



A Peer Reviewed International Journal of Asian
Academic Research Associates

AARJSH
ASIAN ACADEMIC RESEARCH
JOURNAL OF SOCIAL
SCIENCE & HUMANITIES



**COVERT COMMUNICATION IN CHRISTIAN ADVERTISEMENT: A
PRAGMATIC ANALYSIS OF PENTECOSTAL CHURCH
POSTERS/HANDBILLS**

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Abstract

This paper focuses on the use of language for communication in the Pentecostal church especially in Nigeria. It seeks to reveal the pragmatic strategies employed by advertisers to covertly persuade and manipulate the audience/readers.

Communication in advertising relies on inferences and assumption which eventually lead toward interpretations. It is the duty of the audience/readers to provide those implications based on the presumption of relevance. The audience's background knowledge and perhaps assumptions are very important factors in the interpretation of advertisement messages based on the relevance theoretical framework.

Ten textual samples of the Pentecostal Christian church posters, collected from Uromi, in Edo State, South-South of Nigeria are analyzed. This researcher observed that the advertisers appeal to the audience through the offer of some benefits, which are mostly abstract and for which they cannot be held responsible if not fulfilled, is based on the fact that both the advertisers and the audience share common knowledge (value). It is this common value which forms the base upon which they interact within the platform of language.

Keywords: Advertising, Covert Communication, Pentecostal Church, Christian Advertisement.

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