

‘Deal or No Deal’: Reduplication as a Form Creativity in the Language of Advertising

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Abstract

Research in the area of syntactic patterns has reviewed the paucity of material in the analysis of reduplication as a creative method of language use. In addition, there is a spate of internal controversies over the place of reduplication as a style option in language. These two realities provide the impetus to this work. The study engages descriptive-analytical research using advert copies that exhibit reduplication structures. The method used was textual analysis. The textual analysis involves the description of the structures with emphasis on the feature specification of the lexical items. On the other hand, the theory adopted is the minimalist program. It incorporates the process of numeration, computation and operation merge for analysis. The study discovered that reduplication is a major source of creativity in advertising language. Thus, this discovery tends to provide counter-evidence that repetition is a mark of language incompetence.

Keyword; Reduplication, Creativity, Language of advertising, Minimalist Programme

1.0 Introduction

Though Okoro (2000) argues that reduplication reveals deficits in language mastery, Rubino(2005) &Luu (2016) extol it as a mark of creativity, especially in the language of advertising, noting that the aim is to create an appeal to the audience's emotions, not necessarily the intellects. For the purpose of the work, we subscribe to Rubino(2005) & Luu (2016) assumption of reduplication. Therefore, this paper aims at establishing reduplication as a manifestation of creativity in advertising. In specific terms, this paper intends to discuss the Syntactic characteristics of advertising in Nigeria English, the nature of syntactic reduplication and identify the functions of reduplication in the language of advertising. The analysis would be augmented with textual analysis to examine the syntactic reduplication and functions. The overall aim is to discuss how reduplication functions as a form of creativity in advertising. The study would analyse some selected Nigerian brands advert related to SDG 2 & 12.

2.0 Reduplication

Nadarajan (2006) describes Reduplication is a word-formation process where a part or the whole word is repeated. Keevallik (2010) explained that reduplication carries the semantic meaning of increased intensity, duration or emphasis. Urbanczyk (2017) posits that reduplication is ultimately repetition. It is a word-formation process that repeats all or part of a word to convey some form of meaning. The pattern ranges from a single segment being copied to entire phrases. The copying can occur alone or can be accompanied by other word-formation processes. The semantic form can also range from highly iconic meanings, such as repetition, to more abstract morpho-syntactic meanings, to quite subtle meanings, challenging to define precisely. Due to this diversity in form and meaning,

reduplication has been a research subject descriptively and theoretically. From this diversity, several themes emerge relating to reduplication, which can be categorised in terms of segmental quality, morphological structure, and repetition mechanism. The research study also discovered that the range of patterns found in reduplication has led to insights into how morphology and phonology interact.

According to Okoro (2000), as against Arokoyo (2006), who identified reduplication as a form of creating new words or as a form of emphasis, he identified reduplication as 'one of the significant variety of markers or features in Nigerian English as a result of language incompetence. He pinpointed reduplication to mean saying the same thing more than once without adding an extra meaning or forceful interpretation of the reduplicated words. Hence, reduplication is primarily identified as a standard morphological process that most languages use in forming words, and it occurs when a part or complete word or phrase is repeated to form new words. Reduplication, however, has been used to refer to the duplication of phonology, grammatical, lexical, and semantic elements in Nigerian English caused by one's mother tongue interference or personal incompetence (also see Okoro 2000, Iheanetu and Adeyeye 2013).

Alsamadani & Taibah (2019) studied the morphosemantic aspects of reduplication in Palembang (also known as Musi). The findings show They highlighted that productive reduplication includes full reduplication and reduplication and affixation, while fossilised reduplication includes partial reduplication and rhyming reduplication. The research also compared the functions of Palembang reduplication to those of Malay and Indonesian reduplication. The result shows that some instances of functional words reduplication in Palembang were not found in Malay and Indonesia; this includes reduplication of questions and reduplication of negators.

On the other hand, (Klamer & Saad 2020) elaborates on (Nadarajan 2006) opinion that reduplication is a common morphological process involving the repetition of a part or an entire stem. Klamer & Saad (2020) establish that reduplication is used in inflexions to convey grammatical functions in many languages. This reality is exemplified in the following word; (*kɔukɔul* 'singing'- *Pingelapese*; *kan~kan* 'children'- *Malay*, *die die* 'gently'- *Yoruba* and *ozugboozugbo* 'immediately' -*Igbo*). Many scholars have identified reduplication as a linguistic process in different languages varying from pragmatics, discourse, grammar, semantics, and stylistics. The study of reduplication has piqued linguistic interest over the years, alongside developed theories and perspectives. See (Keevallik 2010, Abakah, 2015, Urbanczyk 2017 & Wang & Holmberg, 2020).

Moravcsik 1978: 316, (as cited by Keevallik 2010) opines that reduplicative construct invariably involves everything that their non-reduplicated counterparts do, as well as some things that their non-reduplicated counterparts do not. The emphasis is that reduplication frequently communicates the quantity and degree of prominence when accounting for the universal features. Generally, there are two types of reduplication: full reduplication and partial reduplication. Full reduplication refers to the repetition of the entire structure, such as "cha-cha" or "quack-quack," whereas partial reduplication refers to the recurrence of a word with a slight change in the morphological process. Words reduplicated are either at the beginning, middle or at the end. It involves the reduplication of only a part of the word, such as "nitwit" or "criss-cross" (Borstell, 2018).

(Travis n.d.) argued that there are three types of reduplication: phonological, syntactic, and contrastive reduplication. This paper focuses on syntactic reduplication, which is less common than phonological reduplication. However, syntactic reduplications are subject to grammatical constraints.

3.0 Advertising and the Language of Advertising

Advertising is defined as the act of bringing a product or service to the notice of potential and existing customers. Shariq (2020) explains that the word 'advertising' means 'the act of calling the public's attention to products or services, for memorable, attractive, entertaining, reliable, and creative advertisement. In creating advertisement copy that persuades the audience or reinforces messages, language use plays an important role.

In the same vein, advertising is a way of securing one's brand, but the success of advertising has been linked to the language used in the advertisement. Akinbode (2012) emphasizes that language is a potent tool in advertising. The language of advertising is unique in usage as it neglects the conventional rules of grammar constructions and writing. It is accepted because it belongs to a world or setting where the main aim is to get attention and persuade individuals. Likewise, Agbege (2017) affirms that the success of an advertisement is strongly dependent on language usage as it plays an essential role in persuading society. See. (Agbege 2017, Bala & Prasad 2017).

Previous Studies on advertising have shown that one of the predominant features of advertising is the constant use of persuasive strategic words. According to (Vaicenoniene 2006), these persuasive strategic words include continuous use of adjectives or adverbs that attribute exact qualities and properties to the object advertised". At the same time, verbs

express tenses, which is appealing to buyers since it explains the current situation, what would happen when the product is used. Bala & Prasad (2017) added that advertisers also use imperative voice as a command to give order and advertise for an action to be carried out. Examples of imperatives adverts are "Get out of your comfort zone!", "do something new!" "Just do it!" "don't stop listening". Action verbs have also been discovered to attract customers because they appeal to their emotions and tell what to be done. Pronouns such as 'I,' 'we', and 'you' are used to create a sense of solidarity with customers.

Ahmada, Musab, & Mior Harun (2016) argue that language makes the most crucial part of advertising despite relying on present-day advertisements visual content and design. He noted that the central concern of media linguistics is creativity in general and linguistic creativity specifically. However, Shariq (2020) concludes that reduplication helps copywriters produce creative words through morphological word-formation.

4.0 Advertising Creativity

The generative capacity of natural language is an important feature that allows people to express themselves in an infinite number of ideas by composing phrases in an infinite number of ways along with sentences. See. (Maniu & Zaharie, 2014). The potential for new and imaginative expressions never seems to run out as different writers, including copywriters **who creatively create new** words and idioms that are innovative and appropriate for communicating the required meaning in a specific context.

Wilson, Baack, & Till (2015) highlighted that researchers and practitioners have long debated the role of creativity in advertising and its impact on advertising effectiveness. Despite the literature's constant findings on the success of creative advertising, there are still unanswered questions about the causes of its effectiveness. As a result, marketers are turning towards developing meaningful ads. See. (Maniu & Zaharie, 2014). According to Musa, Rahman, & Altakhaineh (2015), creativity in advertising is also defined as an act that can produce effective surprise, retention, and persuasion. Effective creativity has also been associated with the use of reduplication.

5.0 Methodology

The study adopted the descriptive analytical design and emphasised the aspects of textual analysis by analysing the language used the Agricultural food chain in the domain of sustainable development goal (SDG) 2 and 12. While SDG 2 emphasises ending hunger and malnutrition, promoting sustainable agriculture and supporting small farmers, SDG 12 has been targeted at a world where everybody gets what they need to survive and thrive. In the context of this research, the basis of the analysis is on the different syntactic reduplication characteristics of five copies of five agricultural brands in Nigeria that has been purposively selected. Our data was collected from these brands social media platforms (Instagram and Facebook). To then determine the syntactic reduplication characteristics, the analysis incorporated textual analysis alongside the Chomsky's minimalist program. Such reduplication characteristics include; repetition, reiteration, parallelism and rhetoric device.

6.0 Theoretical Framework

The theoretical framework for this analysis is the Minimalist Program. It is interesting to note that linguistic theory has changed across generations, from the stages of Traditional Grammar (TG) to Structural Grammar (SG) and now to Universal Grammar (UG), which is a development of Transformational Generative Grammar (TGG). A significant development in the TGG is UG, which assumes that all languages share common principles and may differ in their parameters. A current development within the UG construct is the Minimalist Program (MP) propounded by Chomsky. According to Mobbs (2015), the MP started in 1993 as an offshoot of the UG; Chomsky's intention of the minimalist program is that reducing the task of language learning and emphasising the essential elements of sentence construction will achieve a sense of economy in representation, derivation and grammar.

Trotzke & Zwart (2014) opine that the economy of representation relates to avoiding any unnecessary element in the structure of an element; this means that words must count. The economy of derivation ensures that sentences construction must be shorter and more direct. Regarding the economy of grammar, it is expected that the grammar of a language should produce what is logical and has a phonetic output. In other words, the sentence should be semantically acceptable and should be possible to pronounce. This condition is related to the condition of 'spell out.' Indeed, what has a good spell out is a grammatical sentence, whereas what does not have a good spell out is ungrammatical. A technical expression for what is non-grammatical is that the sentence output 'crashes'. In achieving this level of economy, the MP cooperates within the processes of numeration, computation, and spell out. Numeration is the logical arrangement of the lexicon together with the specification of each lexicon item. Computation is the selection of appropriate lexical items to produce well-formed sentences (Seker 2015).

Biberauer, Holmberg, Roberts, & Sheehan (2009) identified that in MP, D-structure & S-structure levels are not prominent, Phonetic Form and Logical Form are given more attention than syntactic processes are given attention. To then build a structure larger than a word, the operation 'merge' is invoked. The operation merge operates through 'Recursion'. Given the example of the numeration of words such as 'Man ', 'The ', 'Tall ', which are one word, but to form a sentence, it becomes 'The tall man.'

D ADJ N

the sentence is built from a bottom-up approach. To build a sentence, the rule of construction states that 'head projects a structure that is a complement, modifier, and specifier relations (Preposition, Adjective & Determinant respectively).

The movement rule in Noun Phrase is NP=SP + Attribute or complement + Head + Adjunct + Phrase. While the VP movement is a substitute rule that moves an NP into an empty NP slot, which could be right or left. For example, 'the boy rides a bicycle every day.' There is always a head that can project into the larger structure by attracting specifiers and modifiers. Specifiers occur before the head, as in the case of determiners, and some adjectives that accompany the noun head to produce a noun phrase, while modifiers can be prepositional phrases and relative clauses that can expand a simple noun phrase, such as **the beautiful (specifier) product (head) on your plate which everybody seeks after is unbelievably affordable (Relative Clause)**

Then the next operation is computation; this is the identification of the exact lexical items that would go into the structure of a linguistic construct. These items are selected from the different word classes to build what can be uttered or written as an acceptable phrase, clauses, or sentences (structures). This demand for acceptability must satisfy two related conditions; **logical form and phonological form**. Thus, a well-formed sentence must be appropriately spelt out above the logical and phonological forms.

The logical form explains the semantic value of a sentence. In other words, a sentence must be meaningful and sensible, as against Chomsky's classic example, '**Colourless Green Ideas Sleep Furiously**'. Phonological well formedness ensures that every sentence can be pronounced appropriately according to the rules of the language.

As soon as a linguistic structure is well composed from numeration, computation, and merging principles, the sentence is perceived to have satisfied the economy's condition across derivation representation and grammar.

The economy of derivation ensures that only necessary items are derived or produced from the lexicon. The economy of representation ensures that unnecessary items are featured. This condition is critical for the nature of this study since the emphasis is on REPETITION.

In the context of this study, we intend to examine samples of advertisements in the selected domain to establish instances of repetition at the syntactic level. We shall also analyse these sentences to highlight how this element of repetition operates within the provisions of the Minimalist group.

In the syntax of advertising, repetition could be permitted to achieve rhythm, emphasis and persuasion. Hence, for the purpose of MP, we permit repetition as part of the structure of language of advertising. However, we have tested this construction for samples of selected brand advert copy, and these are the things we shall analyse.

7.0 Analysis and Discussion

This section analyses five advert copies by incorporating a sense of the minimalist program. It would be recorded that the theoretical framework, the Minimalist Program, implicated the possibility of drilling off any repeated item as unnecessary. However, in advertising, as evident from our data, a different scenario might play out.

Copy 1 (Xtra large farms): Farm easy, eat healthy, live healthy, make money (8 words)

KEYWORD; 'Farm, Easy, Eat, live, healthy, make and money'.

Keyword	Synonyms	Antonyms	Meaning
Live	Dwell	Die	Spend one's life in a certain way or under certain conditions.
Healthy	Damping-off	Ailing	Free from disease
Make	Create	Disassemble	Process of creating or putting parts together.
Easy	Effortlessly	Hardly	Without undue speed

Table 1

Feature Specification:

- EAT + Verb + Chew+ mouth +food- drink +swallow
- FARM +Verb + Tilling +cultivating + tend -land +action carried out
- MONEY +Noun + Legal tender +coins +note +purchase +sell

Theme:

The theme of this advertisement is **investment**. The farm advert has highlighted the chain of living from eating properly to living a healthy life and ensuring individuals can make a meaningful decision that would be profitable’. Though **Xtralarge Farms** makes a subtle command, telling their audience what to do to improve their mode of living, thereby achieving a certain level of wealth through investment. It also explains the advantage of partnering with the farm by emphasising ‘healthy’, which is the mission of the agricultural investment firm.

Syntactic Analysis:

Copy1 Xtralarge farms advert ‘Farm easy, eat healthy, live healthy, make money is a construction of four ‘Verb Phrases’

- Farm Easy- V+ADV =VP
- Eat Healthy- V+ADV. =VP
- Live Healthy- V +ADV. = VP
- Make Money- V + N =VP.

To explain the structure of the above construction, we can say that it is evident that adverbials predominantly follow the verbs for syntactic derivation except in the last phrase, which was followed by a noun. Technically, each structure is a verb phrase, but the paradigmatic force makes each phrase imperative for admonishing. The merging operation involves adding a verb to an adverb and a verb to a noun. There is a sense of parallelism from the four sentences with a verbal structure repeated at the initial stage. The repetition helps achieve a particular rhythm which is necessary for advertising. It appears, therefore, that in this copy, repetition is invoked to achieve rhythm and emphasis.

Copy 2 (Heinz Ketchup): Keep your friends close, keep your Heinz closer:

Keyword: Keep, friend, close.

Keyword	Synonyms	Antonyms	Meaning
Keep	Retain	Lose	Retain procession
Friend	Playmate	Enemy	A person with which you share a bond of mutual affection
Close	Near	Far	Short distance (Closer-comparative adjective)

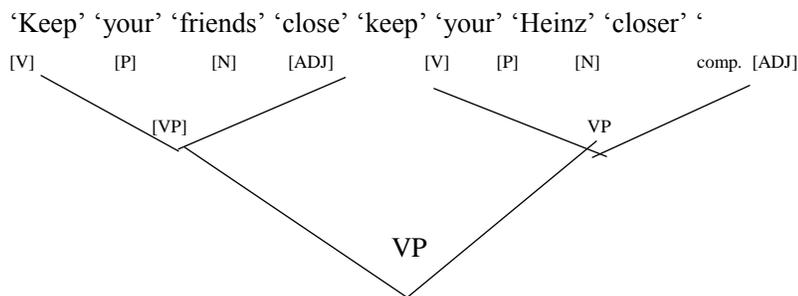
Table 2

Theme:

The message of this advert is **‘relationship’**. The advert emphasised the importance of friends, as they are an essential part of one’s life, so keeping them close would benefit such individuals. According to HJ Heinz philosophy, the brand’s intention is that their products will be consumed without the barrier of space, people, and time, hoping to share during remarkable moments. Hence the advice to ‘keep Heinz closer.’

Syntactic analysis:

The construction of this structure follows which has its numeration as **‘Keep’ ‘your’, ‘friends’, ‘close’, ‘keep’ ‘your’ ‘Heinz’ ‘closer’**



The lexical items are computed in a bottom-up fashion is formed by the addition of V + P + N+ ADJ & V+ P+N+ADJ. The merging operation involves VP + VP. The first structure emphasises on ‘friends’ and the second structure on ‘Heinz’.

However, from the construct, it is evident that the copywriter used the word ‘your’ to signifies personal and ‘closer’ to expiscate on how close ‘Heinz’ should be to people. The minimal structures are identified as an imperative statement admonishing its audience on how close they should keep their ‘friends’ and ‘Heinz’.

Copy 3 (Honeywell noodles): Your success is her success

Keyword: success

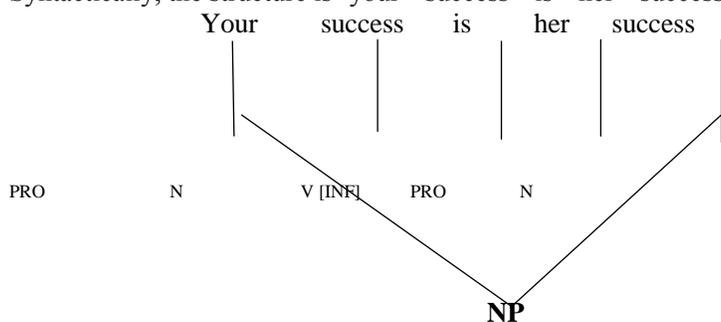
Keyword	Synonyms	Antonyms	Meaning
Success	Maker	Failure	To put food in your mouth and swallow it.

Table 3

Theme:

The message of this advert is to celebrate one’s **achievement**. The statement represents the purpose of the brand’s existence beyond the literal concept of selling a product. However, Honeywell emphasis that mothers celebrate their children’s success just like their own success. The brands explain how important their consumer’s achievement becomes theirs and emphasise how mothers celebrate their children’s success like their own because nothing makes ‘mothers’ happier than seeing their children accomplish great things. Honeywell is a brand that is particular about its customer success; it has somewhat promised to provide reasons to celebrate with their consumers at every point of accomplishment.

Syntactically, the structure is ‘your’ ‘success’ ‘is’ ‘her’ ‘success’.



The starting point of a syntactic derivation is numeration which can be explained as $N = L_n L_2$, with the merge operation involving the computation of lexical items using parsing. The merge includes $Pro + N + V_{[INF]} + Pro + N$. From this merger, the syntactic derivation is called Noun Phrase. The minimal structure is identified as an imperative statement, with a sense of parallel sentence patter (success) that achieves the character of advertising.

Copy 4 (Gala) Deal or no deal

Keyword; Deal

Feature’s specification

Deal + Verb + business + agreement -disagree

The theme of this copy is select. Gala is one of the well-known sausage snacks in Nigeria consumed in times of hunger, especially during peak hours of traffic. From this copy, ‘deal’ is used to express how an individual decides between food. The copy also identifies a semblance of acceptance between hunger, the person and the snack (gala). However, the copywriter expresses urgency, expressing that the consumer has limited time to make a decision.

The sentence 'Deal or no deal is $N + Con + N_{(DET)} + N$. To explain the structure, we can say that noun is predominant as the structure is a noun phrase, but the paradigmatic force makes the phrase a declarative sentence. The merging operation involves adding a noun to conjunctions and then a noun, which is a determinant to another noun. The lexical item ‘or’ functions to connect alternative words or phrases with the same grammatical structure as seen in the ‘deal or no deal’ structure. However, the repetition of words provides a sense of rhythm necessary in advertising for informing and retention.

Copy 5 (farm crowdy); You don’t have to be great to start, but you have to start to be.

Keyword: Great, start.

Keyword	Synonyms	Antonyms	Meaning
Great	Extraordinary	Small	of an extent considerably above
Start	Begin	End	be reckoned from a particular point in time

Table 4

Theme;

The message of this advert is in, 'the word 'start'. The brand is an agricultural investment organisation that encourages its audience to invest in agriculture even with little because their little would eventually transcend into plenty.

The syntactic analysis of Copy 12, starts from the numeration process incorporate which are drawn from 'You' 'don't' 'have' 'to' 'be' 'great' 'to' 'start' 'but' 'you' 'have' 'to' 'start' 'to' 'be' '**great** part of speech respectable then computed in a bottom-up fashion as; **You don't have to be great to start** = NP; **but you have to start to be great** = VP

The merge operation is computed across Pronoun, Conditional, verb, preposition, noun and adjective. The copywriter used the schematic patterning called **ANTIMETABOLE**, which is the repetition of words in successive clauses but in reverse grammatical order as seen in the structure '**You don't have to be great to start** for those who make the ', **but you have to start to be great**. This further explains that each structure is a Noun clause, but the pragmatic force makes each sentence imperative for admonishing. It also achieves the essence of an advert's which is to reach the thought of the brand audience.

8.0 Discussion of the Major Findings

It has been reviewed that, syntactic reduplication pattern of advertising involves the use of short sentences, frequent use of the imperative sentence, iconic use of language, and frequent use of parallel sentences, to achieve creativity, communication and retention. The major findings are further explained below;

The frequent use of imperative sentences is also known as directives for admonishing and giving commands. From the analysis, it has been identified that advertising copies use 'imperatives' in advising, requesting, commanding, ordering or instructing to ensure their audience takes the next step. For example, in;

Copy 1 'Farm easy, eat health, live health, and make money.

Copy 2 ; Keep your friends close, keep your Heinz closer

Another is the frequent use of parallel structures, also called parallelism or parallel construction. These research findings align with (El-sakran & Maklai 2019) analyses include repetition of a chosen grammatical form within a sentence used as a form of seeking attention. He also noted similar patterns to show that two or more ideas have the same level of importance. Our study also identified some parallel structures, which are presented below;

Copy 5 You don't have to be great to start, but you have to start to be.

Copy 2 Keep your friends close, keep your Heinz closer

Copy 3; Your success is her success

Also, the iconic use of language referred to as Noun Phrase (NP); It has been established that there are different types of phrases, and Noun Phrase is an example. From our research, it has been observed that there is an iconic use of Noun Phrase. NP consists of a noun as the head, and it is either alone or accompanied by a determinant and modifiers that describe the entity denoted by the head. It emphasises the importance of Advertising. However, reduplication has generally been believed to be iconically motivated, though it has been noted that it can be used to express diminution and other types of meanings that cannot be accounted for in terms of iconicity alone.

Finally, the use of short sentences. Previous studies have established that words used for advert should be short, catchy, and memorable. See. (Huadhom & Trakulkasemsuk, (2017). The advertising language focuses on drawing the reader's attention and retention to advert copies at first glance, rendering a deep impression and persuasiveness to the audience. The language of Advertising is usually short and captivating because advert copies are limited by length but gives room for creativity. Hence the language of advertising is different from the language used in transactions, negotiations

Example: Copy 4 Deal or no deal

Good food = Good life

This study shows that language of advertising is unique and different in wording, construction of sentences, and rhetoric expression, thus forming an outstanding style for brands.

8.1 Implication of the Major Finding

The first implication of the major findings is the syntax of the language of advertising. In advertising, syntax is an important aspect used to construct well-formed sentences creatively. Communication cannot be complete without applying syntactic processes. This explains why Chomsky contains that syntax is at the centre of linguistic organisation. Another implication is the syntax of the language of advertising in Nigeria English. It is interesting to note that while advertising has yielded resources for stylistics, pragmatics and to some extent semantics analyses, very little appear to have been done in the syntax of advertising in Nigeria English. This may explain why the phenomenon of repetition,

which is a major linguistics strategy in advertising, is glossed over. This also negates the perception of earlier studies that repetition is a mark of language incompetence (see Okoro 2000).

Also, the position of repetition as a feature of the language of advertising is another implication of the findings. Repetition is a valuable tool for advertising against the popular notion that repetition is a form of language incompetence (Okoro 2000). Repetition in the language of advertising has been observed to be a creative mechanism in language use. It can also enhance the retention of the core message.

Finally, the practice of minimalism in Nigeria English: Minimalism has applied itself to the language of advertising. The minimalist program, which has profound potential for language analysis, appears to have been vestigial in the description of Nigeria English. Indeed, many scholars criticise the minimalism program for doing inadequate in characterising the creative use of language. This study has provided an insight into the possibility of applying a model to language in use, in this case, advertising. This persuasion is successful by repetition. Furthermore, repetition enhances the remembrance, reemphasise and retention of messages. Therefore, training modules in advertising should incorporate mechanisms for repetition.

9.0 CONCLUSION AND RECOMMENDATION

Based on our findings, we draw inspiration from Luu(2016), who established that reduplication is necessary, not about incompetence in language use, but on the contrary, it is the flexibility of style and creativity. This paper concluded that reduplication is stylistically predominant in the syntax of advertising. The minimalist program of Chomsky is an effective means of studying word structure, emphasising the principles of economy, representation, and grammar. Linguistics students may use this study to understand the importance of syntax application for daily use, especially in advertisements.

From these findings and implications there from, the study recommends that language learners should be exposed to other syntactic theories and their applications for daily use, especially in the works of adverts, and how to analyse language patterns. Secondly, the course content of creativity should be enlarged with real-life experience, including the language of advertising.

Also, scholarly publications in the area of Nigeria English should be restructured in such a way as to drill off valuable samples from a wide variety of occupation domains. Finally, language Trainees in advertising should adopt insights from minimalism and the current trends in linguistics with systematic training and emphasis on reduplication for creativity.

Conclusively, this study contributes to knowledge by noting that reduplication is perceived as a shortfall, and it is indicated as a lack of competence in language use, but this study has shown that it has the power to be used as a form of creativity, especially in advertising. Generally, the minimalist program has been criticized for being inadequate at characterising the creative use of language. However, this study provided an insight into the possibility of applying a model of minimalist programs to language use in the case of advertising.

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