

Styles, Political Campaign Posters and Meanings: A Study of Ekiti State 2022 Governorship Election Posters

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Abstract

This research focuses on the stylistics analysis of campaign posters specifically Ekiti State 2022 governorship election campaign posters. The study aims to critically analyse the posters and examine some stylistics features inherent in them. These features are special effects and are believed to communicate with the public. The objectives, therefore, are to examine the deployment of stylistics features such as the graphological and grammatical features of the 2022 Ekiti State Governorship election campaign posters and to highlight the roles of these features in campaign posters. Through analysis, it was observed that writers of political posters use graphological devices such as capital letters and bold print as forms of foregrounding for stylistic effects. Besides, these stylistic devices were used in the campaign posters to make it easier for the voters to understand the information contained thereon. The devices were equally used as forms of attention-catching devices and to persuade the public to take a stand concerning political candidates. Nevertheless, simple sentences and short phrases were used to

enable the electorates to decipher the information written on these posters as means of foregrounding to captivate the readers' attention while reading the posters.

Key words: *Stylistics, Political Campaign Posters, Election, Advertisement, Politics*

1.0 Introduction

Stylistics is a branch of linguistics which is dedicated to the study of “style” or the linguistic preferences made by writers and speakers, especially, but not exclusively, in literary texts as well as in other non-literary contexts such as advertisements, films and media, political speeches or even casual conversations. It is the study and analysis of texts. Simpson (2004) defines Stylistics as “a method of textual interpretation in which primacy of place is assigned to language” (p. 3). This means that the knowledge of stylistics helps one to study any given text with a critical mind of bisecting it. According to Wales (2011).

The goal of most stylistic studies is to show how a text ‘works’: not simply to describe the formal features of texts for their own sake, but to show their functional significance for the interpretation of the text; or to relate literary effects or themes to linguistic ‘triggers’ where these are felt to be relevant (p. 400).

An analysis of stylistics involves the examination of grammar, syntax, semantics, lexis, phonological properties and discursive devices in a given work. Because of this, stylistics encloses discourse analyses. Burke (2014) amplifies this succinctly:

a person who with his/her detailed knowledge of the workings of morphology, phonology, lexis, syntax, semantics, and various discourse and pragmatic models, goes in search of language-based evidence to support or indeed challenge the subjective interpretations and evaluations of various critics and cultural commentators (p. 2).

Thus, stylistics, therefore, seeks to comprehend a lot of possibilities in a given language and asks why particular choices are made. Given this, it is the concern of the analyst to analyse and give a description of the linguistic characteristics of texts concerning their meanings. This also agrees with Dada’s (2013, p. 27) reference to Allan *et al*’s (1988) definition that stylistics is a: branch of linguistics which studies the characteristics of situationally distinctive uses of languages regarding literary language, and tries to establish principles capable of accounting for the particular choices made by individuals and social groups in their use of language.

Therefore, stylistics can be described as the linguistic study of style. It is a critical understanding and appraisal of how a writer presents his/her writing through language. Stylisticians use the analytic tools of linguistics in carrying out their study. We shall, however, limit our analysis to graphological, visual and syntactic features in this study.

A relevant feature of stylistic analysis is “foregrounding”. Sampson (2014:50) puts it succinctly:

...textual patterning which is motivated specifically for literary-aesthetic purposes. Capable of working at any level of language, foregrounding typically involves a stylistic distortion of some sort ...the text which deviates from a linguistic norm or, alternatively, where an aspect of the text is brought to the fore through repetition or parallelism.

Corroborating this, Leech (1969:56) explains that foregrounding is a noticeable artistic communication in which a work of art in some way deviates from norms which we learn to expect in a text. Such deviations from linguistic or other socially accepted norms are tagged “foregrounding”. Some studies have been carried out on the advertisements of various political parties around the world but not much has been done on the linguistic analysis of election posters, particularly governorship elections and specifically, Ekiti State governorship election posters; hence, the focus of this paper. This study aims to do a critical stylistics analysis of political posters of the 2022’s Ekiti State governorship election. The objectives are to examine the graphological characteristics of the political posters in the Ekiti State governorship election; analyse the grammatical features of campaign posters in Ekiti State and highlight the role of language in campaign posters.

2.0 Literature Review

A lot of researchers have done quite some studies on advertisements. One such is Crystal and Davy (2013) who worked on linguistic description of the language of television advertising. Adetuyi and Patrick’s (2019) “A Stylistic Analysis of Selected Christian Religion Print Advertisement in Ibadan Metropolis, Oyo State” was on the language of religious advertisement. It shows how people’s linguistic choices are influenced by their religious persuasions and beliefs. Also, Ogunrinde and Jayeoba’s (2020A) “Stylistic analysis of vacancy advertisements in selected Nigerian newspapers” reveals that vacancy advertisements in Nigerian newspapers manifest special stylistic features under the graphological, and grammatical considerations such as capitalization, the use of abbreviation, the unconventional use of capital letters in bold or small

prints. Their analysis also manifests linguistic peculiarities such as simple, compound, and complex sentences as well as catchy words and phrases.

Advertising is of different types. Karthik (2016) in Setiawan, Bakhti and Yuliah (2017) claim that there are three types of advertisements: classified, display and business directory advertisement. On his part, El-daly (2011: 25) discovers three primary classes of advertising: *consumer advertising*, which is directed towards the promotion of some products or services to the general public, the second is *trade advertising*, which focuses attention on raising the position and the promotion of some products directed at dealers and professionals through appropriate trade publications and media, as well as *public relations advertising*, which is directed towards society by citizens or community groups, or by politicians, to promote some issue of social concern or political agenda. Nevertheless, Quarshie (2013) identifies some other categories of advertisements such as products and services like cars, houses for sale or rent, farms and plots of land for sale, and services like construction and water supply services. Moreover, he identifies consumer advertisements such as medicine, telecommunication services, food and beverages as well as job advertisements. Anh (2012) adds that advertising is “designed by the advertiser to be as interesting and efficient as possible so that the target consumers will get influenced at their first sight” (p.7). From this, it is possible to say that advertisers use some linguistic devices to express persuasion through the manipulation of language. The persuasion techniques used by any advertiser are always aimed at creating a positive impression through evaluation and emotional appeal. This is corroborated by Vaičėnienė (2006, p. 45) as he notes that “emotionality and evaluation are best expressed through an extensive use of adjectives or adverbs which attribute certain qualities and properties to the object advertised.”

Given this, an advertiser exploits the language resources which are abundantly provided by lexis for his imaginative creation. An advertiser, therefore, depends on lexical items and their connotations to convey their intended messages as well as achieve aesthetic beauty. Given, our focus in this study is the analysis of posters used by political parties for campaigns in Ekiti State, Nigeria during the June 8, 2022, Governor, 2022, ip election. Mahmood and Hwayed (2016) see political posters as “one of the communication media like TV or movies” (p. 10). Crystal and Davy (1969, p.75), in Mahmood and Hwayed (2016, p. 10), define a poster as “a type of written monologue like (spoken or written) anecdote, proclamation, and testimonial which exemplify the modality distinction.” In a related development, Sharndama and Mohammed (2013) define it as

“any piece of printed paper designed to be attached to a wall or vertical surface” (p. 64). It is pertinent to infer that, it is a form of advertisement because language is an inevitable ingredient of nearly all advertisements. Sentences, words and phrases are used to pass information to people in advertising, to shape people’s attitudes toward a particular goal. No wonder Sharndama and Mohammed (2013) identify posters as very “important forms of visual communication that commercial and political advertiser use to persuade target audience” (p. 60). Political advertisers, therefore, deliberately choose words to accomplish marketing objectives with a particular target audience. In an attempt to do this, the accepted grammatical rules of language are broken.

In the build-up to this election, different sizes of posters and banners are pasted and placed on walls at various locations on the streets in the villages, towns and cities signalling election activities for the election. In this period, advertisements are made in posters, handbills with attractive pictures of these candidates, their names and the positions being sought. The motive behind this is to persuade the electorates to accept their political ideologies and to win their votes ultimately. Otun (2022) adds that “political advertisement is described as communication that is geared towards persuading individuals and groups by an identified political party to take favourable actions to win the electorate support and votes” (p.1). These posters, just like other forms of advertising, are educative, informative, persuasive and entertaining.

2.0.1 Campaign Posters and Political Advertisement

Campaign posters play a cogent role in demonstrating the campaign prowess of a party and publicly declaring the agenda of the political candidate and the party they represent. It is also a means of reaching the hinterland; the interiors of towns, cities and villages. To buttress this assertion, Norris (2000), as cited by Daud (2018), says that the “use of election posters during campaigns is costly but it is often seen as the only means to reach voters when access to the media is restricted” (p. 36). During election campaigns, advertisements of political parties take different dimensions such as broadcast advertising, singing and dancing around carrying party banners, walking around the streets, and online media adverts with campaign materials like election posters, banners and flyers. Daud *et al.*, (2018:36) explain that despite the increase in the use of social media for election campaigns, “an election banner is still an important form of political advertising to influence voters”. They argue further that “that election posters and banners convey the party’s general campaign messages and allow the party to send unmediated messages directly to the voters”.

Sharndama and Mohammed's (2013:61) study is on the stylistic analysis of selected political campaign posters and slogans in the Yola Metropolis of Adamawa State of Nigeria. They argue that,

Political campaign posters and slogans are like double-edged swords that politicians use to work on the emotions of the electorates. They make sure that the candidate's photograph is attractive and the words are appealing and emotive.

This means that these posters often make references to the ideology and political value of their parties with their candidate's image as well as highlight some issues. It has been said that political parties use posters as a strategy to woo voters by inserting their images and icons associated with their party in the campaign posters.

2.0.2 Levels of Stylistics Analysis

Different levels of analysis can be engaged while doing stylistics analysis. Some of these are: graphology, phonology, grammatical, lexical, semantics, etc. but for this paper, we shall consider the graphological and grammatical.

Graphological Level: This reveals how the sounds are selected to shape meaning. Mahmood and Hameed (2016:8) state that "stylistics can distinguish different styles of a language through distinctive manners of presenting these sounds or written shapes such as repetition of segmental sounds, intonation, punctuation, capitalization". Dada (2013:38) believe that the graphological description is "the physical representation of the text – visual devices". He adds that the stylistic analysis of graphic text includes: punctuation marks, shapes of words, orders of types of sentences, nature of verse paragraphs, and foregrounding. Ayeomoni (2012:101), in his graphological analysis of selected poems in Remi Raji's *Web of Remembrance*, equally demonstrates that "graphological components or devices of language could illuminate, to a large extent, the communicative goals of a poetic genre as an instance of language use". This means that graphological analysis has to do with the layout of the text, including the font type and size, and the punctuation marks. Jayeoba and Isife (2020) list other devices to be considered in the graphological analysis of any text as underlining the question mark, the interjection, the comma, the colon, the semi-colon, the dash, italics, ellipsis and hyphens.

Grammatical Level: There are a lot of features of language which merit comment here. The main idea here is the ability to identify grammatical forms such as the tense, sentence, clause,

phrase or morpheme. The analysis looks at how words are combined to form larger grammatical units such as phrases, clauses and morphology.

3.0. Theoretical Framework

The study adopts Burke's Functional Stylistics as a theoretical model for the analysis of the selected posters. From the traditional perspective, functionalist stylistics has often been viewed as separate from formalist linguistics (Saussure 1916, Chomsky 1957, 1986) insomuch as the latter is concerned with the *semantic* function of the formal properties of the language system, that is, its *propositional meaning*. On the other hand, functionalist thoughts (Halliday and Hasan 1976, Halliday 1994, Burke 2014) are fundamentally concerned with how the formal properties of language are used *pragmatically*.

Functionalist stylistics is concerned with the relationship between the forms of language as a system and the context or situation of its production, as well as the social, cultural and political (what we may collectively call ideological) factors that impact upon its construction and reception (Canning, P. 2008).

The data for this study were analysed based on the propositions of the foremost functionalists above with a focus on Burke (2014). Equally, Visual Grammar as proposed by Leborg (2005) is also used to analyse images in the data. The analysis of these posters focuses mainly on the "grammar" of colour and images in the text.

4.0. Method

The study adopted content analysis for the data. Sandrova (2014:96), in Gulab and Khokhar (2018:10), describes content analysis as "the process of summarizing and interpreting written data". Eight posters of Governorship candidates from different political parties were purposively selected for the study. The rationale for purposive or selective sampling is that the selected data sufficiently meet the criteria of stylistics analysis for the current study. The limitation of the posters to eight was due to the appropriateness and to give an in-depth analysis of the selected ones. Also, it was to avoid redundancy and duplication since some of these posters exhibit the same structure and reputation and might not necessarily contribute to this research. These posters were readily available and pasted on walls on the streets of towns and villages in Ekiti State for easy collection. The decision was made to limit the sample to eight because of time and space. Owing to this, the sample was enough for comprehensive analysis.

5.0. Data Presentation and Analysis

5.0.1. Graphological Analysis

Graphical inscriptions are observed to demonstrate a degree of importance and emphasis on the messages portrayed in these posters.

Capital letter: For example, there are several effects of capitalization in the posters as in

Datum 1	Datum 2	Datum 3	Datum 4	Datum 5
APC, EKITI 2022, FOR A TRACK RECORD OF SEFLESS SERVICE VOTE BIODUN ABAYOMI OYEBANJI FOR GOVERNOR EKITI 2022	SDP, EKITI, VOTE, ENGR. ADEBAYO SEGUN ONI AS GOVERNOR, OTUNBA LADI OWOLABI AS DEPUTY GOVERNOR	ADC, DR. 'WOLE OLUYEDE FOR GOVERNOR EKITI STATE, HIDIAT SIMBO POPOOLA FOR DEPUTY GOVERNOR	PDP, BISI KOLADE BISI KOLAWOLE 4 GOVERNOR, KOLA KOLADE DEPUTY GOVERNOR	LABOUR PARTY (LP), FORWA RD EVER
Datum 6	Datum 7	Datum 8		
SUPPORT WALE AKINDE for GOVERNOR EKITI STATE 2022, A LEADER OF CONSCIENCE	GOD'S CANDIDATE YPP DEBO RANTI AJAYI FOR GOVERNOR, NURENI BABATUNDE OLASENI FOR DEPUTY GOVERNOR, YOUNG PROGRESSIVES	ADP, IT'S TIME FOR THE NIGERIAN WOMEN, A FRESH START VOTE ENGR. MRS ELEBUTE HALLE AS GOVERNOR EKITI STATE 2022, IDOWU SUNDAY AFUYE AS		

	PARTY, ATUNBI EKITI- O SE E SE	DEPUTY GOVERNOR, RECLAIM REBUILD RETURN		
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Capital letters are prominently used in all these posters as indicated above. This has made the posters foregrounded because the posters stand out among others. The use of capitalization in these posters is a persuasive device which makes the reader eager to know exactly who the electorates want as their governor. Writing on the importance of capitalization on billboards and posters, Nashipeta (2019) says it “seeks to share the joy by finding out what the excitement on these people’s faces is all about” (p. 35). Similarly, Ogunrinde and Jayeoba (2020) describe the device of capital letters in a situation like this as a device used to attract and capture the reader’s attention. Capitalization is used in these posters to arrest the reader’s attention; it is equally used for clarity, vividness and readability as well as for emphasis to draw particular attention.

5.0.2. Lower case: Small letters are sparingly used in these posters. For example in the APC poster, small letters are rarely used while capital letters dominate the poster. Besides, those words commence in the upper case as in:

Datum 1	Datum 2	Datum 4	Datum 6	Datum 7
Continuity Brilliant Accomplished Outstanding	Social Democratic Party Ekiti koya! O to gee...	for a better Ekiti ...power to the people! Vote and Support	Wale Akinde #OjoOlaEkiti	The Rebirth of Ekiti can only happen through GOD’S CANDIDATE

From datum 6, the poster without the name and logo of the party has the name of the candidate that is written in small letters while another phrase, written in Yoruba, is in small letters with a hash-tag. However, the phrase is foregrounded because it is a deviation from the norm of writing. The phrase is interpreted as “The Future of Ekiti”. All the words are written together without any space in-between the article “the”, the noun, “future”, the preposition, “of” and the noun, “Ekiti”. Part of a sentence in datum 8, YPP poster is written in small letters while every other information in the poster is written in the upper case. It is, however, pertinent to point out that the noun, “rebirth”, in the sentence starts in lowercase even though, it is not a proper noun, but it is foregrounded in the sense that the party is using it to draw attention.

It is noted from datum 3, 5 and 9 that they did not use small letters in their campaign posters at all. The main information in these posters is written in the upper case.

5.0.3. Bold Print: Apart from using capital letters, bold print is used along the capital letters. Some of the words, phrases and sentences in the capital are in bold print as in:

Datum 1	Datum 2	Datum 3	Datum 4
VOTE BIODUN ABAYOMI OYEBANJI FOR GOVERNOR EKITI 2022	VOTE ENGR. ADEBAYO SEGUN ONI AS GOVERNOR OTUNBA LADI OWOLABI AS DEPUTY GOVERNOR	DR. 'WOLE OLUYEDE FOR GOVERNOR, MRS HIDIAT SIMBO POPOOLA FOR DEPUTY GOVERNOR, EKITI STATE	PEOPLES DEMOCRATIC PARTY BISI KOLADE, ...better Ekiti, KOLA KOLADE

Datum 5	Datum 6	Datum 7	Datum 8
LABOUR PARTY (LP)	WALE AKINDE for GOVERNOR	GOD'S CANDIDATE, YPP DEBO RANTI, GOVERNOR, AJAYI OLASENI	IT'S TIME FOR THE NIGERIAN WOMEN, EKITI STATE, GOVERNOR

Bold print comes in strong, clear, bright and thick forms to draw the attention of the reader as indicated above. It is used here to provide easy grasping and understanding of the information presented in the posters to the public. It also gives an explicit message to the public in a captivating form so that readers can grasp the contents even at a distance.

5.0.4 Abbreviation and Acronyms: A few abbreviations are used while all the posters bear the acronyms of the political parties except for the one with no party name as exemplified below:

Datum 1	Datum 2	Datum 3	Datum 4
APC: All Progressive Congress	SDP: Social Democratic Party, ENGR.: ENGINEER	ADC: Action Democratic Congress, 'WOLE: OLUWOLE	PDP: Peoples Democratic Party
Datum 5	Datum 7	Datum 8	
LP: Labour Party	YPP: Young Progressive Party	ADP: Action Democratic Party, MRS.: MISTRESS	

These abbreviations and acronyms were employed by the copywriters of the posters to present their party and candidates to the public in an attractive and catchy manner. The acronyms are used for easy identification as well as to pass strong and compelling information to the public. These styles are used to manage space and resources because the more space used, the more money paid to print advertisements. Nevertheless, people are already familiar with the devices of simple abbreviations and acronyms; so it makes it easy for the public to decipher.

5.0.5. Exclamatory Mark: The device foregrounds the information provided in the posters as it is used to emphasize a sentence or a word as in:

Datum 1	Datum 2	Datum 4
Continuity!	Ekiti Koya!	...power to the people!

The message being passed in Datum 1 is to tell the people of Ekiti to allow the party, APC, being the ruling party in the state, to continue. It is surreptitiously telling the people to vote for the candidate of the party in the election. Datum 2 passes a strong message to the people in Yoruba: “Ekiti Koya!” which means Ekiti rejects suffering. It shows that the people are suffering under the leadership of the current government and people should resist APC and vote for the SDP. Datum 3 equally passes a strong and sudden message to the people that the power to change the system belongs to them. It also means that it is time to use their voter cards to change the government during the election. An exclamatory mark is used to express emotion. Ahaotu (2011: 5) states that the device is often “attached to words and sentences that express excitement, anger, surprise, or pain.” It is used in the data to express strong desires and sudden feelings. APC desires to continue to dominate the politics of Ekiti State, while the SDP is expressing anger on the way the ruling party has been governing the state resulting in a lot of suffering on the part of the masses. The PDP, on the other hand, is expressing her mind by declaring that the people have the power to change the government of the day by voting out the incumbent.

5.0.6. Ellipsis: This graphological device is rare in the data selected for the study. It only occurs twice in Datum 4: ... *power to the people!* It means an omission of parts of words or sentences; it indicates a lacuna as shown in this example. It has several interpretations which are subject to the public; for example: “Please, vote for the PDP because power belongs to the people”; “A vote for the PDP will translate power to the people”. Also, it occurs in another poster in Datum 2: Ekiti koya! O to gee... “O to gee” in Yoruba means “enough is enough”. The statement could be interpreted to mean “Enough of suffering! Vote the SDP”; “Do not vote APC,

vote for SDP to stop the long era of suffering”. It could also mean, “The masses are suffering, enough is enough”. The ellipsis is subjective in interpretation.

5.0.7. Full Stop: It is normally used in a sentence to mark the end of a complete sentence. However, it appears once in this data. Its occurrence is a deviation because it is used after a phrase and not a complete sentence as in Datum 2: “EKITI 2022.”, “Ekiti koya! O to gee...”

The expression is foregrounded in this regard as it goes against grammatical rules since a full stop is often used at the end of a sentence but it is misused in this place as it appears after the group of words, “EKITI 2022” which is not a full sentence.

5.0.8. Sentence Analysis

Simple sentences are few in these posters. An example of a simple sentence is observed in Datum1:

“For a track record of selfless service vote Biodun Abayomi Oyebanji for governor.”

The sentence starts with a persuasive phrase, “for a track record of selfless service” to appeal to the emotion of the electorates. The verb, “vote” is equally used emotively to appeal to the sensitivity of the public voters: “This is one of how the language of politics is similar to the language of advertisement and propaganda” (Sharndama & Mohammed, 2013:67). The verb, “vote” is carefully selected to convince the public to choose the candidate of APC in the next election. Furthermore, the candidate’s name, “Biodun Abayomi Oyebanji” is added to the sentence; the implication is to persuasively convince the electorate to vote for the governorship candidate. Besides, another simple sentence is identified in another poster without the party logo or name **Datum 6: “Support Wale Akinde for governor”**. The sentence starts with the verb, “support” to attract the electorate. The stylistic effect of using the verb is merely for persuasion and to convince the electorate to see the candidate as the best person for the position. Another example of a simple sentence is seen in **Datum 8: “The rebirth of Ekiti can only happen through God’s candidate.”**

The sentence is emphatically telling the Ekiti voters that, Debo Ranti Ajayi is God’s candidate that could rejuvenate the State. According to the sentence, the verb, “can” is stylistically used to persuade people to vote for the YPP candidate. To convince the electorate, the background colour of the poster is green. The colour has a stylistic effect on life or nature; therefore, it is used to convince the voters to consider the YPP candidate for the governorship position.

One more example of a simple sentence is observed in **Datum 9:**

It’s time for the Nigerian women.

The sentence is stylistically used to persuade the electorate to support a woman candidate. Men have always been governors of Ekiti State; this is the best time to show support to the ADP candidate to become the Governor.

5.0. 9. Analysis of Noun Phrases

The selected posters contain a lot of phrases but the type that dominates the data is the noun phrase. On this, Ogunrinde and Jayeoba (2020) think that “the effective way of catching the attention ... is to create an attention-catching device which can be easily remembered through the use of frequency of phrases” (p.77). Examples of these are in Datum 1, 4, 5, 6, 8, and 9 respectively:

Datum 1	Datum 2	Datum 4	Datum 5
A track record of selfless service	Deputy Governor	Peoples Democratic Party, For a better Ekiti	Labour Party
Datum 6	Datum 7	Datum 8	
A leader of conscience	God’s candidate	A fresh start	

The stylistic implication of noun phrases in the posters is that it is used often in catchy ways, to attract the attention of the voters. They describe the ideals of the candidate/political parties. The copywriters of these posters ensure that the public can decipher the messages written in these posters using noun phrases as forms of foregrounding to draw attention.

6.0. Discussion and Result

The use of capital letters and bold writing in the selected posters was to draw the electorate’s attention. They were styles of making a candidate stand out among other contestants in the election. The posters were written deliberately to give prominence to those words in capital letters as well as in bold print as a device to catch attention. Using capital letters in all these posters, the writers attempted to catch the attention of the readers, and by extension, the electorate.

The use of Yoruba, “Ekiti koya! O to gee” was to create a stylistic effect in the minds of the voters, peculiarly appealing to their ethnic and primordial conscience. The poster was written in English, but to capture the minds of the voters and to appeal to sentiments and emotions, the expression was intentionally foregrounded to create an effect, a persuasion strategy. The

expression was to trigger the electorate to take action on the day of the election. The expression came uniquely and it persuades the public to make a decision.

From the data analysis, punctuation marks were not so prominent. This is because the posters were written mainly in phrases. Full stops and commas were sparingly used in the data. The writers are aware of this because the intention is to pass information to the public, not minding grammatical rules. What they require from the public is immediate action.

7.0. Conclusion

This study critically examined a graphological and grammatical stylistic analysis of selected political posters used for campaigns by political parties in the Ekiti State governorship election which took place on 18th June 2022. The use of capitalization, bold prints, and simple sentences in these posters are to bring to the electorate's attention, meaningful information. They were used to persuade the public to take the necessary action on whom to vote for on the day of the election. Also, the writers of the posters used short sentences and phrases to send important messages persuasively to convince the voters. The styles deployed in the posters were very concise and pungent, leaving the readers in no doubt of what the political parties and their candidates represent. Thus, the electorates are left with choices to select from on the day of the election while hoping that their party candidate would be perceived and voted as the best of all the candidates presented.

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Appendix



