Register as a Language Variation: A Linguistics Study of Advertising, Scientific and Official Writing

Egwim Favour Ogemdi[*]
Directorate of General Studies, Federal University of Technology, Owerri, Imo State
Email: godoffavour@gmail.com

Nwulu Nina Felicia
Directorate of General Studies, Federal University of Technology, Owerri, Imo State

Iroagba Chioma Gloria
Directorate of General Studies, Federal University of Technology, Owerri, Imo State

Abstract

This paper considered register as a language variation in English Language. The register of civil service also known as official writing, advertisement and scientific writing are discussed in great details. The study was based on the premise that language is used in different ways to achieve set goals. The achievement of this set goal of a society results to growth and development of that given society. The paper considered language register as an important element of linguistic style used by different writers in different fields to effectively pass their message across to their readers. This paper equally discusses the scientific writing and advertisement register as the different registers used while elaborately paying attention to their differences in diction, sentence variety, clarity and conciseness. The style of writing in the civil service register is seen as being peculiar to the officialese and therefore is restricted to the officialdom. Poetic devices as a linguistic style were also identified as language register of advertisement. A good understanding of the Standard English will enhance a better appropriation of register in different fields of learning. The researcher used a descriptive research approach to collect data. Data collected were interpreted based on the context of the different sentences. The researcher recommends amongst other things that the officialese, scientific and advertisement writers go through proper training and retraining on the use of English language at its standard status.
Keywords: Advertisement; Variation; Register; Scientific writing; Conciseness; Poetic devices.

1. Introduction

There is a variation in Nigeria English language according to use in advertisement, scientific writings, civil service/officialese. These stylistic variations are known as register in linguistic. Sarma (2020), defines stylistic variation as altering ones' vocabulary, discourse structure, syntactic structure to match the situation and context. Language varies along differing situation encountered severally within the same day. Basically, written English is quite different from spoken English, just as the language used by students to write literature essays differs from that used to write linguistics or biology essays, and the English used in formal situations like lectures and seminars equally differ from that used while chatting with friends in the coffee bar. This kind of language variation which varies frequently every minute in daily conversation, is known as register. The researchers identified that most people do not use the appropriate register meant for different occasion or situation, and this distorts the content of a message. Using the appropriate register for every occasion gives clarity to the message, makes it more comprehensible and takes away absurdity and embarrassment. A student who was not thought properly on the need to use register as it suits situations throws words carelessly without considering the implication of his or her utterances. Take for instance, a young man who has the opportunity of interacting with the governor of his state cannot open the conversation with "Hi dude, it feels good to meet with you" this expression is very poor and unbecoming. The appropriate register in that scenario should have been, "Good day, His Excellency, it is an honour to meet with you". The word "dude" may be used when he is addressing his friends and contemporaries.

It is also true that most advertisers do not make good sales of their products because of lack of appropriate register employed in advertising. Inappropriate register will not capture the attention of prospective customers or entice them to patronise you, rather it makes them withdrawn and uninterested. The language of advertising is persuasive and carries some humour. This study therefore looks into these different aspects of language of advertisement that should be employed by the advertisers. It is not contestable that both the register of scientific writing with that of officialise have been wrongly used in our everyday writing. The choice of word in scientific writing which should be ordinarily written with conciseness becomes unnecessarily verbose and reduces its effect on the reader. With these observations, language variations in different aspects of writing and advertisement are very necessary to correct these anomalies and make both writing and advertising captivating and interesting. Hence, the focus of this paper is the language variations in the register of advertisement, scientific writing and also the writings of the officialese.

*Corresponding Author

1.1. Review of Concepts

Some concepts that provide background to this study will be reviewed, especially in the context of this paper.

1.2. Language Variation

Yolanda (2019), defines language variation as "the choice of language a speaker or writer uses in order to express ideas." Moreover, language variation occurs most times because there is no single way to say things in a language. He noted that language variation is influenced by many factors ranging from, age, gender, context and culture. Most often, the choice of words or language used by the speaker is conscious. The speaker can switch to the language choice depending on these factors. The choice of words and the expression of a speaker is determined by the context in which the speaker is expressing the idea. If you want to concur with your friends over a point they have made, you can say "yea, Buddy" but you cannot say that to your teacher, rather you say "yes sir, or yes madam" This expression is made based on the context of relationship. Language variation here depends on where you are and whom you are speaking with. Age also affects the way one expresses oneself. The way you interact with both your peers and senior keep improving as one keeps growing older and mature. The teenagers become more polite as they grow older. They quickly realize that they are amongst their peers and spontaneously feel comfortable using more formal language.

Linguistic variation is the regional, social, or contextual differences in the ways that a particular language is used. Nordquist (2019), described variation between languages, dialects, and speakers as interspeaker variation. He also noted that variation within the language of a single speaker is called intraspeaker variation. There are other aspects of language which includes morpheme, phonemes, meaning and syntactic structures, all these aspects are subject to variation. The notable criterion or change that may occur in word choice, (lexicon), pronunciation, or preferences for particular grammatical patterns is known as language variation. In a simple term, variation can be said to be the vehicle of language change.

Nordquist (2019), also noted that gender plays a great role in influencing the expressions, word choice, intonation, and tone in language use. A young girl feels comfortable using certain words with her female acquaintances. However, when she speaks to boys, she chooses words she would not use with her female friends. Partly, she does this because her behaviour around the opposite sex is different from among her friends of the same sex.

Culture is another factor that has great influence on language change. The Yoruba ethnic group in Nigeria has a unique way of greeting because of their culture. The way a Yoruba young man greets or responds to his elders is far different from the way he responds to his age mates. This is mostly influenced by their culture and not necessarily age nor gender. They have this polite body gestures they make as they exchange pleasantries with their elders. Their greetings are so polite with an enthralling posture.

1.3. Register

The dictionary or literary meaning of register as found in the New Webster's Dictionary of the English language, international edition (2004: 39) defines the word "register" as an official or formal list, an official record of birth, deaths, marriages, a book in which a record is kept, an official document issued to the owner of a ship as evidence of nationality. Okafor (2011), defines the term "register" as vocabulary peculiar to a given human activity. Nwokedi (2003), says that "register" is the use of words according to the nature of human activities as naturally sorted in terms of occupation, discipline, subject matter, social circumstances etc.

Nwokedi (2003), recognized two types of register namely: Literary register and Technical register.

The literary register is said to be the type of words we come across in the course of reading common materials. The words we see in the literary register are easy to understand and they are denotative in nature. Example, the denotative meaning of 'blue' is that it is a "colour" and this is the literally meaning of the word 'blue' connotative meaning of the same word is 'feeling sad'. Nwokedi, further posits that technical register refers to the use of words peculiar to professional or specific fields, social activities and events. For example, words associated with 'school' includes, staff, books, teaching, teacher, learning, learner, pencil, pen, students, subjects, course etc. Words associated with Christianity include: church, pastor, priest, forgiveness, communion, baptism, bible, synod, catechism etc. It is also common to see one word existing in more than one activity, field or event; for instance, the word 'register' can be seen or used in church, school, court or club to mean the same thing.

In Linguistics, register means the variety of a language used in a particular social context or for a particular reason. For example, formal grammar is more likely in a casual setting. In a formal setting, people might choose words, such as 'child' or 'father' instead of 'kid' and 'dad'. Registers are affected by the field of an event, including its purpose. Halliday (2002), defined register as a semantic configuration, this means that 'register' is the clustering of semantic features according to situation type. Each register is differentiated by certain types of sentences, words and collocation. For example, lawyers' register in the document they prepare for their clients is always marked out by seemingly long clumsy sentences, words and collocations like aforesaid, defendant, plaintiff, liable, sue for damages and respondent. Sports also have its own register, like referee, draw, shoreline, attacker, defender, commit a foul, away win, home win and rough tackle. Each time we use English, it is important to use the register that is appropriate for what we are discussing. Depending on grammar, syntax and tone, the register may be extremely rigid or very intimate. One is not very much required to use an actual word to communicate effectively. A huff of exasperation during a debate or while signing "hello" speaks volumes.

Halliday (1990), posits that register can vary according to Medium, Domain, or Tenor. Medium which is sometimes called mode by other writers has to do with language of speech or writing. Domain is also known as field,

which means the change of language according to the subject matter being spoken or written about (the language of science or law), the function of the language (the language of advertisement, government or sports). The tenor of a language shows how politely or formally one speaks. The tenor of your language changes based on the social situation you find yourself and also who you are talking or writing to (are they close friends, strangers or senior colleagues).

2. Methodology

The methodology used in accounting for the different registers that make up the different aspects of register in this work are simple aspects of the general methodological approaches used in text analysis and language description. Different register variations were interpreted in terms of the cline of instantiation and also in terms of its usage in contexts. The researcher used the descriptive research method for data collection.

2.1. Theoritical Framework

This study is guided by the Systemic Functional Language Theory SFL which was first developed by M.A.K Halliday in the early sixties. As a theory of Language, SFL is seen as being holistic. This means that language is theorized as a fourth order system in an assumed ordered typology of system operating in diverse phenomenal realms. It has the most complex system which is the fourth order system known as the semiotic system, the system of meaning. There is the third order system, the social system that can be likened to system of value or social placement. The second order system is the biological system which is the system of life. There is also the last system known as the first order system which is the physical system. (Halliday, 1996;2004).

Halliday's SFL theory has the following distinctive features which are: It aims to explain variations in language generally, not just identify and classify recognized or institutional varieties; it brings out the co-constitutive relationship between linguistic meaning and contextual variation; it is also said to be multifunctional rather than ideational or interpersonal oriented; and as well, offers a theoretical framework for large- scale comparative applications. However, it is not easy to automate, so prosy or index measures of functional categories are generally used in automated register analysis.

The researcher decided to use this theory because of its relevance to the research topic. Most of Halliday's work is on scientific English which he describes as a generalized functional variety or register of modern English that can be profiled with varying degree of delicacy. Halliday sees register as a variety of language dependent on use while dialect in contrast is seen as a variety which is dependent on the user (Halliday, 2004). This theory is also important to the researchers because register is seen to be central to many of the applied research goals of SFL and it is a fundamental part of the overall theory of language. It is also important to note that any approach to language has to be holistic and descriptively comprehensive, thus, the centrality of register in SFL follows its goal of making available a holistic theory of language in context and of producing comprehensive description of such language.

3. Discussion and Findings
3.1. Register of Advertisement

Advertising is in no doubt a very strong instrument in disseminating information about our goods and services. From everywhere around us, advertisement of diverse types attacks our privacy. Despite this fact, there is an attractive force, which is able to manipulate the consumer, an unseen voice of advertisement which advocates, encourages, asks, announces, convinces and deeply embeds into people's minds. Editors of Britannica (2015), define advertising, **as** the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Advertising is about communication of information on products, services, ideas by an identified sponsor through the mass media to a target audience, thus the goals set for advertising are communication task to reach a defined audience to a given extent and during a given period.

Advertising is a channel through which meanings are consistently disseminated from the culturally constituted world to the last consumer. Advertising is also used by organization and individuals to communicate an idea or image to recruit staff, to publicize an idea or event or to locate an item or commodity. Ordinarily, if an advertiser uses words or expressions that are based purely on their basic dictionary meaning, there would be no effect created and the people would still see the product just as they have always seen it. There is no doubt therefore that their feelings towards the product might remain unchanged, hence the aim of such an advertisement would be defeated. It is worthy of note that even though the advertiser uses persuasive words to convince his audience, the persuasion is not direct. Advertising attracts attention, creates desire, inspires conviction and finally provokes action. What creates these effects on the audience is the choice of words and the skill with which the advertiser puts these words together.

Advertising relies almost totally on the use of language. The art of writing and selling messages in advertising is called copywriting. The effectiveness of an advertisement depends on the ability of the copy writer to manipulate the language system to suit his purpose. The words of advertisement must provoke the desired feeling, interest or the desire of the consumer on the products, if not the money and time spent on it is wasted. In the words of the writing of advertisement copy is specialized skilled kind of writing and has a style utterly different from that of a book, poem, article, short story or news report. There are some linguistic devices used in the language of advertising. These linguistic devices have connotative meaning which will also be discussed.

3.2. Hyperbole

Hyperbole is a greatly exaggerated statement, not intended to be taken literally but used for stylistic effect. This figure of speech deliberately exaggerates to create special emphasis of humor (Ndimele, 1992). It is used a lot in advertising to project a product, service or idea, sometimes beyond proportion. It has the special effect of giving emphasis to the quality of the products. Hyperbole features in the following examples of advertisement:

(a) Dr. Aladin's 7 keys to power "*Ogwu bu okacha mma*" This drug is the best.

(b) Saclux paint *okacha mma, penti ka ibe ya*: Saclux paint, exceptional beautiful, greater than other paints.

(c) Lipton yellow tea – because when it comes to premium quality, no other tea is like Lipton. No.1 wherever we go.

The examples from saclux paint and Dr.Aladin's 7 keys to power show that they cannot be compared;

They are believed to be the best. The hyperbolic statement "*okacha mma*" is derived deverbally from "kacha mma" (most superior)

Yellow tea lipton is claimed to be the best "No. 1 everywhere". Hyperbole is very persuasive in nature , because of its claims, anybody wanting good quality would opt for these advertised and supposed product of no mean repute.

3.3. Personification

Advertisers most times use personification in selling their product. Personification simply gives human attributes to inanimate objects. The use of personification can be found in the following copies of advertisement.

a) Lipton yellow tea smiles in your stomach. The tea that kisses you all over

b) Jiri Saclux paint tee ulo gi ka ihu na ulo na-achi ochi (use Saclux paint and see that your house will smile)

In the above examples, Lipton yellow tea is personified: the words "kisses" and "similes" are human attributes ascribed to the products. Lipton yellow tea will never give you stomach upset. Your house will "smile" is another example of personification used to show how beautiful the house will look after using saclux paint to paint it.

3.4. Alliteration

Alliteration involves the selection and arrangement of different words that have the same initial consonant in close succession in a phrase or sentence. This type of arrangement is connected with any of the following literary language, idioms, tongue twisters and advertising. This repetition of consonant sounds at the beginning of a word or syllable gives some rhythmic effect.

Coflin cough clears cough........... deep deep down

There is an occurrence of the /K/ sound in "coflin cough clears cough" and /d/ sound in "deep deep down". The repetition of these sounds in the above examples produces an appealing sound pattern.

3.5. Parallelism

Parallelism features prominently in the vitalo beverage advertisement".

"Ma o di oku, ma o di oyi (whether hot or cold)

The above example is semantic parallelism. It was used for a particular stylistic effect, under normal circumstance; it ought to be "ma o di oku, ma o juru oyi". The advertiser used the above structure for emphasis and rhythmic effect. To show that vitalo is very good taken either cold or hot. Let us consider these examples also used in vitalo advertisement.

It is a sign of good taste; the sign of good taste.

The above expression is syntactic parallelism.

3.6. Repetition

Repetition is a device used in advertising. Words or phrases are repeated for emphasis and emotional effect. The main feature of this device is that words or expressions are repeated over and over again, perhaps for the purpose of achieving communicative prominence. This way, the name of the product or its features gets registered in the mind of the audience. Information about the product might be repeated again and again.

Saclux paint

Okacha mma [best paint]

Saclux paint

Okachamma [best paint]

The above expression is repeated severally just for emphasis

Blue band margarine

Blue band margarine

Blue band margarine

This expression was repeated up to four times in the advertisement

Dr. Aladin's 7 keys to power

Ngwa kpo aha ya [call the name]

Dr. Aladin's 7 keys to power

Ozokwa [again]

Dr. Aladin's 7 keys to power

This expression is repeated severally in the advertisement to persuade the consumers on the need not to forget the name of the product as they are expected to purchase it.

Based on the above examples, repetition can enhance meaning in addition to creating a sound Pattern. It is used for emphasis and it equally draws the attention of the listener.

3.7. Humour

Humour is equally observed in the language of the advertiser. In advertisement of the IGNIS (Home appliances) we see a statement like:

Your wife is having an affair; your wives secret love for IGNIS.

The above expression creates humour to the audience. Whenever, one hears "your wife is having an affair" he sees it as infidelity or cheating on one's spouse.

The above expression is used by the advertiser to create humour. The advertiser already knows what falling in love means and relating the woman's love to an appliance creates the humour effect. Also, in the advertisement of a popular herbal tooth paste called Agnes Nwamma, there is the use of humour to draw the attention of the audience. Agnes Nwamma, Unu abula ya abu , O ga abachara onye obula (Agnes Nwamma, don't struggle with it, it is enough to reach everyone. The dvertisers of this product move around with car advertising for this herbal tooth paste without any crowd around them. "unu abula ya abu" (don't struggle with it) creates the impression that a lot of people are interested in the product to the point of struggling with one another to get the product. It is so humorous when you realize that no one is actually dragging to buy the product as you draw closer.

3.8. Economy of Words

The economy of words manifested in almost all the different examples of advertising statements made by the advertiser of MARS stabilizer

1, "Don't gamble with the life of your appliance"

Looking at the statement above, the word "gamble" was used as a way of economizing words. The advertiser deliberately economized words by using the word "gamble" instead of building in more words for the same expression. The advertiser is warning that one should not put the life of one's electrical appliances at risk.

2, "They are durable, affordable, made for international standard and tropicalized, giving you a long lasting performance and value for money"

The advertiser of this product uses "affordable" instead of saying that the prices of IGNIS home appliances are quite low that can be bought without stress. "Value for money" as used in the sentence was also for the purpose of word economy. "value for money" was preferred instead of saying that IGNIS home appliances was worth more than the money used to purchase them. In other words, buying the product will be in the interest of the buyer and comes with no regret. Advertising has its own unique language and style which help to convey the intending meaning. This enables advertiser to meet the demands of their profession, which is to inform and (or) persuade the public to patronize their products, ideas or services.

3.9. Register of Scientific Writing

The need to use the right lexicons in writing scientific paper cannot be over emphasized. Scientists communicate their finding or knowledge through language. The language of science or scientific papers differs from literary works e.g Novel, drama and poetry. It has its own rules or conventions shared by scientists. The languages of science should be formal, straight forward, concise and brief. A scientist should try as much as possible to use clear, unambiguous and metaphorical sentences as this may mislead the readers. If this is not taking into cognizance, his message will not be properly understood by readers. Rashid (2018), posists that the fundamental reason for scientific discourse is not the mere presentation of information and thought but on being able to have an effective communication. A scientific text should be concerned only with factual presentation, hypothesis and similar types of information. It goes without saying that in order to be able to use appropriate language in scientific papers, the writer should have a thorough knowledge of certain grammatical rules. Both written and spoken language always involves a set of grammatical rules. Those who do not master those grammatical rules properly will not be able to write a good scientific paper. There are so many areas that one needs to pay attention to in writing scientific papers e.g. tenses, clarity and conciseness, use of active and passive voice, depersonalization and diction.

3.10. Tense Choice

Hofmann (2014), made known the rules for the most appropriate use of tense and aspect in scientific writing. The present perfect tense is used to explain events and findings that commenced in the past and are still going on or have present outcome or consequences while past tense are basically used to explain observation and conclusions. In scientific writing, these types of tenses which are simple present, simple past and perfective aspects (present perfect, past perfect simple) are used. Progressive aspects are rarely used in scientific writing. Modality is also used, especially when the writer wishes to make a commendation or give an instruction. The past tense is not always appropriate for everything that you write, sometimes there will be need to combine different tenses in the same piece of writing. For example, using different tenses is a good tool in clarifying what happened or what you did in the past.

Sentence 1: The data were analyzed.
Sentence 2: The temperature was recorded accurately.
Sentence 3: The experiment was carried out in a sterile environment.
Present tense can be used for a statement that is a general "truth".
Sentence 1: It is particularly important to avoid contamination.
Sentence 2: Making and receiving calls while driving causes accident.

Sentence 3: Smoking increases the risk of coronary heart disease.

Future tense can be used for recommendation in future.

Sentence 1: It will be necessary to ensure that the same conditions are replicated in future experiment.

Sentence 2: The influence of temperature will be the object of future research.

Reference to previous research done either by themselves or by others working in the same field based on his research.

The following examples above illustrate how the three tenses are operated in scientific writing. An appropriate use of the past, present and future tenses can contribute to a clear and unambiguous writing style.

3.11. Clarity and Conciseness

Mastering certain grammatical rules is very essential in writing scientific paper. Using appropriate tenses is not enough, this is because writing activity involves other skills which are not of less importance to using the right tenses. For example, when a scientist starts writing, he has to think of how his ideas are organized into sections and paragraphs. At the same time, he has to choose appropriate words, phrases and grammatical structures. The best style for writing scientific subject is a direct, simple and unadorned choice of words and structures, designed to convey your meaning with economy and precision. A scientific paper is not a place for unnecessary world play or engaging in poetic flights of imagery. Your purpose is usually to transmit ideas and information as economically, unemotionally and unambiguously as possible. This shows the need for clarity and readability. Sometimes, the clarity and readability of scientific text are hindered by inappropriate choice of words, syntactical complexity. If your writing is not clear enough to understand, you will convey nothing. Complexity in writing most times distorts the information and makes reading boring. Let us consider the statement below to buttress our point.

Sentence 1: It appears to show low mammalian toxicity and phytotoxicity

This examples show ambiguous use of words that can only make sense to a scientist or a specialist in that field at first reading. The writer was only saying that" it must not be harmful both to animals and plants". This statement is much more communicative because it is shorter and uses familiar words. Most readers will find it easier to digest it than the first one above. Scientific or technical terms can be used some times but such terms come in when it is necessary and not just to impress the reader by using unnecessary jargon or lengthy words.

Well written scientific paper should be objective, impersonal, and most importantly concise but some writers are trapped into writing long, unnecessary complex sentences as they are afraid of being seen not to be scientific in their writing.

3.12. Passive and Active Voice

Scientific writers use passive expressions rather that active expression, they state that A was affected by B using the passive voice while stating that B did something to A using the active voice. The following examples show a sentence written in both the passive and active voice.

Passive sentence 1: The experiment was designed by the researcher

Active sentence 1: The research officer designed the experiment

Passive sentence 2: it was agreed that the experiment should be...

Active sentence 2: We agreed that the experiment should be...

Passive sentence 3: Extra solvent was added to the flask

Active sentence 3: The technicians added extra solvent to the flask

Passive sentence 4: The water pipe was broken in three pieces

Active sentence 4: Something/someone had broken the water pipe in three places

The passive voice is particularly useful when you wish your writing to be formal and depersonalized as seen in passive sentence two. Also passive voice when the information about the agent is obvious or unimportant as used in passive sentence three. One can also use the passive voice when the identity of the agent is not known as also seen in passive sentence four. Generally speaking, most scientific writers use passive voice than active voice because of various reasons outlined above.

3.13. Depersonalizing by Avoiding Personal Pronouns

Personal pronouns are avoided in scientific writing, such pronouns like I, you, we. Impersonal style such as preparatory it, there, one, etc. are often found in scientific writing. The following sentences have been written with both personal and impersonal expressions to highlight the contrast between the two writing styles.

Impersonal statement 1: The explanation for this phenomenon may be found

Personal statement 1: well I believe that the explanation for this may be found......

Impersonal Statement 2: It was decided that the temperature should be raised

Personal statement 2: we decided that the temperature should be raised

Looking at the impersonal sentence 2 we can see that the sentence did not give information about the identity of the person or people who make the decision. The personal sentence sounds more direct and uses the informal pronoun "we".

3.14. Sentence Variety

In writing scientific papers, the variation patterns and diction should also be taken into account. Scientific paper is not supposed to consists a long and complicated sentences, but when it does , the reader is confused. A scientific sentence should rather be precise and comprehensible. What matters in scientific writing is clarity. Chances of

making mistakes are higher when one uses fanciful and ornamental languages in scientific writing. In respect to this, Lainnya (2019) highlights Some ways of writing effective sentences:

(1) By combining sentence eg – two sentences: The big ship was discovered seventy – three years after being sunk by an lceberg. The wreck was located in the Atlantic by a team of England and Japanese scientists. Combined sentences: seventy- three years after being sunk by an lceberg, the big ship was located in the Atlantic by a team of England Japanese scientists.

(2) Reducing clauses:
- The big ship which was a huge ocean liner sank in 1989
-The big ship, a huge ocean linear sank in 1989
(3) Reducing phrases
-Although loaded with luxuries, the linear was thought to be unsinkable
- The luxury linear to be unsinkable

3.15. Diction

Diction is also very important in deciding the quality of a scientific paper. An inappropriate choice of words may obscure the meaning and the sentences become less vivid. On the contrary, an appropriate choice of words will give a clear and precise meaning. Scientific texts in different fields of study have special lexicons which can pose a problem to the reader who has limited knowledge of scientific of terms. Three categories of lexis can be identified in   scientific texts, which are, highly technical, sub technical and general. Every subject has its sets of highly technical terms which are an intrinsic part of the learning of the discipline itself. A biology student studying the digestive mechanism will such items as, tyaline, chyle, small intestine, pancrease in the course of his studies. This is not applicable in sub- technical vocabulary we may not find words which are specific to a subject speciality but which occur regularly in scientific text.

3.16. Register for Civil Service/Officialese

The register of the civil service is that which is widely used in all parts of government parastatals. It is the opposite of plain language which is not too good to use because it is clear and concise. The language of civil service is a variety of English language known as the officialese. The officialese connotes measured language that sometimes has legal implications in view. It is often cold, impersonal and bookish. As a stylistic genre, it has its diction, structure, audience and tone. The officialese makes use Standard English structures in loose, mixed sentential and periodic. The level of sophistication depends on the language competence of the author and this is expected to be high. Agreeing to this point, the diction for literature and linguistic should differ from diction of mathematics and economics. From official letters, words like these can be found: directed to inform you, reference number, hereby, proceeds, reclaim, advice/advise, manager, director, staff, disburse, procure, divulge, promote, leave, allowances etc. Also in the structure, official letter and reports use impersonal sentences. There is no colloquialism admitted but apt similes are used eg "The head of department is like a leader…."

To boil as long as is required.

Parallelism can also occur especially when need arises to itemize or to list events and materials, as in:

(1) You are required to apply for grant, stipulate the items needed and to retire the imprest as soon as the project is properly executed.

(2) The items ordered include: electric bulb, electric cables, table fans, radio – cassette, recorder

3.17. The Tone of the Officialese

It is important to note in this work the officialese has tone. This is seen in the high level of politeness even when serious issues are discussed. Politeness is a linguistic behavior very common with the use of officialese (Peter, 2008). It makes for civility different from the military language variety. There is a greater interaction on presuppositions, that is, there is always a known issue or policy on which this style of language depends. The officialese keeps a formal tone which seeks to inform and to direct. We should therefore expect the lack of melodrama. In spite of this, however, the tone can vary according to reasons and methods of the style, that the officialese is the dominant style of technocrats, specialists and administrators.

3.18. Writing of Officialese

The style of writing used by the officialese in English language has to do with officialdom . This style of writing is found in all official documents otherwise called official correspondence. Every official document is an officialese. It is peculiar to documents. From government, establishment such as the civil service, public service, institutions and well established firm or organizations which dwell on all forms of official correspondence. The officialese use as many words as possible in writing, in the statement "to help to carry out what has been said earlier" we can see in an official document a statement like "to aid in the implementation of the unanimous decision". This is because the more you can make your words verbose , the less they will have to spare for the truth behind the content of your statement. The use of passive voice is another characteristic of officialese style of writing. Over using the passive tends to sap documents of any sense of action.

Table-1. Active and Passive Form of Writing

Passive	Active
Work is being done	The country manager is working
This effort will be made with the full participation of other parties -	Both parties will meet and participate fully
Until the project goals have been achieved	Until they achieve the goals

We can see that passive voice is used for depersonalization. Sentence like:

"It is felt that the removal of twenty parking spaces can be realigned, the authority has its property's leasing arrangement". This statement leaves the reader wondering; by whom? On whose authority? Who is accountable? The point here is that the answer to the questions is nobody.

4. Conclusion

Register is noted as one of the variations of English language used among the civil service which are also known as the bureaucratic or officialese, the advertising industry and technical/scientific writers. A writer's communication fails sometimes because appropriate register was not used to pass the message across. Understanding and usage of different language register in different fields will go a long way to help both writer and the reader to convey and understand message in any literary work. In conclusion, to write a good scientific paper we should take into account some linguistic aspects such as tense choice, style, clarity and conciseness, sentence variety, word choice, etc.

Recommendations

The register of the officialese should be improved to an understandable level and the ambiguity should be minimized. This is applicable also to the language of scientific writing, the language of science should also have certain grammatical rules. This paper highly recommends that the officialese, scientific and advertisement writers go through proper training and retraining on the lexical use of English Language at its standard status. This means that a writer using any of these language register must be a master of the Standard English before he can coin words properly and use them appropriately in their lexicon.

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