b. Suggesting to me
 - c. Requesting me
 - d. Inviting me
7. Would you act (call, visit, find out more, buy) because of this phrase?
YES NO
 - a. If yes, why?
 - b. If no, why?
9. Which of these two phrases appeal to you more.
 - a.
 - i. Tuhurire Call us
 - ii. No utuhurire You can call us.
 - b.
 - i. Tucerere Visit our offices
 - ii. No utucerere You can visit our offices
 - c.
 - i. Daunirodi apu Download the app
 - ii. No udaunirodi It is possible to download the app
 - d.
 - i. Tumira Coop Visa Card Use Coop Visa Card
 - ii. Wimenyere na Coop Visa Card Its safer to use Coop Visa Card

- e. i. Tuma ritwa vital Maziwa Send the word Vital Maziwa
- ii. No utume ritwa Vital Maziwa You can send the word Vital Maziwa
- f. i. Uka honge-ini ciitu Come to our branches...
- ii. No uke hone-ini ciitu You can come to our branches...
- g. i. Twaririe Talk to us on.....
- ii. No itwaririe It is possible to talk to us on.....
- h. i. Andika Ritwa Write the word.....
- ii. No wandike ritwa You can write the word.....
- i. i. Geria Zesta Sauce Try Zesta sauce.....
- ii. No ugerie Zesta sauce You can try Zesta sauce.....
- j. i. Andika esemesi kuri Write an Sms to
- ii. No wandike esemesi kuri You can write an Sms to.....

Thank you for taking time to give your views.

Yours Sincerely,
Lisper Mwai.

APPENDIX 2: LIST OF IMPERATIVES USED.

ĩtia ask

Thiĩ go

Wĩkinyie duka-ini get to the shop

ũka come

tũma kiugo send the word

tũcerere visit us

tũhũrire thimu call us

hũra thimu namba call the number

twarĩrie talk to us

aranĩria naithui talk with us

ceera visit

macerere visit them

ingĩra rũrenda-inĩ go to the website

thaka online play online

igithia book

kenera enjoy

hũmũka breath

huhĩra spray

tũmĩra use

wĩyonere see

wĩbange plan

wĩgiritanie associate

cagũra select

rĩha pay

rĩhĩra pay for

bidi bid

inivesti invest

downrodi download

wĩgwatĩre get yourself

amũkĩra receive

andĩkithia register
andĩka kiugo write the word
gacĩra prosper
ĩkĩra input
wĩhotanĩre win
hee give
ũka wafishi come to the office
tũma mbeca send money
hanania match
heo be given
wĩgurĩre buy
geria try
cokerera resume
thoma read
ambĩrĩrĩa start
rũmanĩrĩrĩa follow with
ĩkara be
okoa data get data on credit
wĩjiseti get set
Thuura choose
ĩtia ask for
Geria try
ĩĩkĩria allow
ririkana remember
nyitanira team up with
andika write
rehe bring
thaka play
thii thiinii go inside
Daunirodi download
Reke let

Igua hear

Njanjaruka wisen

uhiga wisen

Ikara smati be smart

Utume you send

Ingira get into

Negative imperatives

Tiga kwananga don't waste

Tiga kũhutia don't touch

Tiga gũkua don't carry

Tiga gũtinda don't waste time

Tiga kũnina don't wear out

Ndũgatangike don't be anxious

Ndũkorwo don't lose

Imperatives with politeness markers

No ucagure you can choose

No uaprai you can apply

No umiamukire you can receive

APPENDIX 3: SAMPLE ADVERTISEMENTS

1. Zetu furniture, uka wigurire itanda, iti cia recliner, outdoor furniture, kids wardrobes na ingi nyingi. **Macerere** honge-ini ciao Agripark complex kana Juja city mall na riu mena ruhonge rweru Rongai.

*Zetu furniture, come and buy yourself beds, recliner seats, outdoor furniture, kids wardrobes and many more. **Visit** them in their branches at Agripark complex or Juja City Mall or their newest branch at Rongai*

2. Deekan College of Beauty and hospitality ni thukuru wina arutani a gukiro kia iguru, discipline na makiria guethera arutwo aitu attachment. Deekan college, ino ni brand yuikaine ni andikani na nikiyo graduates aitu maheagwo priority riri gukuandikanwo mawira...Uka Kiambu, Juja, Githurai, Nakuru, Nyeri ona Kawangware. **Tuaririe kuhitukira** 0720160640. Deekan College...

*Deekan College of beauty and hospitality is a college that has qualified teachers, discipline and help our students get attachments. Deekan College is a brand that is well known to employers and no wonder our graduates are given first priority when recruitment is going on. Come to our offices in Kiambu, Juja, Githurai, Nakuru, Nyeri or Kawangware. **Talk** to us **on phone** using the number 0720160640. Deekan College of beauty and hospitality*

3. NCBA business banking utungatagirwo ni relationship manager uria wihotorete gutigirira niwagacira muturire-ini. NCBA nimarenda ugacire biashara –ini yaku na maraheana ngombo cia biashara ta unsecured business loans, property finance, asset finance, credit cards na paybill ya biashara yaku. Uhoro makiria macerere honge-ini ciao, kana uhure thimu kana **uingire rurenda-ini** ncbagroup.com

*NCBA business banking allows you to be served by a relationship manager who endeavors to ensure that you prosper in life. NCBA wishes for you to flourish in your business by giving you loans such as business loans, property finance, asset finance, credit cards and avails a paybill number for your business. For more information, visit them in their branches or call or **visit their website** ncbagroup.com*

4. Christian Industrial Training College, Thika ni college ina muthingi mwaega wa ukristiano na ni uthomithagia courses cia artisan, craft, certificate and diploma ta plumbing, mechanical engineering, electrical engineering, ICT na ingi nyingi... **Macerere CITC**, Thika Makongeni kurigania na St. Mulumba Hospita,l Thika.
Christian Industrial Training College, Thika is a college with a good christian foundation and offers courses such as artisan, craft, certificate and diploma courses like plumbing, mechanical engineering, electrical engineering, ICT and many more... Visit them at CITC Thika Makingeni near St. Mulumba Hospital, Thika.

5. Riri nirio ihinda riaku ria kuomoka, omoka na Lotto! Ungiomoka umithi ri niki ungienda gucenjia?...Ni uhuthu hanania namba cia munyaka wihotanire maita 150 kiria ukuigirira. Omoka cheza Lotto. Tuma gatagati ga ciringi fifty nginya ngiri imwe kuri paybill number 777000 account name wikire Kameme kana **uthake online** kugerera mylottokenya.co.ke
*This is your chance to win, win with Lotto! If you won right now what would you want to change?... It is very easy play three of your lucky numbers and win upto 150 times what you bet. Win! Play Lotto! Send between Ksh. 50 and ksh. 1000 to paybill number 777000 and use Kameme as the account name or **play online** on mylottokenya.co.ke*

6. ...Gwakingya ni tabarira na athaki nguthi nguthi a Kenya DSTV yaragia ruthiomi rwaku! Story moto zinabamba na DSTV. **Download my DSTV App** kana uhure *423#. Wigurire DSTV na thogora wa Ksh.3999 kana urihire ucokerere thenema iria njega na thaka Kenya.
*When it comes to the best programs and experienced actors from Kenya DSTV speaks your language. Soaps are more enjoyable with DSTV. **Download my DSTV App** or call *423# to buy DSTV at the price of Ksh. 3999 or pay and **resume** watching the best programmes in Kenya.*

7. Detrex ni thabuni wa gikiro kia guru kuma Pwani Oils. Detrex ni thabuni wina dawa niundu wa kugitira we na family yaku kumana na germs. Detrex wonekaga nduka-ini hakuhi nawe na mithemba yothe... **Wikinyie nduka-ini** hakuhi nawe **witie** Detrex Medicated Soap.
Detrex is a high-status bathing soap from Pwani Oils. Detrex is a medicated soap that ensures protection from germs for you and your family. All the different types of Detrex

*soap are available at any shop near you... **Go to any shop** and ask for Detrex Medicated Soap*

8. Petanns Kenya iria noyo Petanns Driving School... ni undu wa uritu uria ukoretwo kuo 2020, Petanns nitukureheire urejesho special offer. Kuria turakuhe 25% discount **wiyandikithie...** Kwigwatira urejesho offer andika kiugo urejesho utume kuri 40855 sms hatari marihi kana **wiyandikithie** kugerera *483*4# urumirire makinya. Macerere Kiambu, Petanns plaza, Nakuru, Gilgil, Engineer... ona kungi kuingi.

*Petanns Kenya which also Petanns Driving School... because of the hardship that was there in 2020 Petanns has brought you urejesho special offer where we're giving you 25% discount. **Register** to get the urejesho offer write the word urejesho and send to 40855 without charge or **register** through *483*4# and follow the steps. **Visit** them in Kiambu, Petanns Plaza, Nakuru, Gilgil, Engineer... and many other branches.*

9. Deekan Driving College ni brand ihekete gitio niundu wa urutani wa gikiro kia iguru. **Uka** tugutue dereva na to dereva ritwa ni dereva competent. **Uka** Kiambu, Buruburu, Kawangware, Juja... na kungi kuingi. **Tuhurire** thimu 07214446000 kana **wandike ritwa** Deekan utume kuri 0721444600 **wigwatire** offer ya 30%. Deekan College-training beyond the obvious.

*Deekan Driving College is a well renowned brand because of its competency in training. **Come** let us make you a driver not just by name but by competence. **Come** to Kiambu, Buruburu, Kawangware, Juja... and our other branches. **Call us on** the number 0721444600 or write the word Deekan and send to 0721444600 to **get** the 30% discount. Deekan College- training beyond the obvious*

10. Ngatheti ya PD: People Daily ni ngatheti ikuheaga mohoro ota uria mari na riu no umithomere thimu-ini yaku. **Hura** *550*4# **wamukire** gatheti yaku wendete ya PD na ciringi ikumi tu.

*The PD that is People Daily is a newspaper that gives you news as they are and now you can read on your phone. **Call** *500*4# to receive the newspaper you love: People Daily at Ksh. 10 only.*

11. Ungigura airtime na Jaza Pay uraheo 5% extra airtime. Inni ino ni ndeto njega biu kuma Jaza Pay. Hura*415# na promo code wikire Kameme **ugure** airtime ya network o yothe uheo 5% extra airtime. Ningi ungienda kugura tokens kana kuriha bills ingi o ciothe **hura***415# na gutire marihi. Maundu riu ni *425#
- When you buy airtime using Jaza Pay you get 5% extra airtime. Yes, this is good news from Jaza Pay. Call*415# and enter the word Kameme as your promo code and **buy** airtime from any network and get 5% extra airtime. Even when you need to buy tokens or paybills call*415# without extra charges. Things are now easier with *415#*
12. Dhahabu Lands Limited twina boroti utangitigithia kuri Nakuru kilometer igiri kuma Miti Mingi shopping centre na ndagika mirongo iri kuma Nakuru Town wina ngari... Uhoro mwega ni ati twina special offer ya Ksh. 285,000 ihinda ria kyumia kimwe tu. **Igithia** boroti yaku na Ksh. 100,000 balance **urihe** na mieri itandatu. Uhoro makiria, ...
- Dhahabu Lands Limited, we have plots that you cannot resist in Nakuru 2km from Miti Mingi shopping center and twenty minutes' drive from Nakuru town... The good news is that we have a special offer of Ksh. 285,000 for only this week. **Book** your plot now with Ksh. 100,000 and **pay** the balance in six months. For more information, ...*
13. Bayer East Africa nimoi ati mbembe cingiaga nutrients iria ciagiriire niitomaga, mathangu magatwika ma yellow na murimi akaga magetha. Woxomacromix ni fertilizer njega muno tondu ni itumaga tiri ucokererie riri waguo, niguu mbembe ikure wega na iciarane. **Tumira** woxocromix githimi kia 50-100ml hari litre 20 cia maai. Uhoro makiria **thoma** kibandikoini kana **uhure** *205# **wiyandikithie** na ni free.
- Bayer East Africa knows that maize lacks the nutrients ity needs, it can stagnate and its leaves turn yellow making the farmer get no yields. Woxomacromix is a fertilizer that is very good because it masks the maize get its colour back and yield as it should. Use Woxocromix 50-100ml for a liter of water. For more details **read** the sticker or **call** *205# and **register** for free.*