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A Metafunction Analysis of Selected Public Service Advertisements of Ten Federal Agencies in Nigeria

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Abstract

This study was set out to provide a detailed Metafunction analysis of Public Advertisements in Nigeria and to show how the metafunctions characterise the public service advertisement as a special form of advertisement. Ten different public service advertisements by various Federal Government Agencies were analysed for transitivity, mood and theme which are the major systems in experiential, interpersonal and textual metafunctions of Hallidayan Systemic Functional Grammar. The findings reveal that the choice of systems- process, mood and theme- adopted by the agencies concerned are carefully chosen to avoid misinformation and misinterpretation by the public. The writers try disguising authorial presence in order to present information accurately. We concluded that public service advertisements are characteristically coded in a way to present information as fact without personal colouration or emotional attachments which is the ideology of information giving.

Introduction

The study of advertising language is catching the attention of scholars all over the world. This is premised on the fact that advertisement is playing important role in the informationalization of the whole society. Advertisement appears at every aspect of

human life. With the globalization of world economy, most companies are selling their products abroad. Today, advertisement has become an indispensable method for companies, political parties and government agencies to promote their goods, give their manifestoes and inform the society of their activities and policies respectively.

Today, advertisement has been defined differently by scholars. It has been described as communication process; a marketing process, an economic and social process, and persuasion process (Arens, 1996). Another definition given by Bovere and Arens (1992) describes advertisement as communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

From the foregoing, advertisements could be classified into types according to the purpose they intend to achieve. Hence, we have public service advertisement, obituary advertisement, political advertisement and consumer good advertisements. However, our focus here is on public service advertisements in Nigeria newspapers.

Public Service Advertisement

Public service advertisement is an advertisement with a central focus on the public welfare. They are primarily designed to inform and educate rather than sell a product or service. It is sponsored by non-profit institutions, civil groups, religious organisations, trade associations or political groups. It is directed at some humanitarian cause, philosophical idea, political concept, public opinion, to raise awareness for a problem.

This study analyses the lexicogrammatical features of some public service advertisement and its realisation in certain context of situation using the Systemic Functional Grammar as the framework.

Theoretical Framework

Any analysis that provides a full description of language in a particular context must be based on a sound theory. The theoretical framework for this analysis is Systemic Function Grammar (SFG). SFG is a method of grammar that was developed by Michael Halliday. The term “systemic” refers to the view of language as a network of system, or interrelated sets of options for making meaning” (Halliday, 1994). The term “function” indicates that the approach is concerned with meaning, as opposed to formal grammar, which emphasizes language as a set of rules. According to Eggins (2004), SFG, provides a model of language as a functional semantic resource; that is a model that emphasizes the social functions of language and describes grammar in terms of hierarchically organised structures and in terms of systems of mutually exclusive choices available to the language user under specified conditions. SFG presents a view in term of both structure (grammar) and words (lexis). The term

lexicogrammar refers to the combination of the two approaches. SFG concerns the three metafunctions: Textual (clause as message), Interpersonal (clause as exchange) and ideational or experiential (clause as representation). Textual metafunction is represented by the systems of theme; Interpersonal metafunction is by the systems of mood while the ideational / experiential metafunction is represented by the systems of transitivity.

Egins (2004:213) explains that where we look at the experiential metafunction we are looking at the grammar of the clause as representation. Clause as representation is represented by transitivity which relates to process, participant, and circumstance. In traditional point of view, every clause in English must have a verb while in SFG every clause must have a process. Experiential meaning is expressed through the system of transitivity or process type, with the choice of process implicating associated participant roles and configurations. (Egins 2004:206). Deterding and Poedjosoedermo (2001:112) argue that processes are usually expressed linguistically by a verb or verb phrase”, While Halliday and Mathiessen (2004:177) argue that “process is typically realized by verbal group, participant is realized by nominal group, and circumstance realized by adverbial group or prepositional phrase”.

In the interpersonal metafunction, a clause is analysed into Mood and Residue, with the mood element further analysed into Subject and Finite. The *Subject* and *Complement* are typically realized by nominal groups. The *Finite* is realised by the tensed element of the verb. The *Predicator* is realized by the non-tensed (or nonfinite) element or elements of the verbal group. The *Adjunct* is realized by an adverbial group or prepositional phrase. The mood of a clause can be identified from its grammatical structure statement is realized by declarative mood, question is realized by interrogative mood, command is realized by imperative mood.

As Matthiessen (1995) points out, the textual metafunction allows the ideational and interpersonal features of a text to be understood by the speaker and listener: “The textual metafunction has a distinctive part to play in the overall creation of meaning – one that is oriented specifically towards the creation of meaning in the realm of semiosis” (Matthiessen, 1995:20). The two choices of theme and Rheme are the major system within the textual metafunction. Theme, for Halliday, is the “point of departure; it is that with which the clause is concerned” (Halliday, 1994:37).

It is in the light of the above that this study seeks to give a metafunction analysis of some selected public service advertisements of some Federal Government Agencies.

Purpose of Study

The purpose of this study is to examine what metafunctions are used in the advertisements analysed how the systems of transitivity, mood and theme are used to embody and realize the value, belief and ideology of the advertisement. The result of

the metafunction analysis is equally linked to the features of public service advertisements in Nigeria.

Data Analysis

The data for analysis in this study are TEN (10) different public service advertisement texts randomly selected from three different Nigeria Newspapers. *The Punch*, *The Tribune* and *The Guardian* between December, 2010 and April 2012. The Advertisements were sponsored by ten different Federal Government Agencies – National Agency for Food and Drug Administration and Control (NAFDAC), Federal Inland Revenue Service (FIRS), Joint Tax Board (JTB), Federal Road Safety Corps (FRSC), Nigerian Communication Commission (NCC), Corporate Affairs Commission (CAC) Central Bank of Nigeria (CBN), Power Holding Company of Nigeria (PHCN), Committee of Chief Compliance Officers of Banks in Nigeria (CCCOBIN) and Nigerian Ports Authority (NPA).

For space constraint, the full and detailed structural analysis of one out of the ten data are given here as sample analysis while the summary of the structural analysis of all the data for this study is presented afterward. Each advertisement text is broken down into clauses and each clause is numbered for easy structural analysis. (For the full text of the remaining data, see the appendix)

DATUM 1: Public Alert Notice On Fake Fulcin Tablets by National Agency For Food and Drug Administration and Control (NAFDAC) in *The Guardian* on Thursday 2nd December, 2010

1. The National Agency for Food and Drug Administration and Control hereby alerts the general public of the circulation of fake Fulcin (Griseofulvin 500mg) tablets in the country.
2. Astra Zeneca, the manufacturer of the product has discontinued the manufacture of Fulcin (Griseofulvin 500mg) tablets since 2002.
3. However, some unscrupulous persons are exploiting the void created by this withdrawal, to import and circulate fake fulcin tablets in Nigeria
4. NAFDAC hereby affirms that all fulcin tablets currently in circulation in Nigeria are fake and therefore warns the general public not to purchase or consume this product.
5. Consumers who are already taking the fulcin tablets are advised to immediately discontinue their use and seek the advice of their prescriber for a switch to alternative brands.
6. The Agency's personnel have been alerted to mop up this spurious product from circulation nationwide.

7. Wholesalers and retailers of
8. Pharmaceutical products who are in possession of this fake product are encouraged to voluntarily hand them over to the Agency for destruction.
9. NAFDAC wishes to assure the general public of its determination to rid our nation of counterfeit, substandard unwholesome regulated products.

NAFDAC: Safe guarding and promoting the health of the nation.

Structural Analysis

1.

The National Agency for Food and Drug Administration and Control	here by	alerts	the general public	of the circulation of fakefulcin (Griseofulvin 500gm) tablets in the country
Actor	Circ	Pr. Material	Goal	Circ: matter
subject	Adjunct	finite	complement	
Mood: Declarative			Residue	
Theme	Rheme			

The process here is material even though the action is not a concrete action. The participants here involve an actor and a goal. The mood block is declarative while the theme is simple

2.

Astra Zeneca, the manufacturer of the product.	has	discontinued	the manufacture of fulcin (Griseofulvin) 500gm tablets	Since 2002
Actor	Pr. Material		Goal	Circ:extent
Subject	Finite		complement	
Mood: Declarative			Residue	
Theme	Rheme			

The process here is material while the circumstance is extent giving time. The participants are an actor and a goal. The mood is declarative and the theme is simple.

3

However	Some unscrupulous persons	are	exploiting	the void	created by	this withdrawal
				goal	p-material	actor
	actor	P- material		Goal		
Adjunct	Subject	finite	predicate	complement		
Resi-	Mood: Declarative		-due			
Textual	Topical Theme	Rheme				

The process of both independent and subordinate clauses is material. The participants are an actor and a goal. The mood is declarative and the theme is a multiple one with a textual and a topical theme.

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to import and circulate	fake fulcin tablets in Nigeria
Pr: Material	Goal
Complement	
Residue	
Rheme	

This is an infinitival clause with a material process. An infinitival clause is not assigned mood and it has no theme structure.

4.

NAFDAC	hereby	affirms	that all fulcin tablets	currently	in circulation	are	fake
			Phenomenon	Cir-ex	Cir-loc	Pr-existential	attrib
sayer	Cir-ex	Pr-verbal	Phenomenon -fact				
subject	Mood adjunct	Finite/pred	Complement				
Mood: Declarative			Residue				
Theme	Rheme						

This clause contains an embedded clause. The verbal process of the main clause projects an embedded clause with an existential process. The participants involved are sayer and Phenomenon. The clause has a declarative mood block and a simple theme.

4ii

and	therefore	warns	the general public	not to purchase or consume	this product
		Pr: verbal	Beneficiary	Pr: material	Goal
	Comment adjuncts	Finite/pred	Complement		
	Mood: Declarative		Residue		
Textual	Interpersonal	Topical	Rheme		

The process in the main clause is a verbal process and it projects another clause with a material process. The participants involved are beneficiary and a goal. The mood is declarative and the theme is a multiple theme containing textual, interpersonal and topical themes.

5i

Consumers	who	are	already	taking	the fulcin tablet	are	advised
	Actor	Pr: mate-	Circ	-rial	Goal		
Verbiage	Receiver					Pr – Verbal	
Subject	Wh-complement					Fin	pred
Mo-	Resi-					-od	-due
Theme	Rheme						

This is complex structure; the main clause has a verbal process type while the embedded clause has a material process. The participants involved are actor,goal, and verbiage. The mood is declarative and the theme is a simple one.

ii

to	immediately	discontinue	their use
Pr: mat-	Circ:manner	- erial	Goal

This is an infinitival clause with a material process type. An infinitival clause is not analysed for mood and theme.

6.

and	seek	the advice of their prescriber	for a switch to alternative brands
	Pr: material	Goal	Circ:cause
	Finite	Complement	Adjunct
	Mood	Residue	
Textual theme	Topical theme	Rheme	

The process type is material. The mood is declarative and theme is a multiple theme of textual and topical.

7.

The agency's personnel	have been	alerted	to mop up	this spurious product	from circulation nationwide
Goal	Pr: material		Pr: material	Goal	Circ:location
subject	finite	predicate		complement	Adjunct
Mood: Declarative		Residue			
Theme	Rheme				

This structure contains two clauses; the main clause and the infinitival clause. The process type of the two clauses is material even though the verbal group of the main clause does not represent a concrete action. The participant involved is goal. The mood is declarative and the theme is a simple one.

8.

Wholesalers and retailers of pharmaceutical products	who	are	in possession	of this product
	token	P-intensive	value	Cir-matter
Subject		Finite/Pred	Complement	
Mood: Declarative			Residue	
Theme		Rheme		

The process here is a relational intensive process. The participants involved are token and value. The mood is declarative and the theme is simple.

8ii

are	encouraged	to	voluntarily	hand	them	over	to the Agency	for destruction
Pr: Intensive	Attribute	Pr:-	Circ:manner	Pr: Material	Range	-terial	Goal	Circ:cause
finite	Predicate		Comment adjunct	Complement				
Mood: Declarative			Residue					
Theme		Rheme						

The processes here are relational and material processes. The mood is declarative and the theme is simple.

10

NAFDAC	wishes	to assure	the general public	of its determination
Senser	Mental	Material	Goal	Cir: matter
subject	finite	predicate	Complement -	
Mood: Declarative		Residue-		
Theme	Rheme			

There are two processes here are mental and material .The participants involved are a senser, and a goal. The mood is declarative and the theme is a simple one.

to rid	our nation	of counterfeit, substandard and unwholesome regulated products
Pr: material	Goal	Circ:matter
Complement		
Residue		
Rheme		

This is an infinitival clause and the process here is materia

Summary of the Lexicogrammatical Analysis of the Ten Adverts

Transitivity

Process types	NAFDAC	JTB	FRSC	FIRS	NCC	CAC	CBN	PHCN	CCCOBIN	NPA	TOTAL	%
Material	14	8	17	8	8	7	10	10	8	22	112	80.5
Mental	1	1	-	2	-	-	1	1	1	-	07	5
Verbal	3				1						04	2.8
Existential	1	1				1		2			05	3.5
Behavioural						2			2	1	05	3.5
Relational Attributive (Intensive)		1			1				1		03	2.1
Identifying (Intensive)	1					1		1			03	2.1
TOTAL	20	11	17	10	10	11	11	14	12	23	139	

Discussion of the Table for Experiential Analysis

From the transitivity analysis of the adverts as presented in the table above, the dominating process choice in all the ten adverts is material process. In the advert of NAFDAC for instance, the dominance of material process indicates that NAFDAC wishes to represent the events, happenings and participants involved in the world of pharmaceutical in Nigeria. The majority of the verbal groups realizing the material processes are in the active voice with clear agency. The general function of material process in this advertisement is to specify the activities of the manufacturer of fake Fulcin tablets and the effort of NAFDAC to rid the nation of counterfeit products. The verbal process in this advert functions to inform and as well warn the public against the use of the fake products. Verbal processes indicate that NAFDAC as a government Agency has the final say on the happenings and events within its jurisdiction in the Country. The relational existent processes are concerned to give factual information about the status of Fulcin (Griseofulvin 500mg) tablets as fake. The mental process functions to express both the wish and determination of NAFDAC to rid the nation of fake products. The verbs realizing all these processes are in simple present tense because the event being represented is still recent except the reported verb 'has discontinued' which is in present perfect tense.

The circumstances are mostly circumstance of Location (spatial) and Matter just because NAFDAC wants to make it clear of where the happening is taking place i.e. in Nigeria (in the country). The process types as well as the circumstances help to realize this advertisement as true representation of the experience of the advertiser presented to the public as a warning or a fact.

The major participants involved in the advert are NAFDAC, consumers, Manufacturer of fake Fulcin and the general public.

The material processes in the JTB advert have function of specifying what the general public can benefit from the Taxpayer identification number (TIN). To specify the convenience it gives to the Nigerians in the process of paying their taxes. The relational process is to identify, introduce and define the new system (TIN) and as well explain its attributes to the general public as a new taxpayer process.

The dominating circumstance systems in the text are circumstance of location (temporal and spatial), extent and manner. These are functioning to inform the public on how, when and where the new TIN can function. The participants are the TIN and the general public.

All these together with the processes function to realize the ideology and notion the advertisement stand to represent. That is, to inform the public of government policy.

The transitivity analysis of FIRS advert has shown that the advertisement text has just one mental process and all other Processes in this text are Material. The advert is short but tries to represent the civic responsibility of all Nigerians. In this text, The FIRS uses mental process to represent taxpaying as what should be part of the thinking of every Nigerian. The lexical choice of verb “Remember” to realize the process helps to build the reality of the aim of the advert which is to remind the general public of their civic responsibility. The material processes specify the actions needed to be taken by Nigerians to contribute to the growth of the country.

In FRSC advert, the only process is material processes which stands to specify the actions needed to be taken by the public to get their new drivers’ license. The circumstances are location (temporal and spatial), extent and cause which function to specify where and within what period the steps specified by the processes can be taken. They all together help to realize the ideology behind the advert. That is to inform the public of the government agency’s new policy and procedure.

The Transitivity analysis of the NCC advertisement text reveals that the text has ten processes as shown on table 1 above. The material processes represent the activities and actions of both the NCC and the telecommunication operators to ensure strict compliance of the Nigerian communication regulations. The relational (attributive) process expresses the existence of illegality of the telecommunication operators in relation to the rules and regulation being stated. The verbal process at the beginning of the advert gives the exact information directly from NCC to the operators.

In CAC advert, there are eleven processes. The material processes represent both the events that had already taken place and the recent actions that CAC wants the various companies to carry out. The existential process highlights the existence of a laid down rules for the appointment of company secretary. The verbal process gives the words of the commission while the behavioural process reveals the observation of the Commission.

There are eleven processes in CBN advert. Through the various material processes in the advert CBN tries to represent the events and activities about to take place regarding the pensioner’s headcount. The circumstances provide the setting for the activities in terms of temporal and spatial.

The Transitivity analysis of PHCN advertisement text reveals that the text has thirteen processes. The material processes in this advert function to specify the recent events and happenings in PHCN. The mental process represents the disposition of the management of the company to the events while the existential processes confirm the existence of both the truth and falsehood in the rumour. The circumstances tell the manner as well as the setting in terms of temporal and spatial.

In CCCOBIN advert, the transitivity analysis of the advertisement text reveals that the text has twelve processes. The advert has represented the totality of the experience of the CCCOBIN in the banking industry by using the various material processes to state the recent happenings and developments in the banking industry. The relational processes express the support of CCCOBIN for the developments. Both the mental and behavioural processes express the feelings and disposition of CCCOBIN the recent developments in the banking industry in Nigeria.

The Transitivity analysis of the NPA advertisement text reveals that the text has twenty three processes. Twenty two out twenty three processes are material processes and they function generally to specify the basic rules and regulations for the activities within the Nigerian Maritime Domain. The only behavioral process states the wish of NPA. The circumstances involved are mainly of Location in terms of temporal and spatial.

Mood Analysis

Mood type	NAFDAC	JTB	FRSC	FIRS	NCC	CAC	CBN	PHCN	CCCOBIN	NPA	TOTAL
Declarative	8	3	2	1	3	2	4	3	5	2	33
Imperative	-	-	13	2	-	1	1	8	-	7	32
Interrogative	-	1	-	-	-	-	-	-	-	-	01
Total mood	8	4	15	3	3	3	4	11	5	9	66

From the table above, it is evident that the declarative mood is prevalent in all the ten public service adverts except FRSC and PHCN. This is a point to the fact that the adverts are set out to give the general public the necessary information and instruction about the activities and on-goings that are of general concern of the public. The declarative mood is used in NAFDAC advert to alert the public of the existence of a fake drug and to specify the activities of the manufacturer of fake Fulcin tablets and the effort of NAFDAC to rid the nation of counterfeit products.

The imperative mood is very high in FRSC adverts because the advert is a step by step instruction. Thus, the speech function of the imperative mood is instruction rather than command. The interrogative mood in the advert of JTB is used as an opening for the information on TIN- What is TIN? This is equally sending a signal to the readers that TIN is a new concept.

Modality

Mood type	NAFDAC	JTB	FRSC	FIRS	NCC	CAC	CBN	PHCN	CCCOBIN	NPA	TOTAL	%
Modalisation	-		1				2	1		2		
Modulation	-	-	1		1					1		

From the Lexicogrammatical analysis of the ten adverts as represented by the table above it is clear that the adverts are characterised by the terse use of modal operators. The reason might be due to the fact that many of the adverts are presented as plea, advice, information or reminder on issues of national concern. Even, the agencies' personnel are not isolated from the subject matters of the adverts, so, there is no need presenting the information from a subjective angle.

Meanwhile, the few of the adverts where modulation and modalisation are attested are the adverts giving direct step by step instructions to the public. For instance, the FRSC advert is presenting the public with the information and instruction to be followed to obtain a driver's license. The frequent use of the modal operator 'Must' in the FRSC advert is to exercise authority of the FRSC over any one who may want to apply for a driver's license. It suggests a strong obligation for the reader to follow the steps in order to get the desired result.

In NPA advert, like FRSC, the modal operator 'will' which is a median probability or likelihood marker are used to mark the writer's degree of certainty regarding the results of the instructions being giving(proposition) in the clause.

Theme type	NAFDAC	JTB	FRSC	FIRS	NCC	CAC	CBN	PHCN	CCCOBIN	NPA	TOTAL	%
Simple theme	2	2	15	1	3	4	2	3	6	8		
Multiple theme	1	1			-	1	3	-	2	2		
Marked theme	-	1	-	2	-	-		-	-	-		
Topical theme	1	1				1	3	-	2	2		
Interpersonal		1				1	2	-	2	2		
Textual	1	-		-			1	-		1		
Total ranking clause	8	4	15	3	3	3	4	11	5	9		

From the table above, it is evident that the adverts are the dominance of simple theme is observed. This is to help the readers to get the information easily. Majority of these themes are unmarked. The writers try to avoid the marked theme so that the information will not be miss- interpreted by the readers. The few marked themes are clauses expressing comments that are paramount to the propositional content of the main clause.

The interpersonal elements in the multiple themes are to ensure free flow of interaction between the writers and the readers. They signal the negotiation and rapport between the readers and speakers while the textual themes help the agencies to ensure cohesion in the adverts. By the use of textual themes, the link between the previous propositions and the present is made possible.

In the experiential part of the theme, the participant has the most frequency followed by c the process, mainly in the FRSC advert which is dominated by imperative mood giving information. The general thematic features of the adverts are in line with the high frequency of material process in experiential and high frequency of declaratives in the interpersonal analysis which are meant to give information and instructions about the activities of the various government agencies.

Findings and Conclusion

From the metafunction analysis of the ten public service advertisements of this study, it is evident that the public service advertisements are characteristically meant to inform, guide, warn, remind and instruct the public on issues of general concern. The choice of systems- process, mood and theme- adopted by the agencies concerned are carefully chosen to avoid misinformation and misleading the public.

The metafunction analysis of the ten Public service advertisement texts presented in this study has revealed that the various Federal Government Agencies or institutions that placed the advertisements hold the ideology of presenting ‘facts’ with the belief that the public will share the same view or must believe with them on the various developments and happenings based on their position as the agencies vested with the authority to give directives on such issues.

Characteristically, the propositions are clearly stated without any personal colouration. They are presented as facts that can be accepted or rejected by the readers. Modality is carefully employed to ensure the objectivity of the information as it applies to the general public. The validity of the various propositions in each of the adverts is left to the readers to determine since they are issues of general concern. The writers are not overtly showing signs of personal commitment to the propositions because the propositions are executive order, directives and instructions based on the agencies' findings which can be amended or changed at any time by a legal order. The themes in all the adverts are dominantly simple. Multiple themes as well as marked

themes were avoided in order to ensure free flow of the information from the beginning to the end and to avoid ambiguity and misinterpretations.

This analysis has identified specifically how and what the government agencies communicate to the general public through public service advertisement in Newspapers. By examining the lexicogrammatical features of public service advertisements, it has been shown how the choices of transitivity (process types, participants and circumstances) mood and theme employed by Agencies help to realize the ideology of the public service adverts. That is, to adequately and accurately inform the public of the government agency's new policies.

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APPENDIX 1

Public Alert Notice on Fake Fulcin Tablets by National Agency for Food and Drug Administration and Control (NAFDAC) in *The Guardian* on Thursday 2nd December, 2010

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3. However, some unscrupulous persons are exploiting the void created by this withdrawal, to import and circulate fake fulcin tablets in Nigeria
4. NAFDAC hereby affirms that all fulcin tablets currently in circulation in Nigeria are fake and therefore warns the general public not to purchase or consume this product.
5. Consumers who are already taking the fulcin tablets are advised to immediately discontinue their use and seek the advice of their prescriber for a switch to alternative brands.
6. The Agency's personnel have been alerted to mop up this spurious product from circulation nationwide.
7. Wholesalers and retailers of
8. Pharmaceutical products who are in possession of this fake product are encouraged to voluntarily hand them over to the Agency for destruction.
9. NAFDAC wishes to assure the general public of its determination to rid our nation of counterfeit, substandard unwholesome regulated products.

NAFDAC: Safe guarding and promoting the health of the nation.

APPENDIX 2

Public service Advertisement of the Introduction of Taxpayer Identification Number (TIN) by Joint Tax Board: *The Tribune*, 21st April, 2012

1. What is TIN?
2. The unique Tax payer identification number (TIN) is issued by the joint Tax Board under an electronic taxpayer registration system that integrates all tax information in one single universally accessible number to give you convenient access to your tax records anywhere in Nigeria.

With Tin, you won't have to go through time-consuming manual processes any more; you will avoid multiple taxpayer registration, multiple taxation and errors commonly associated with manual system of tax administration.

To enjoy the benefits of the personal income Tax (Amendment) Act (PITA) 2011, you have to get a TIN. It's fast and free to register.

APPENDIX 3

Public Service Advertisement on Tax by Federal Inland Revenue Service (FIRS) *The Punch. 30th December, 2010*

In this season of giving remember to give to Nigeria

As we spread happy cheer with loved ones this season, we need to remember the importance of fulfilling of civic responsibilities and renew our commitment to our fatherland, Nigeria, by paying our Tax.

APPENDIX 4

Public service Advertisement on the steps to obtaining the new driver's license by Joint Tax Board and Federal Road Safety Corps: *The Guardian, 24th November, 2011*

The new Driver's License simple steps to obtaining yours.

Renewal

Applicants for Drivers hence are to obtain the relevant form from the states Board of internal Revenue (SBIR). They can also complete the application on line at www.nigeriadriverslicence.org and print the form.

Applicants make payment online via the pay4me payment platform or at any bank

Submit completed form to the VIO and SBIR for endorsement

Collect payment receipt from SBIR where applicable

Proceed to the FRCS officer at the Drivers license Centre (DLC) for biometric data capture

Obtain a temporary driver's license valid for 60days.

Pick up the original license at the SIBIR office after 60days

Applicants obtaining a driver's license for the first time are to attend training at an FRSC accredited driving school after which they will be presented by the driving school to the vehicle Inspection Officer/ Road Traffic Officer for a driving test.

Applicant must pass the driving test and obtain a certificate of proficiency for the new license from the VIO/RTO.

Applicants make payment online via the pay4me payment platform or at any bank

Submit completed form to the VIO and SBIR for endorsement

Collect payment receipt from SBIR where applicable

Proceed to the FRCS officer at the Drivers license centre (DLC) for biometric data capture

Obtain a temporary driver's license valid for 60days.

Pick up the original license at the SIBIR office after 60days

APPENDIX 5

Public service Advertisement on frequency spectrum Licenses by Nigerian Communication Commission on The guardian, Tuesday 7th June 2011.

The Nigerian Communication Commission (NCC) hereby informs all Telecommunications operators that delivery of services wirelessly on operational license(s) issued by the NCC requires that Frequency spectrum Licenses are obtained from the NCC except in circumstances where exemptions are expressly granted by the NCC,

It is therefore illegal to provide service on the commission's Operating License(s) using Frequency spectrum Licenses not issued by the NCC.

Offenders of this notice will be sanctioned in accordance with provisions of the Nigerian Communications Act, 2003 and Nigerian Communications (Enforcement Processes, etc.) Regulations, 2005.

APPENDIX 6

Public Service Advertisement on Requirements for appointment of company secretaries by Corporate Affairs Commission (CAC) in Guardian Thursday, 27th January, 2011

The corporate affairs Commission had earlier directed Companies, who do not have company secretaries to ensure that they appoint one on or before the 31st day of January, 2011. It has been observed that some companies have been sending letters of appointment of company secretaries in disregard of laid down procedure. Please note that the requirements for the filing of Appointment of secretaries with the commission are as follows:

1. Duly signed resolution by two (2) Directors appointing the secretary.

2. Duly signed Form CAC7A
3. Payment of the prescribed filling fees.

Companies are advised to comply with this directive on or before the 28th day of February, 2011.

APPENDIX 1

Public Service Advertisement on Pensioners' Headcount by Central Bank of Nigeria (CBN) in *The Punch*, Wednesday 15th December, 2010.

This is to inform all CBN pensioners that the annual headcount exercise will hold between 3rd – 14th January, 2011 at the CBN head office in Abuja, Lagos and CBN branches nationwide.

All pensioners are required to come along with the following items for the exercise:

1. Pensioner's identity card
2. Two recent passport-sized photographs
3. Contact address and telephone number
4. E-mail address (if any)
5. Bank account number with sort code
6. Name and address of Next of kin (NOK)
7. NOK telephone number

Accordingly, pensioners are requested to contact The nearest CBN office to obtain other details including specific date for the exercise in each location

Please note that the January 2011 pension will be paid directly into individual's bank account. However, non-verified pensioners will be suspended from the payroll with effect from February 2011, until they come forward for verification.

APPENDIX 8

Public service Advertisement by Power Holding Company of Nigeria (PHCN) in *the Guardian* Tuesday, 1st February, 2011

The attention of the management of Power Holding Company of Nigeria (PHCN) has been drawn to the story making rounds that the Honourable Minister of State, Power, Arc. Nuhu Somo Wya has been retiring PHCN staff in the name of privatization.

Management would like to correct this erroneous impression being created as the only retirement going on currently in PHCN are:

1. Statutory retirement of staff who have attained the mandatory 35years of service or 60 years of age in line with public service regulation.
2. Those whose pending disciplinary cases have been duly concluded.

Management hereby advises all staff to go about their normal duties and disregard this rumour as there is no iota of truth in the story.

APPENDIX 9

Public service Advertisement on update of Bank Account information by Committee of Chief Compliance Officers of Banks in Nigeria (CCCOBIN)

The central Bank of Nigeria (CBN) through its circular BSD/DIR/GEN/CIR/04/007 directed all bank customers to update their bank accounts' information on or before January 31, 2011 without failure.

The committee of Chief Compliance Officers of Banks in Nigeria (CCCOBIN) is in full support of this initiative.

As industry practitioners, we appreciate the need for this exercise as a tool for improved customer service and also for fighting money laundering/ Terrorism financing in line with global requirements.

The committee of chief compliance officers of Banks in Nigeria therefore urge the general banking public to visit their banks to supply the necessary information for this exercise.

Please note that the CBN has directed that operations on the accounts of customers who fail to update their information would be suspended. Let us join hands to fight money laundering and terrorism financing in Nigeria.

APPENDIX 10

Public Service Advertisement on regularization of Ship to Ship (STS) and ship to rig (STR) operations within the Nigerian maritime domain by Nigerian Ports Authority (NPA) in The Guardian, Thursday 6th October, 2011

The Nigerian Port Authority is vested with powers and functions by its enabling Act to ensure maritime security, safety of navigation, protection of marine environment and to oversee maritime economic activities relating to ship loading/ unloading operations within the Nigerian maritime Domain.

Therefore, in its effort to strengthen the nation's Maritime Domain Awareness (MDA) and to ensure total coverage of its responsibilities with respect to shipping and ship related activities, the authority wishes to inform the shipping community and general public that with effect from 31st October,2011:

1. All vessels undertaking ship to ship (STS) operations within Nigerian maritime domain shall:
 - Do so within the designated lighterage locations in locations in the 4(four) compulsory pilotage Districts as reflected in the coordinates below.
 - Report vessel arrival and the intension to carry out STS operations to the Harbour Master including all relevant information regarding the vessel, cargo and the shipping agent and request for clearance to do so.
 - The master of the vessel must complete the master's Declaration form as would be provided by the authority's monitoring agent. Messrs Mike-Lely Marine Limited.
2. That all vessels carrying out:
 - a. Ship to ship (STS) transfer of petroleum products not of commercial quantity are to use the designated zones but where the master of the vessel considers that circumstances will not permit such to take place within any of the designated locations, he shall adhere to the reporting system put in place by the authority for capture and approval.
 - b. Ship to Rig (STR) transfer is also required to adhere to reporting as stipulated in 2a above.

Please, take note that failure to comply with the requirements stated above including under declaration and non-declaration shall attract a fine of 100% of the face value of the bill in addition to paying the full charges for both cargo and vessel