

**OPERATIONALIZING THE CHANDLEREAN SEMIOTIC PROCESS THROUGH  
THE DECONSTRUCTION OF FIRST BANK'S CLASSIC  
CORPORATE ADVERTISING TEXT**

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**ABSTRACT**

Theoretical literature is agog with a variety of semiotic deconstructive approaches. While many of these have been operationalized, Chandler's semiotic analytical method, a fairly well known process, is yet to be brought to life. This operational exercise is accomplished by deconstructing First Bank Nigeria Plc's classic corporate advertising text through a diligent followership of Chandler's stage by stage semiotic process. In essence, the main contribution in this study is the insight given through the deconstruction of First Bank Nigeria Plc's classic corporate advertising text through the diligent followership of the Chandlerian semiotic method of analysis. The pursuit of the stage by stage process provides insight into how managers can deconstruct meanings that are often constructed in texts that personify brands through signs, images etc.

**KEYWORDS:** Chandlerian, Theoretical Literature, Chandler's Semiotic Analytical Method