

**OPERATIONALIZING CRITICAL HERMENEUTICS THROUGH THE
DECONSTRUCTION OF UNION BANK NIGERIA PLC'S CLASSIC CORPORATE
ADVERTISING TEXT**

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ABSTRACT

Academic work on social constructionism and phenomenology is dominated by a variety of critical hermeneutic approaches. While many of these have been operationalized, Ricoeur's tripartite method of text analysis is yet to be operationalized at corporate marketing level. This exercise is accomplished by deconstructing Union Bank Nigeria Plc's classic corporate advertising text through the pursuit of Ricoeur's tripartite method. Essentially, the major finding emerging from this study is the process insight generated through the deconstruction of Union Bank Nigeria Plc's classic corporate advertising text. Importantly, his exercise gives insight into how academic and managers can deconstruct messages that are often hidden in business texts.

KEYWORDS: Social Constructionism, Ricoeur's Tripartite Method, Hermeneutic Approaches