

PDF - DISCOURSE ANALYSIS OF CHRISTIAN HANDBILLS IN UGHELLI - researchcub.info**CHAPTER ONE**

1.0 INTRODUCTION

1.1 Background of the Study

Communication as a means transmission of ideas, thoughts or feelings is in two major categories-the verbal and non verbal communications. It is the purposeful activity of information exchange between two or more participants in order to convey or receive the intended meanings through a shared system of signs and semiotic rules. The most common one used for interaction in human societies is the non verbal such as; handbills, posters and bill boards (Barnlund, 2008). Language is a sort of code system, a carrier of information which is capable of transmitting intended meaning whatsoever. It also reveals man's socio-cultural beliefs and thoughts. The importance of language is for easy communication, expression and enlightenment. The traditional linguists believe that language has an intended meaning and that the recipient has only to understand that meaning by interpreting it to make communication work. In that case, the above information given about language means that we can deduce different meanings from the same language used in different contexts (Burke, 1999).

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