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## Communication and Language

### Relevance of Trio-Grammatical Sequences of Halliday' System Network in Advertising Text's Interactional Exchange(s)

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**Abstract:** The study demonstrated the resourcefulness of Halliday's system network for defining a semantic field of text. The application of the terminological strands of *from below*, *from around*, and *from above* to an advertisement of Central Bank of Nigeria permitted the computation of the grammatical communicative facilities. Structurally, the study revealed imperatives and declaratives, accommodated prominently in Adjunct, Predicator, and Complement as functional elements, exhibited in nominal groups. The semantic derivatives relied on giving information and demanding goods-&-services to persuade readers. Importantly, observations revealed modulated instruments of *can* and *will*, and modal adjuncts of *now* and *simply*, authenticating user-friendly method, urgency, and the merits of the Bank Verification Number (BVN) registration. The interaction further demonstrated the easy steps of the registration exercise with material processes such as *walk*, *fill*, *submit*, and *collect*. Given these illuminations, employment of Halliday's system network is a fascinating *appliance* for generating meaning potential in interactional spaces. Such application might further enlighten citizens to their statutory responsibilities.

**Keywords:** Clause – From Above; From Around; Below; Mood; System; System Network; Text

#### 1. Introduction

One of the distinctions in Halliday's (1994) insights to the study of language is the appreciation of the system of the clause from three peculiar dimensions. The spheres of Halliday's idea view the system of the clause *from below*, *from around* and *from above*. Halliday grammatics (theoretical dais) (Fontaine, Bartlett & O'Grady, 2013; Dalamu, 2019a) proposes that the clause is an entity of three compositions. The composite elements connect structural constituents, role relationships of addresser and addressee, and the logical independence structures explicated in functional tenses. Systemic Functional Theory (hereafter: SFT) expresses the three sequential

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components through the system network of choices that a speaker has made. The concept of trio-grammatical proportions assists readers to understand that a system of a clause is part of the grammar of a language e.g. English or Yoruba. The choices of a speaker's lexemic options form a cluster of what Halliday and Matthiessen (2004) consider as organic configuration which produces a system. Choice is the optional words that a language user selects in exchanging his/her thoughts with others. It is from the choices that systems are generated and developed (Dalamu, 2017c). So, a system or system is a map that indicates the sequence(s) of the grammatical choices of a speaker.

The steadfastness of choice and system is underpinned in text. Text is object/artifact as well as instrument/specimen (Halliday & Matthiessen, 2004). Text, being the instrument of meaning potential positions an analyst that expounds a communicative choice as parallel to a person who plays a musical instrument. This inflexible orientation informs the correlation of the action of a textual analyst on clauses with a musical instrumentalist. Either as a musical player or textual "player", in my perception, the two categories of people perhaps are instrumentalists. These linguistic resources – artifact and specimen – decorate text as an element in SFT (Dalamu, 2019c). It is in that perspective that the demonstration of the affinity between clause and text occurs in three fold of *from below*, *from around* and *from above*, creating an unbroken relationships with time lag. This is so because the clause is not only the hub of any grammatical illumination but the clause is also an orbit that its principles revolve around (Ravelli, 2000).

In Slembrouckian description, the clause is the highest-ranking grammatical unit of a language. Text serves as the source of transitivity system, mood system, as well as thematic system. These grammatical facilities operate as the meaning-making resources in alternative semiotic slots (Slembrouck, 2003). There are indestructibly "symbiotic" connections among the concepts of choice, system, clause, system network and text. Given the invincibility and mutuality, Halliday (1994) describes grammatical highest-ranking edifice, the clause, as functioning *from below*, *from around*, and *from above*. It is the trio-sequential accounts that serve as the fountainhead for this investigation in order to locate Halliday's thought of system particularly in advertising (Halliday & Matthiessen, 2004). Moreover, the study has espoused meaning potential in three dimensions from the text of an advertisement (hereafter: ad) of Central Bank of Nigeria (CBN). The ad campaign prompts citizens to quicken their bank verification number (BVN) registration. The analysis of the specimen (text) is the drive that demonstrates Halliday's SFT trio-grammatical

sequences in a practical term. In other words, the tripartite examination of the clause *from below*, *from around*, and *from above* constructs a leeway that reveals meaning potential (Sells & Gonzalez, 2003) of the CBN ad.

## 1.1. Literature Review

The scope of the review of literature covers extant arguments on conceptual devices such as text, as the crux of grammar; system network, the realization of users' choices; and system/system network – the grammatical logic. The analysis expatiates the system as the theoretical survey, creating connections across the terminologies of choice, grammar, and system in relation to the clause *from below*, *from around*, and *from above*.

### 1.1.1. Text: A Systemic Confluence

Systemic grammatics particularizes its focus on text, a phenomenon of meaning-making, as stated earlier, in social interactions. The nature of the focal point makes the theory an instrument of text-cum-context (Hasan, 1995; 2013). The theoretical plank accommodates verbal sequences and social norms together to construct meanings from choices of interactants. The analytical capacity of SFT on the formative influences of the social actors on text positions the theory as being functional. Text is a site for conveying information between at least two people. In Hoey's (2001, p. 11) view, the terminology, text, is the visible evidence of a reasonably self-contained purposeful interaction between one or more readers, in which the writer(s) control the interaction and produce most of the language. Text, Hoey asserts, is not only a concretized object, but rather it is an axiom that is produced for a particular functional reason. Textual production might involve only one or several persons. However, it is sure that the determinants of a text are producers. Hoey's argument projects text to the audience as a product of its manufacturers, which can either be writers or speakers.

In parallel with Hoey's (2011) claim, Fairclough (1992, p. 4) refers to text as "any product whether written or spoken, so that the transcript of an interview or conversation ... would be called a text." The only way that one can accept a text as one is when the communicative mechanism is either recorded on an electronic device or written down on a page of paper. Such condition promotes text as a physical realization of an event in which one explicates meaning potential. Fairclough (1992, p. 75) adds that "Texts are made up of forms, which past discursive condensed into

conventions, has endowed with meaning potential.” Texts appear in various forms. Instances of bills, receipts, books, adverts, narratives or tales, etc. are sufficient proof of text forms. These forms, in Fairclough’s manifestation, produce meanings based on social norms and customs of their interactants and the production environment.

The origin of formations compels a text to be open to the fore when a link between text and discourse is appreciated. Based on that standpoint, Halliday and Hasan (1976, p. 23) suggest a text as “a passage of discourse which is coherent in two regards: it is coherent with respect to the context of situation, and therefore consistent in register; and it is coherent with respect to itself, and therefore cohesive.” Text is a product of a particular society of the social actors chiefly in terms of environment, age, profession, social group, etc. Simply, contextual variables persuade the constructions on the transcribed text. Berry (1996, p. 8) recognizes that to say that the combination of grammatical sequences of a language and occasions of use for the production of meaning constitute the elements of text (also in Lemke, 1995, p. 7). In the same discourse hemisphere, “Text is formed in the interaction of linguistic agents who have a particular positioning in the complex of social structure” (Kress, 1997, p. 118). It is the overlap nature of the positions, in Kress’ point of view, that the communicators occupy in the system that enhance variegated meanings. Text, as the site of social encounters, is the innermost category, as object and as process, in attempts to develop a plausible social theory of language (Kress, 1997, p. 139). Elsewhere, the researcher has examined text not only as process and product but also as code and a socio-cultural element of meaning-making (Dalamu, 2017a).

In advancing the theory of text from social normative, Fairclough (2003) accounts for four elements of text. These are production process, the text itself, reception and interpretation. Hoey (2001) supports the taxonomy in two broad ways, perceiving the production process as proactive and reception process as reactive. Conversely, Halliday and Matthiessen (2004) focus on the classification from the socio-cultural prerogative that connects interpretations of text. Text, in Halliday and Matthiessen’s appreciation, is a rich linguistic sequence with many-faceted phenomena, which produce meaning in different spheres. Halliday and Matthiessen (2004) further tack the exploration of text into dyadic visionary geometry. In that regard, text is a proportion of (i) object and (ii) instrument. These views align with Fairclough’s (2003) notions of text itself and interpretation. Examining text as object refers to semantic values of text and explicating it as an instrument is formal. The formality stipulates the systemic sequences of a text (Halliday & Matthiessen, 2004, p. 3). The two statuses of text provide analysts a leverage to describe text as artifact or

specimen. The harmonization of the linguistic system and semantic values of a text produces intended social meanings. The dual views that systemicists parade text stimulate Halliday and Hasan (1976) to construe text earlier as a meaning-making sequence of a language within a social milieu, where SFT is a reckoning theory of text (Butler, 2003a, p. 156).

### ***1.1.2. System and System Network***

SFT innovativeness rests on the Firthian principle. Reports (Halliday, 1985; Butler, 2003b; Bloor & Bloor, 2013) proclaim that it was John Rupert Firth (Halliday's teacher) who appreciated language as operating within the axes of Syntagmatic and paradigmatic realizations quite different from Saussurean perspectives (Dalamu, 2017b). In Firthian sense, sequences in Syntagmatic association form structures whereas events in communicative relations constitute a system (Butler, 1985, p. 6, 14). The strength of Firth on system seems poor and incoherent to the current situation. Even in earlier efforts of Halliday, as Butler (1985) argues, system was not fundamental in clause categorization or exponent. System appeared as secondary to class because Firth did organize system for certain places in structural sequences. It was in 1956, in Butler's (1985) justification, that Halliday appreciated system as a primary category of language conceptual framework. In 1961, Halliday cleared the coast by describing system as a linguistic instrument that accounts for "the occurrence of one rather than another from a number of like events" (Halliday, 1961, p. 264). The details of categorization of the theory of functional linguistics in terms of starting point, grammaticality, unit, structure, class, system, rank, exponent, and delicacy are explained in Kress (1976, pp. 52-72). Butler (1985, p. 27) recapitulates system by saying that a system is a set of terms within the following attributes:

- The number of terms is finite: they can be listed as ABCD, and all other items E, F... are outside the system;
- Each term is exclusive of all the others: given term A cannot be identical with B or C or D;
- If a new term is added to the system this changes the meaning of all the other terms.

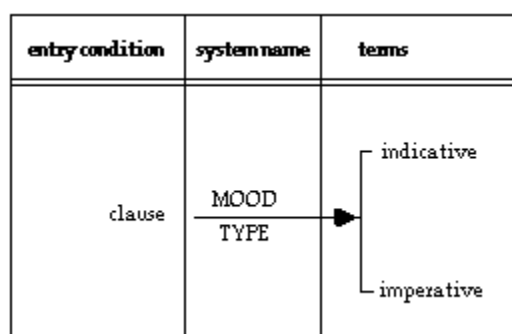
Significantly, the following requisites, in my opinion, characterize the concept of system: the delicacy seems to have no end; the terms are distinguishable; and the distinction affects the meaning of other sequential elements if one of them is substituted or added to the structure.

However, systems and system networks are some of the scientific dynamics that elevate SFT as a resourceful linguistic theory of text. The accomplishments are also as a result of an insight to perceive language as a system of systems (Bloor & Bloor, 2013; Dalamu, 2019a). As mentioned earlier, the choices that a speaker makes are organized into a system. It is the system that displays the way in which the choices are realized from the structure. Butler (2003a, p. 156) regards the concept of system as “a closed set of choices from which a selection had to be made in particular circumstances.” The environment of a speaker influences a system that is produced from the choices. It is the system that indicates where and how the structure is derived from. The paradigmatic representation differentiates the construction of a clause from another. This fundamental incites Eggins (2004, p. 193) to state that “functional grammatical approaches tend to prioritize the description of paradigmatic relations.” The paradigmatic (alternative) options produce the syntagmatic organization (structure). Analysts generate the network from the structural sequences that are produced. System characterizes linguistic choices as a clause.

System network is a captivating apparatus that assists in exploring the devices of a clause. The centrality of its operations in textual analysis, in Fontaine, O’Grady, and Bartlett’s (2013) perspective, accords the system network a remarkable shift that illuminates SFT. A system network in Fawcett’s (1988, p. 3) opinion is “ultimately a set of concepts that exist independently of any medium of representation and any notation.” System network usually contains more than a functional term. Notwithstanding, a term exists in its liberty without dependent on the others except in contextualizing the functional premises as associative meaning-making entities. A term occupies a domain in the network as a right, making terminologies inevitable in the structure. Butler (1985, p. 40) suggests that a system network is the alternative “patterning of language described in terms of sets of systems operating with a particular rank of unit, and sometimes in a particular class of a given rank, as their point of origin.” Apart from system network being a set of terms, as Butler notes, the delicacy has an origin. He postulates further that the source of system network can be a class or a rank unit of a clause.

Still on the same organizational plane, Gregory (1985, p. 122) claims that “system network is a good notation with which to characterize the choices facing the encoder, but the decoder meets the choices that have been made in chains of structure carrying units.” System network indicates the arrangement and directions of the sequences of a clause. That system(ic) capacity constructs a relationship with the syntagm. It is

important to also stress that the network is not really an abstract phenomenon; it is rather physical; and the structure concretizes the system. System network is a baby from a structural sequence. System network, as Gregory (1985) emphasizes, is contextual in nature from the participants to the social structure that organizes it. Very important is the ordering of systems. The arguments on the kinds of network are in variants. There are simultaneity and dependence networks (Butler, 1985, p. 40), associated with realization statement, disjunctive entry condition and simultaneity (Halliday & Matthiessen, 1997, pp. 5-6), and non-binary and simultaneous choices (Eggins, 2004, p. 195). Figure 1 illustrates a system network.



**Figure 1. A simple system network**

Figure 1 shows the process as the point of origin of the system whereas the entry condition is the clause. Mood type is the system name. Terms, pointing from the horizontal axis, indicates indicative and imperative as choices.

## 1.2. Theoretical Navigation

### 1.2.1. Halliday's Systemic-Grammatical Sense

Language, I might attest, is a pivotal facility in human social activities. This is because interactants use language to construct meanings via interpersonal relationships. This remark positions language as an essential cognitive and procedural event for gathering and disseminating knowledge (Dalamu, 2018b). Language also serves as a meaning-making instrument guided with grammatical lenses and mechanisms. Invariably, that quality locates grammar as part of the functional elements of language. Phonetics and phonology are also parts of meaning-making facilities in linguistic communications. Even pedagogical phonological activities tap resources from grammar. However, grammar is a resourceful device

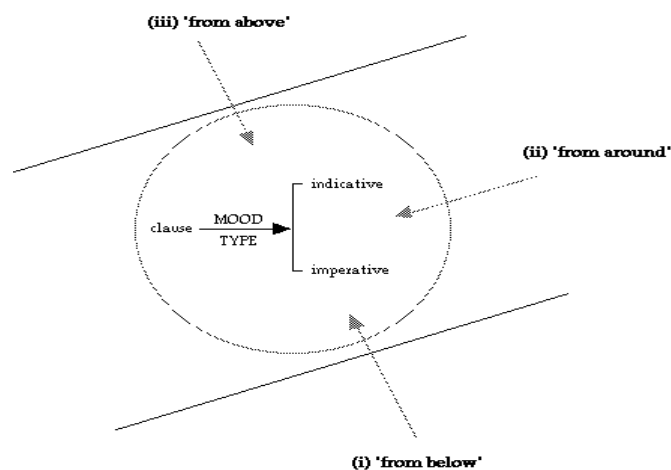
that creates meanings through lexicogrammatical structures, which is vivacious-cum-chirpy in meaning potential utilitarian domain (Halliday & Matthiessen, 1997, p. 2004). Grammar assists language users, for instance, to stimulate actions, to query somebody, and to request something.

The grammatical functional operations are carried out through the system of clauses. This is the *raison d'être* that systemicists represent communicative facilities systemically, indicating some options. Three important concepts play out here. These are choice, grammar and system. Choice is the alternative that a communicator makes, which is context-related and context-dependent (Thompson, 2014), thus, operating as the hub of meaning-making (Halliday, 2013). Grammar, as Halliday and Matthiessen (2014) epitomize, is the wording system of a language, whereas system functions as the enumerated set of choices in a certain communicative context. So, one could argue that there is a strong affinity between choice and system. Following Kress (1976, p. 3), system formalizes choice in all ramifications of language events.

In Halliday's (1994) standpoint, there are important parts of a system that must be present in its graph: entry condition, system name, and terms as shown in Figure 1 above. It is in these resources that the relevance of contrast in the clause is appreciated and at the same time these resources offer explanations for the trio-grammatical sequences, being the motivation of this article.

This submission motivates one to remark that a system is part of the grammar of a language. Every language has its systems, and perhaps systems of one language are different from another. Halliday and Matthiessen (1997) illustrate the three perspectives of a system as publicized in Figure 2 below.





**Figure 2. Perspectives of a system (Halliday & Matthiessen, 1997)**

The resources in the circle, particularly as Halliday and Matthiessen (1999) assert, serve as exemplary devices. By implication, any other clause related elements can function in that domain. Figure 2 illustrates the appreciation of a system *from below*, *from around* and *from above*. Central to the approach is the clause; every other element in the system relates to the clause, projecting the clause as systemists' analytical point of departure. For instance, the clause can be viewed as the nucleus of an animal cell. In animal cell, every other structural ligament revolves around the nucleus. This is similar to the submission that a clause occupies the focal point in grammar and grammatical analysis. One could also mathematically maintain the basic role of the clause as being 'systemic mean' in the realm of functional grammatics (Halliday, 2013). This might be the reason that the motion of sentence is hardly referred to in SFT.

When a system is viewed *from below*, Halliday and Matthiessen (2004) claim that a system reveals the constituents of a clause from the perspective of groups. That is, nominal group, verbal group, etc. thus, one might express the structures as Subject ^ Finite; Wh ^ Finite; +Subject "you"; etc. The matter of time expresses the resources of a system that is examined *from around*. A choice of present tense, past tense, etc. indicates the differences in the deployment of all indicative clauses (Halliday & Matthiessen, 1997). That position also demonstrates the matter of finite and non-finite in terms of indicative and imperative clauses. The formal has the strength to function only in the indicative whereas the later has the capacity to operate in

imperative and indicative clauses. The non-finite processes function as predicators in imperative and indicative clauses. The insight of Halliday in explicating a system *from above*, in Bloor and Bloor's (2013) point of view, shows clauses in various complex realizations. This explains distinctions in meanings in giving and demanding information or goods-&-services that occur when addressers and addressees negotiate to build relationships. Halliday and Hasan (1976) elucidate that conjunctions, conjunctive adjuncts, continuatives, vocatives, etc. are viable connectors in clause complex structures.

However, the complex arrangements, as Ravelli (2000) claims, can still be broken down into simple clauses for analytical purposes. Halliday and Matthiessen (1999), Thompson (2004), and Eggins (2004) are helpful resources of Halliday's perspectives on a system of language grammatical realizations. Not all instances of language use can be observed and analyzed from the trio-grammatical sequences – *from below*, *from around* and *from above*. But all grammatical constructs can function properly in the domains of elucidating a clause *from below*. Every clause element, except in minor clauses, I might remark, operates in the arena of constituents that build up a clause. Therefore, the study analyzes an ad of CBN in order to display the influence of Halliday's trio-grammatical sequences on textual devices.

## 1.2. Research Question

The theoretical temperament of the study has influenced the following questions: How have Halliday's trio-grammatical sequences of *below the clause*, *around the clause*, and *above the clause* assisted in generating meaning potential from the CBN ad? What kind of grammatical nuances are more frequent in the CBN ad, deployed as persuasive communication strategy to recipients? In what sequence are the grammatical devices function to generate meaning potential? The researcher has approached these questions through the applications of technological facilities such as the table and graph, revealing the recurrences of the textual structures of the ad to readers. The evaluation has as well augmented the discussions.

## **2. Method**

### **2.1. Participants**

The author collected the CBN ad for analysis from The Punch newspaper. The readership strength of the newspaper informed a decision to rely on The Punch as the data collection site.

### **2.2. Research Design**

Actually, there were various ads in The Punch that one could investigate to reveal the intention of the study, that is, the relevance of Halliday's tripartite patterns of interactional system network. Nevertheless, a CBN ad seemed more appropriate because of its narrative nature as well as the clauses' pattern of the structural constructions (Dalamu, 2017c). Apart from the textual designs, the analyst considered a contextual factor of the ad as being very pertinent to a national financial need and requirement in 2015. That being said, a pilot stature of the study influenced the selection of one ad as a sample out of many others.

### **2.3. Instruments**

A laptop and a scanner were the electronic tools used to support the data collection process. Prior to sending the image of the ad to the *hp*® laptop, I scanned the ad from The Punch, which provided an option for me to regulate the specimen into the suitable shape through *Microsoft Picture Manager*®. Thereafter, the ad was transferred to the right position in the article.

### **2.4. Procedures Appearance**

In consonance with Cook's (2001) distribution of communicative elements of advertising, the researcher extracted the clauses from the ad plate. These clauses, irrespective of their complex forms, were broken down into simple forms, being a golden rule of conducting proper analysis in Systemic Functional Linguistics (SFL). The slashes, “//” and “///”, helped the author to achieve that feat. Subsequently, the study deployed the mood system as the processor of each simple clause labeled CL. Consequently, I employed a combination of quantitative and qualitative procedures (Maxwell, 2013) to establish meaning potential of the semiotic slots elucidated in

Figure 3. By quantitative, one refers to the utilization of tables and graphs (Patton, 2015) as epitomized, for instance, in Figure 5 to report the recurrence and flow of the textual elements. Meanwhile, I classified the discussions that follow the computation as the qualitative interpretation. The combinatory design permitted the exemplification to generate required meaning potential. The following abbreviations surface in the study: S/Subj = Subject; F/Fin =Finite; P/Pred = Predicate; C/Compl = Complement; and A/Adj = Adjunct. Others are: NG = Nominal Group; VG = Verbal Group; Adv G = Adverbial Group; and Prep G – Prepositional Group. D = demanding and G = giving.

### 2.5. Data Presentation

With slashes, this sub-section distributes the text of the CBN advertising framework into clauses.

**Table 1. The texts of CBN ad**

Text	Clauses
1	//Have you done your BVN registration?//
2	//With her bank verification number (BVN), Adaobi, 200 Level Undergraduate Student, can now cash 3 <sup>rd</sup> party cheques effortlessly without the need for any form of identification form of identification.//
3	BVN is your unique identification number for secure and convenient banking services anywhere in Nigeria.
4	//Simply walk into any branch of your bank nationwide//
5	//and get yours today.//
6	//How to enroll//
7	//Walk into any branch of your bank//
8	//Fill//
9	//and submit the BVN enrolment form//
10	//Present yourself for data capture (facial image, fingerprint)//
11	//Collect an acknowledgement slip//
12	//Your Bank Verification Number will be generated//

Text	Clauses
13	//and SMS will be sent to you for pick up within 24hrs //
14	//Benefits//
15	//Protects your bank account from unauthorized access//
16	//Protects against identity thefts and frauds//
17	//Unique identity recognized across Nigerian banks//
18	//Reduces long queues in banking halls//
19	//It's easy,//
20	//It's simple//
21	//and It's convenient//
22	//Visit any branch of your bank//
23	//and register today.//
24	//Go//
25	and register today!//

## 2.6. Data Analysis

Figure 3, below, shows the application of the mood system to the text of the CBN ad.

CL1

Have	you	done	your BVN registration?
F	S	P	C
Mood		Residue	

CL2

With her bank verification number (BVN)	Adaobi, 200Level Undergraduate Student	can	now	cash 3rd party cheques effortlessly	without the need of any form of identification
A	S	F	A	C	A
Mood			Residue		

CL3

BVN is your unique number	for secure and convenient banking services	anywhere in Nigeria
S	F	C
Mood		Residue

CL4

Simply walk into any branch of your bank nationwide
A P A A A
Residue

CL5

and get yours today
P C A
Residue

CL6

How to enroll
C
Residue

CL7

Walk into any branch of your bank
P A A
Residue

CL8

Fill
P
Residue

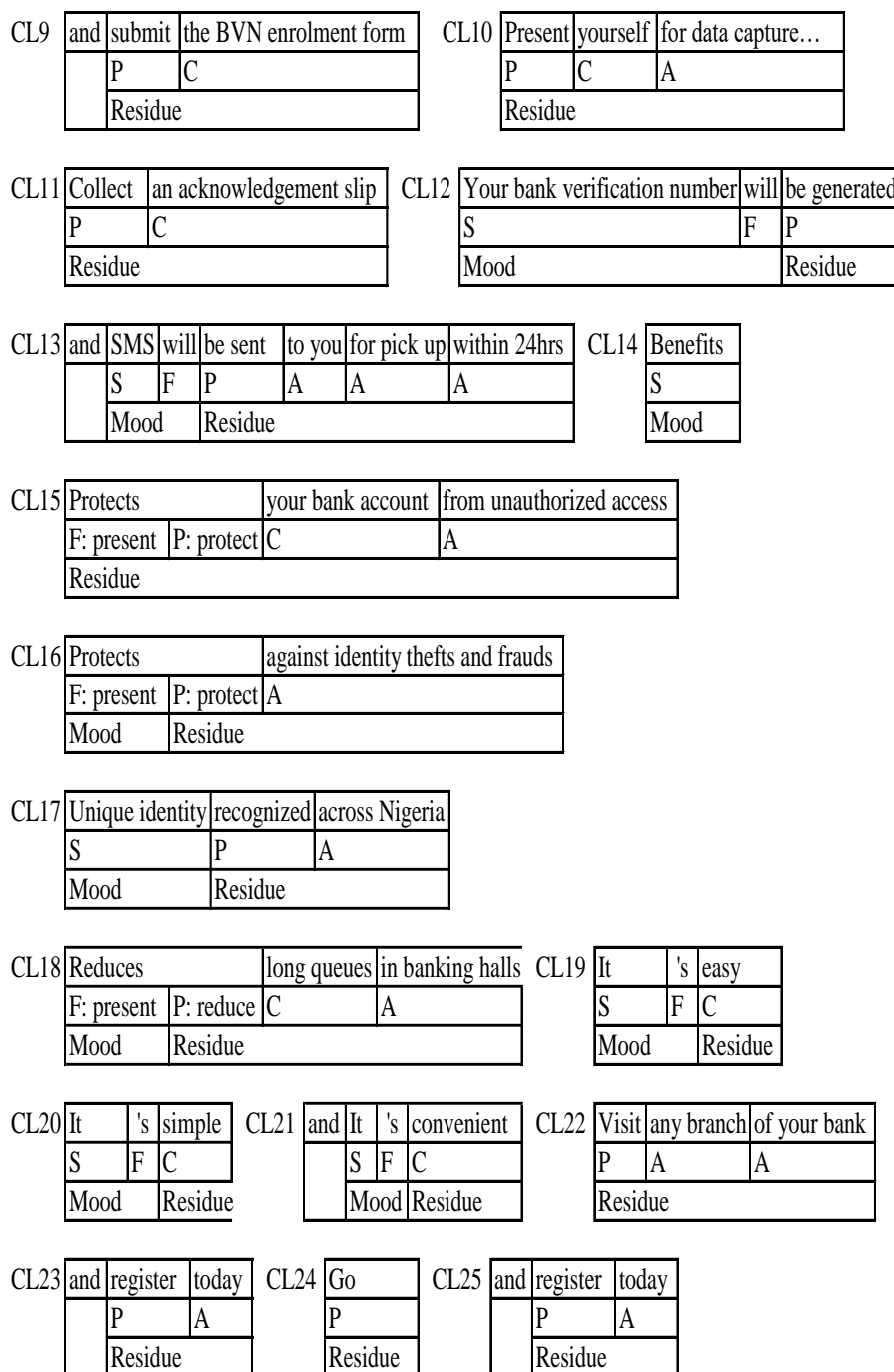


Figure 3. Analysis of CBN ad as an interactional exchange

### 3. Results

Table 1 and Figure 4 compute the communicative devices of the analysis of the CBN ad, as expressed in Figure 3 in relation to their functions *from below* the clause. It is in the same calibration climate that Table 2 and Figure 5 appraise the CBN ad, however, *from around* the clause perspective.

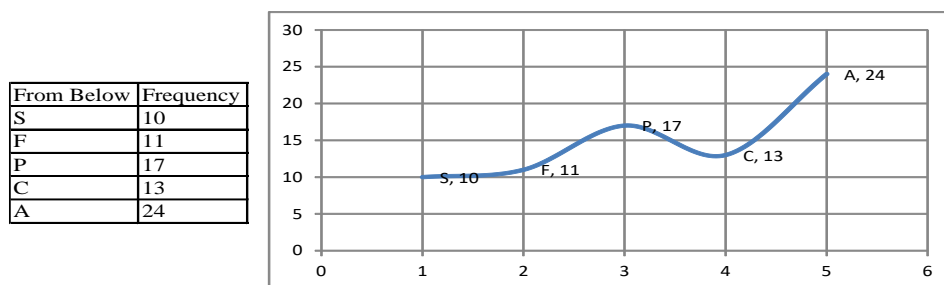
#### 3.1. Evaluation of the Ad “From Below” the Clause

Table 1 and Figure 4 display the frequency of *from below* of CBN ad clauses.

**Table 1. Frequency of the communicative facilities of CBN ad below the clause**

From Below	CL																									Total	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
Mood	S	1	1	1	0	0	0	0	0	0	0	0	1	1	1	0	0	1	0	1	1	1	0	0	0	0	10
	F	1	1	1	0	0	0	0	0	0	0	0	1	1	0	1	1	0	1	1	1	1	0	0	0	0	11
Residue	P	1	0	0	1	1	0	1	1	1	1	1	1	0	0	1	1	1	0	0	0	0	1	1	1	1	17
	C	1	1	1	0	1	1	0	0	1	1	1	0	0	0	1	0	0	1	1	1	1	0	0	0	0	13
	A	0	3	2	4	1	0	2	0	0	1	0	0	3	0	1	1	1	1	0	0	0	2	1	0	1	24

Figure 4 illustrates the cumulative of the units of *below the clause* shown in Table 1.



**Figure 4. Graphical flow of the communicative facilities of CBN ad’s below the clause**

#### 3.2. Evaluation of the Ad ‘From Around’ the Clause

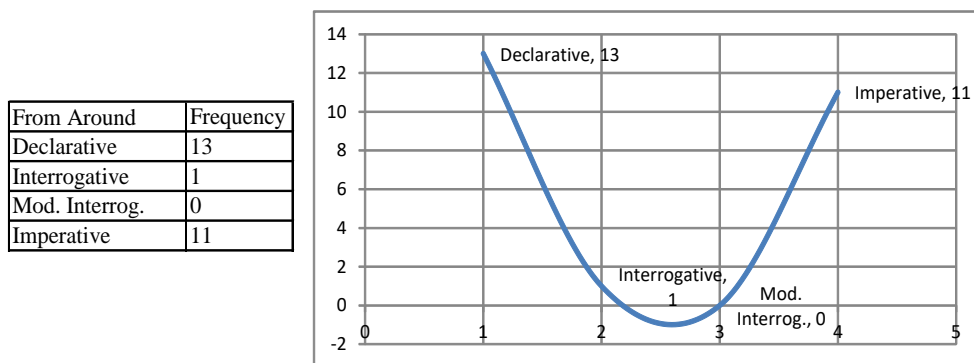
Table 2 and Figure 5 display the frequency of *from around* of CBN ad clauses.

**Table 2. Frequency of the communicative facilities of CBN ad’s around the clause**

From Around	CL																									Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
Declarative	0	1	1	0	0	1	0	0	0	0	0	1	1	1	1	1	1	1	1	1	1	0	0	0	0	13
Interrogative	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Mod. Interr.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Imperative	0	0	0	1	1	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	11



Figure 5 represents the textual sum total of *around the clause* in Table 2 in a graphical form, indicating the connections as a flow.



**Figure 5. Graphical flow of the communicative facilities of CBN ad’s *around the clause***

The results, exhibited earlier in Figure 4, are relevant to the outcomes in Figure 5. Having observed that both the Mood and Residue frequently function in Figure 3, declarative and imperative clauses *from around* indicate a close range of points. As Declarative signals 13 points, imperative scores 10 points. Nevertheless, there is one interrogative at the beginning of the communication. It is noteworthy that the declarative clause has two kinds, which I have labeled as (i) simple declarative, and (ii) fragmented declarative. The simple declarative, as displayed in Figure 3, represents a clause with Subject, Finite, and other elements. The elliptical type pinpoints a situation where the communicator deletes either Subject or Finite from the clause. One observes such context in CL 14 and 17. These circumstances influence the recurrence of declaratives in the ad.

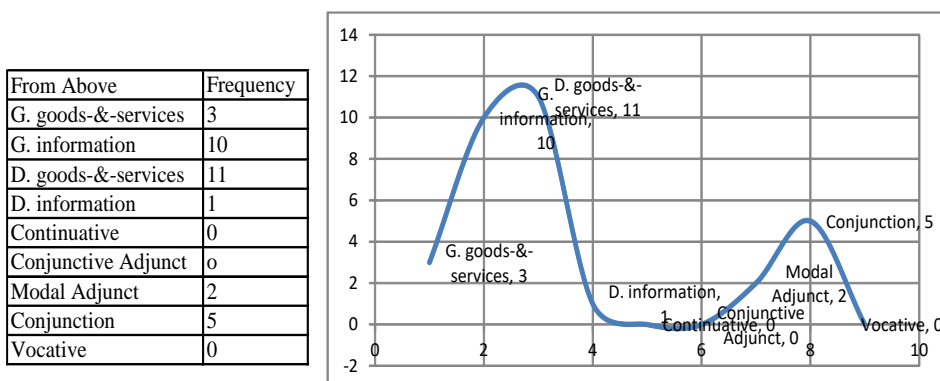
**3.3. Evaluation of the Ad “From Above” the Clause**

Table 3 and Figure 6 display the frequency of *from above* of CBN ad clauses.

**Table 3. Frequency of the communicative facilities of CBN ad’s *above the clause***

From Above	CL																									Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
G. goods-&-services	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	3
G. information	0	0	1	0	0	1	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	0	0	0	0	10
D. goods-&-services	0	0	0	1	1	0	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	1	11
D. information	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Continuative	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Conjunctive Adjunct	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Modal Adjunct	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Conjunction	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	5
Vocative	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Figure 6 replicates and converts the recurrent values in Table 3 to a graphical chart.



**Figure 6. Graphical flow of the communicative facilities of CBN ad’s above the clause**

Figure 6 indicates two semantic planes of the modus operandi of the negotiation of speech-functional roles in the dialogue, and the variable of the complex network spheres. On the one hand, the exchange of goods-&-services displayed as command and offer records 11 and three points respectively. Nevertheless, the exchange of information highlighted as statement and question exhibits 10 and one point in the chart. Given these appearances, the publicity professional utilizes statement and command more often than not to persuade the target audience. On the other hand, the graph reports five conjunctions and two modal adjuncts as semantic elements of the complex communication web. By implication, one can acknowledge that offer, question, binder, discourse marker are somehow insignificant to advertising experts as devices of motivation in advertising interactional spaces.

#### 4. Discussion

This section contains a number of unrestricted technical terms. It is because Halliday’s linguistic systems appear logical, influencing the explanations to follow after Bloor and Bloor (2013), Thompson (2014), and Halliday and Matthiessen (2014). Moreover, the discussions anchor more on the nuances of the mood system based on the analysis in Figure 3. Despite that, I, once in a while, connect the transitivity (Dalamu, 2018a) and thematic systems (Dalamu, 2017d) in the discursive paradigms as necessary channels to buttress the points. The structural sequence culminates the clarifications of the clauses.



CBN Ad

CL 1, as appeared in Figure 3, is a question; the statement demands information from readers in order to excite the target audience to accept the message. There are three constituents in *Have you done your BVN registration?* *Have done* – VG, *you* – NG and *your BVN registration* = NG. The VG contains the Finite and Predicator, which are expressed in *Have* and *done*, the Material Process. The first NG has only the second person singular, *you*. However, the second NG is made up of Deictic, *your*, Epithet, *BVN* and *Thing*, registration. The Deictic and Epithet are premodifiers of the Head.

Sequence: VG ^ NG ^ NG  $\longrightarrow$  Fin ^ Subj ^ Pred ^ Compl (FSPC).

*Have* reveals the choice of tense as being functioning in the past perfect. The process indicates that the message commenced in the past, which is still relevant till the day of publication of the ad. The revelation of choice in person is *you*, Subject, referring to receivers of the ad. From the “metafunctional” exhibition, *Have* in marked Theme, and Finite is mood (Eggins, 2004). Done is Material Process that tells recipients about the credible possibility of BVN for citizens that involve in banking transactions. The interrogative clause is adopted as a substantiation to know the statuses of citizens in relations to the CBN instruction. The construct also intends to stimulate anyone who has not registered to action (Hermerén, 1999). The interrogative is a sensitizing resource that can spur each bank customer to personal examination. This is necessary in order to be sure that the individual has actually

performed the BVN registration exercise as directed.

CL 2 displays six structural constituents of the following categories: *With her bank verification number (BVN)* = Prep G; *Adaobi 200 Level Undergraduate* = NG complex, containing an appositive structure (Bloor & Bloor, 2004); *can now cash* = VG; *third party cheque* = NG; *effortlessly* = Adv G; and *without the need for any form of identification* = Prep G. Although the clause is long it is not complex because the clause does not have any logical semantic device. *With* = Prep + *her bank verification number* = Deictic + BVN (N) – this combination produces NG. The ad also has VG = *can* (Fin) + *now* (Mod Adj) + *cash* (Predicator). The intrusion of *now* in VG shows that there are some adjuncts that come in between the Subject and Finite; Finite and Predicator; Predicator and Complement. Subsequently, of note is the operation of *now* in the VG. *Now* acts as a modal adjunct because the structure seems to function in the mood of the clause (Thompson, 2014). The combination of *can* and *now* propagates the potency released through the *BVN* as the authorization to registered personnel in order to transact business with *third party cheques*. *Cheques* = Thing is the NG with *3rd party* premodifying the structure. There are also *3rd* = Numerative and *party* = Classifier. The Prep G that functions as Adjunct contains *without* = Preposition with a NG. The NG is complex because there are two other Prep Gs that operate with the group (Fontaine, 2013).

Sequence: Prep G ^ NG ^ VG ^ Adv G ^ Prep G (3x)      —————> Adj ^ Subj ^ Fin ^ Comp l ^ Adj (ASFCA).

Further systemic application in CL2 demonstrates *with her bank verification number* as the marked Theme of the clause with *Adaobi, 200 Level Undergraduate Student* as the Theme (2). The two constituents serve as Adjunct and Subject in the mood system and Circumstantial and Actor in the transitivity system. VG, *can ... cash* is Finite + Predicator as well as Material Process. This is the content of the exchange that communicates the importance of the message to its receivers (Halliday & Matthiessen, 2014). The modality, *can*, is presented to the public the permissive ability that *BVN* has given *Adaobi* to transact business with any bank in Nigeria e.g. to cash money through a check (cheque) from the third party account. The permission to exercise that right begins from this moment. The modal adjunct, *now*, is propagated to strengthen the VG, *can...cash* in terms of time. The auxiliary *can* is futuristic but the intervention *now* draws its time lag to manifest immediately. The strategy is to inspire the public not only about the importance of *BVN* but also about its instantaneous response to the communication (Brieley, 1995). As long as the registration is complete, the advertiser claims, its operation takes an immediate

effect. The declarative clause is accompanied with Prep G, NG, VG, and Adj G.

CL 3 is divided into five constituents. That is *BVN* = NG, *is* = VG, *your unique identification number* = NG, *for secure and convenient banking services* = Prep G, *anywhere* = Adj G, and *in Nigeria* = Prep G. Both *BVN* and *is* are single words, yet, the devices represent their groups respectively. Whereas *your unique identification number* is NG with three premodifiers before the Head. *Your* is Deictic, *unique* is Epithet and *identification* is Classifier. The Prep G has for as preposition and a as NG. The Head, *services*, is premodified with *secure and convenient banking*. This is connected to *everywhere*, Adv G with another Prep G, that is, *in Nigeria*. The uniqueness of NG is that it contains other groups to perform certain functions different from being Subject. The linguistic device supports the realization of Prep G that functions as Adjunct.

Sequence: NG ^ VG ^ NG ^ Prep G(3x)  $\longrightarrow$  Subj ^ Fin ^ Compl ^ Adj (SFCA).

The systemic parameters of the declarative clause, *BVN is your unique identification number [...]* reveals the meaning potential of the metafunctions thus: *BVN* and *is* = Subject + Finite in the mood system. *BVN* is unmarked Theme. However, the transitivity system shows that *BVN* functions as Identified for Relational Process, *is*. The process, *is*, permits the interchangeability (Williamson, 2010) of the Identified, *BVN*, with Identifier, *your unique identification number*. This means that the clause can be recast as *Your unique identification number is BVN*. The construction is reversible. The background detail of the message is the Circumstantial, *for secure and convenient banking services [...]*. The declarative clause operates in the present tense with the Finite, *is*. The time tag positions *BVN* to be relevant in all banking operations of consumers.

CL 4 and CL 5 are a clause complex. The complexity elucidates two clauses in the syntagm. These constructs occur in the communication as *///Simply walk into any branch of your bank nationwide// and get yours today///*. The functional role of the clauses is command because the commands demand goods-&-services from the public. Four constituents are in CL 4 while three constituents are in CL 5. However, these clauses have different sequential order. In CL 4 *Simply* = Adv G, *walk* = VG, *into any branch of your bank* = Prep G (2x) and *nationwide* = Adv G. *Simply* and *walk* are singularly representing their groups. The advertiser supports the systemic facilities with two Prep Gs, *into any branch* and *of your bank*. Apart from their prepositions of *into* and *of*, the structures are accomplished with NGs. The Adv G,

nationwide, also supports the phrases. In CL 5, *get* = VG, *yours* = NG and *today* = Adv G are the elements of communication.

Sequence (a): Adv G ^ VG ^ Prep G(2x)  $\longrightarrow$  Adj ^ Prep ^ Adj (APAA)

Sequence (b): VG ^ NG ^ Adv G  $\longrightarrow$  Prep ^ Compl ^ Adj (PCA).

CL 4 and CL 5 are imperatives. The clauses command consumers, as mentioned earlier, to act as proposed. The emphases are on the Predicators, *Walk* and *get*. In these cases there are no any other options or suggestions. The directives are sacrosanct; readers need no verification or questioning. The sacrifice required from bank customers is to *walk* into the bank in order to *get* their *BVN*. Because the clauses are imperatives they have neither Subject nor Finite (Butler, 1985). The non-finite devices, *Walk* and *get* replace and dominate all suggestible linguistic elements. One can also pinpoint that *Simply* serves as a point of departure as marked Theme with Theme (2) with *Walk*, following it. The multiplicity of the Theme is never a right for the structure to have Subject and Finite in the mood system (Martin & Rose, 2013). The constituents are Adjunct and Predicator respectively. Whereas in the transitivity, *Simply* is circumstantial and *Walk* is a Material Process. *Get* is unmarked Theme, Predicator in the mood system and Material Process in the transitivity. An exponential exploration of presence versus absence of the clause complex shows that CL 4 has unmarked Theme, while CL 5 has marked Theme. Complement is absent in CL 4 and such element is present in CL 5. The Adjunct in CL 5 is in the form of adverbial, while Adjuncts in CL 4 are Prep G in addition to the adverbial. There is no time connection in the clause complex because the processes are non-finite. Non-finite, *walk* and *get*, do not accept changes in person, number or tense. These elements signal completeness of actions (Halliday, 1994).

The ad reveals the interdependence of the clause complex through the conjunctive marker, *and*. Conjunctions are not labeled in the sequential analysis of *below the clause* (i.e. SFPCA) because the connectors do not play any integral role in the structure. This is the reason for *and* to perform just an extending function between two simple clauses. *And* links up the process *Walk* with *get*. *Walk* is the first step and *get* is the second step. *And* assists consumers to understand the sequences of events in the *BVN* registration process.

*How to enroll* is an elliptical declarative as exhibited in CL 6 of Figure 3. The clause is left with Complement. One might suggest *This is* as the chop up constituents that are supposed to represent the Subject and Finite. *How to enroll* contains Wh-element, *How*, with Adjunct, *to enroll*. The structural fragmentation is to allow consumers to

understand the message at a glance. Most recipients do not have sufficient time for the message of the ad. The appearance of the clause through deletion does not permit the analyst to authorize the influence of metafunctions on the communicative device except that the disjunctive facility completes the grammatical construct. CL 6 has similar message as in CL 4. The only contrast is that the marked Theme, *Simply*, does not operate in this situation. The purpose of repetition is to emphasize a branch of a bank as the place of registration. This is an important orientation for consumers so that the concerned individuals do not suffer or be confused about the location of the registration.

*Fill and submit the BVN enrollment form* is a clause complex. *Fill* is a clause despite that it is a lexeme. The word is a VG that functions alone. Conversely, its meaning is connected to the Complement, NG, *the BVN enrollment form*. The two clauses, that is, CL 8 and CL 9, would have typically been read as: *Fill the BVN enrollment form* and *Submit the BVN enrollment form*. The purpose of time consumption, space management, monotonous duplication, and language use regarding competence and performance inhibit the writing of the structure in its full strength (Cook, 2001). The introduction of *and* permits the notion of competence and performance to be exercised. The conjunctive marker heightens the extension between the first imperative and the second one. *Fill* and *submit* are VGs. The NG, *the BVN enrollment form*, supports the process clustering. *Form* is the Head that has three premodifiers of *the* = Deictic, *BVN* = Epithet and *registration* = Classifier.

Sequence: VG ^ VG ^ NG       $\longrightarrow$       Pred ^ Compl (PPC).

As stated earlier, the matter of time is completely absurd in imperative clauses. The projection of *Fill* requests consumers to supply the necessary information about them in the form. The information supplied becomes the data of transactional exercises between the bank and customers. Consumers, the communicator remarks, should put forward the forms for approval. That is the reason for the deployment of *submit* as Predicator. From a systemic point of view, *Fill* is unmarked Theme whereas *submit* is marked influenced by a conjunction, *and*. The Predicators function as Material Processes in the transitivity system and are accomplished with Goal, *the BVN enrollment form*.

After the submission of the form for approval, the next step is the physical data capturing of the face and fingerprint. CL 10 that represents the message contains three constituents. *Present* = VG, *yourself* = NG, and *for data capture* = Prep G. Apart from the Prep G that has three linguistic elements of *for* = preposition, *data* –

Epithet and *capture* = Thing, the other constituents contain one element each. *Present* is a linguistic element that represents the VG, while *yourself* is the Deictic that stands for NG.

Sequence: VG ^ NG ^ Prep G  $\longrightarrow$  Pred ^ Compl ^ Adj (PCA).

The imperative clause, Present you for data capture, has *Present* as unmarked Theme. Although the lexeme is a Predicator in the mood system, the facility represents a Material Process in the transitivity system. *Present* is accompanied with Goal, *yourself* and Circumstantial, *for data capture*. The bank customer that has filled in the form for approval should formally come forward to take pictures of certain parts of his/her body. The parts required for capturing are the face and fingerprint. The imperative does not respond to time lag as usual because the Predicator/Process is non-finite (Quirk & Greenbaum, 1973; Berry, 2012).

The data capturing is the culmination of the registration exercise. The next step is the reception of an acknowledgement card as an attestation to customer's registration for BVN. CL 11 enjoins customers thus: *Collect an acknowledgement slip*. There are two constituents in the structure. *Collect* = VG, while *an acknowledgement slip* = NG. The premodifiers of the NG are *an* = which is Deictic and acknowledgement is Epithet for it modifies the Head, *slip*.

Sequence: VG ^ NG  $\longrightarrow$  Pred ^ Compl (PC).

The thematic realization of *collect* is unmarked Theme which invariably represents Predicator and Material process in both mood system and transitivity system respectively. The Complement, *an acknowledgement slip*, is the Goal of the process, *collect*. The content, *collect*, indicates the conclusion of the whole registration exercise by getting a piece of slip that serves a recognition purpose. That identity is a confirmation of the customer's successful registration for BVN as directed. The goings-on do not end with the collection of a *slip*. There is a further official indicator that supports the *slip* as shown in CL 12.

CL 12 points out that *//Your Bank Verification Number will be generated// and SMS will be sent to you for pick up within 24 hrs.//* It is only the registration that is simply conducted instantaneously, the BVN, as the publicity revealed, is not produced immediately. This is the reason for deploying the processes, *will be generated*, and *will be sent*, in the clause complex as indicators of the future event (Givón, 1993; Greenbaum, 1996; Aarts, 2011). CL 12 in the complex has two constituents. *Your Bank Verification Number* is NG and *will be generated* is VG. *Your* is Deictic to



*BVN* which is the crux of the ad. The VG contains the trio of modal, copula and lexical verbs. That is VG = *will* (modal auxiliary) + *be* (copula) + *generated* (lexical). CL 13 contains three constituents which are *SMS* = NG, *will be sent* = VG, *to you for pick up within 24 hrs* = Prep G. There are three divisions in the group which are marked with the following prepositions *to*, *for*, and *within*. The VG is similar to that of CL 12. To initiate what is present in CL 12 versus CL 13, I observe that there is no Prep G in CL 12 as represented three consecutive times in CL 13.

Sequence (a): NG ^ VG       $\longrightarrow$       Subj ^ Fin ^ Pred (SFP)

Sequence (b): NG ^ VG ^ Prep G       $\longrightarrow$       Subj ^ Fin ^ Pred ^ Adj (SFPA)

*Your Bank Verification Number* is unmarked Theme, which corresponds with Subject in Mood and Actor in the transitivity system. *Will be generated* is Finite + Predicator, operating as the Material process in the transitivity. In the communication exchange, to reiterate, *will be generated*, refers to the future. By implication, the *BVN* will come into existence in the nearest future. The production process as a result of the registration done will take some hours for maturity. CL 13 further encourages customers who have registered that individuals will receive an alert as soon as possible. The *BVN* will be dispatched online through *SMS within 24 hours*. The inference is that the generation and dispatch of the *BVN* will not exceed a day. The promptness will excite consumers to perform the required exercise in no time. As a result, the registration process and generation of *BVN* will never pose any obstacle to consumers' banking transactions, but rather the deed will accelerate business transactions. The conjunctions of the clause complexes in the ad occupy a common ground. The conjunctive marker, *and*, has always been the connector that enhances the clause complexes' extension (Williams, 1977; Philips, 2003). Observations pinpoint the same function in the knot between CL 12 and CL 13.

*CBN* deploys *Benefits* in CL 14 to establish the gains of compliance with directives provided about the *BVN* registration. The constituents of the clause have been fragmented with *Benefits* as the left over. The suggested elliptical segment (Thompson, 2014) could be *these are* to produce a declarative clause of *These are benefits*. However, *Benefits* operates as NG that fully expresses the advantages of *BVN*. The first merit demonstrated in CL 15 in Figure 3 is that the innovative exercise *Protects your bank account from unauthorized access*. Three constituents remain after the pruning. These are *Protects* = VG, *your bank account* – NG and *from unauthorized access* = Prep G. The NG, contains *your* = Deictic, *bank* = Epithet, and *account* = Head. The Prep G also has *from* as preposition and *an* accomplishing

unauthorized access as NG.

Sequence: VG ^ NG ^ Prep G  $\longrightarrow$  Fin ^ Pred ^ Comp ^ Adj (FPCA).

The pruned declarative clause, *Protects your bank account from unauthorized access*, does not have Theme. The Theme falls within the ellipted portion. *Protects* is part of Mood and Residue and also a Material process in the transitivity system. The Goal is *your bank account* with its circumstantial element, *from unauthorized access*. These systemic resources reveal the consistent security that *BVN* provides for the bank accounts of customers. Actually, every bank customer appreciates the safety of his/her bank account (Pfleeger, 1997; Belanger & Albrechtsen, 2007). This is a probable reason for emphasizing protection of account once again in the proceeding clause (Hiller & Smith, 2002; Dhillon & Torkzadeh, 2006). CL 16 states, *Protects against identity thefts and frauds*. Although CL 15 and CL 16 appear as simple clauses, the structures propagate a similar message of security of bank account. It is only the account owner that has access to his/her account and can withdraw cash from the account except when he/she authorizes a third party to do so.

The ad offers additional explanation on the benefits as elucidated in CL 17 that *BVN* provides a *Unique identity recognized across Nigerian banks*. The fragmentation leaves NG complex for the consumption of the public. The NG contains Premodifiers, Head, and Qualifiers. *Unique* is the Epithet and *identity* is the Head which is postmodified *with recognized across Nigerian banks*. The modifiers function as participles with a Prep G. The Prep G can still be divided into preposition = *across* and NG = *Nigerian banks*, which contains Epithet and Head. That organic configuration makes the structure as a NG complex. The exemplification of metafunctions is difficult in the structure because of its disjunctive appearance.

*BVN*, as the advertising practitioner claim, promotes and accelerates banking operations. It is in that sense that CL 18 displays *Reduces long queues in banking halls* in sequences. *Reduces* = VG, *long queues* = NG and *in banking halls* = Prep G.

Sequence: VG ^ NG ^ Prep G  $\longrightarrow$  Fin ^ Pred ^ Compl ^ Adj (FPCA).

The time lag of the declarative clause is consistently in present tense. Thus, after the registration, *BVN* functions in an endless continuum without any restriction in time. The product will often assist bankers to trim the long queues experienced in banking halls. The identification quickens operations in the banking systems. Theme,

Subject, and Actor have been deleted from the structure (Sag, 1976; Murguia, 2004; Nariyama, 2004). The available interpretation in the semiotic constituents are *Reduces* = Finite/Predicator, and the Material process of the transitivity. The situation *in the banking halls* demonstrates the place of event in terms of location.

The last three clause complexes conclude the *BVN* registration information. In CL 19, CL 20 and CL 21, there are structures such as *///It's easy // It's simple// It's convenient///*. The complex has *and* as the conjunctive marker with similar constituents in their organizations (Halliday & Matthiessen, 2014). *It* = NG, *'s* = VG and *easy, simple, and convenient* = Adv G. This appearance makes the clause complex to have the same sequence as:

NG ^ VG ^ Adv G       $\longrightarrow$       Subj ^ Fin ^ Adj (SFA).

From an additional systemic perspective, *It* is unmarked Theme, *It's* is Subject and Finite in the mood system; and *It* = Carrier and *'s* = Relational Process. The Adjuncts, *easy, simple, and convenient* are Attributes of the process *'s*. The clause complex's campaigns encourage recipients to perceive the *CBN* registration exercise as neither hard nor cumbersome (Martin & Rose, 2005). The registration procedure requires little efforts from everyone to complete the exercise. The application is a process that is neither complicated nor problematic; the procedure is rather suitable and not compounded. The conclusion proceeds, in the last clause complexes of CL 22, CL 23, CL 24, and CL 25, as the final sensitization implement. The structures tend to flash back, referring to registration as the heart of the communication. The repetition of the structure contains processes such as *visit, go, and register* to stimulate the public into action with an immediate effect.

## 5. Conclusion

There are three divisions in the ad of *CBN*. The first part creates awareness; the second part institutes the process; and the third portion states the gains of registration. The application of the Halliday's trio-grammatical sequence reveals to readers the structural organization of the *CBN* ad. To this end, Figure 4 pinpoints Adjunct and Predicator as the most frequent elements of *below the clause* conceptualization, portraying Complement as next to those structures. Of note are Finite and Subject that demonstrate a bedfellow kind of operation in the sequences. Nonetheless, the graphical flow of *around the clause* notion, as illustrated in Figure 5, displays declarative and imperative as the prominent functional syntagms. As

there is no modal interrogative at all in the sequences, interrogative occurs just ones. Figure 6 illuminates demanding goods-&-services, and giving information as facilitators of the publicist's strategy; whereas giving goods-&-services operates less in the *CBN* ad. Moreover, conjunction and modal adjunct are much more insignificant devices of motivating the audience to consumption.

The terminologies of the clauses also demonstrate some semantic values in their arrangement. Apart from the pruning exercises in the declarative clauses that turned the constructions disjunctive, the imperative clauses are deployed extensively. Most of the sequences contain NGs. The semantic implications are that the ad encourages consumers to comply with the new *CBN* monetary policy. The policy, as the ad manifests, has the capacity to stimulate smooth transactions between banks and customers. The analysis further shows that with *BVN*, corruptions in various dimensions will be curbed. *BVN* constructs a barrier for fraudsters' activities in the bank system because only bank account owners will have access to their bank accounts. All these are done in order to influence consumers to quicken their registration as *CBN* directs the people. As the analysis of the clauses *from below*, *from around*, and *from above* has exhibited functional meanings of the *CBN* ad, one could suggest that SFT terms are relevant tools of textual elements of different spheres. Besides, this ad is highly informative, as the communication enlightens citizens to the statutory responsibility. One might hope that relevant authorities can employ such an ad to influence citizens on the requirements of the state from individuals.

### Further Research

Researchers might harvest various ads in relation to statutory responsibilities for analysis. The results of such endeavors might reveal to citizens connotative meanings of the ads, which will in turn encourage individuals to be obedient to the laws of the land.

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