

**STYLISTIC ANALYSIS OF MTN "I DON PORT" AND AIRTEL "444"
ADVERTISEMENT SONGS**

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DOI:10.13140/RG.2.2.30346.95682

Abstract

This work is a stylistic analysis of an advertisement song. Stylistics Studies the aspect of linguistic and non-linguistic style in written and spoken text. Advertising is a communication tool used in the selling of products and services. Adverts are not just to evoke, but rather, they are used by advertisers to achieve their goals of persuasion. This study revealed how language is used in song advertisements for conveying messages to the public and the effectiveness of the choice of language. The stylistic elements employed in the analysis of MTN and Airtel advertisement songs include graphology, rhyme, repetition, assonance, parallelism, code-switching, and code. It employed the multimedia approach. The data for the study is MTN 'I Don Port' by Afeez Oyetoro A.K.A Saka and 'Airtel 444' by Omolade Oyetundun. The findings revealed the use of capitalization for emphasis, repetition of words, and rhyme for musical colour and to attract the attention of the readers.

Keywords: Stylistics, Linguistics, language, advertisement, songs

Introduction

According to Leech and Short (1981), “Stylistics is the linguistic study of style”. In short’s (1996) view “Stylistics is an approach to the analysis of (Literary) texts using the linguistic description”.(pg. 64) Stylistics in general is a study of the language of literature in all its embodiment, a study of literary discourse which studies the styles used in language. According to Merriam-Webster Online Dictionary, Stylistics is ‘an aspect of literary study that emphasizes the analysis of various elements of style’ and ‘the devices in language that produce expressive value’. One of the moderate approaches to literature is stylistics.

The competition in the advertising market is so high, as we watch adverts on TV, listen to the radio, and view them in newspapers every day. No day in our life passes without seeing, listening to, or reading to some kind of advertisement. In this great competition, the task of advertisement companies became challenging for the promotion of products. In this era of technology, the aim of creators is not to reach the majority of people but to reach the hearts of people and stay there for a long time.

The word ‘advertising’ simply means ‘the act of calling public attention to someone’s products or services etc. To get the focus of the people or to make advertisements memorable, attractive, enjoyable, trustworthy, and creative, there have been using of several linguistic devices in advertising language and this is what Leech (1972:25) refers to as ‘loaded language. Advertising slogan is one of the important aspects of the advertisement.

Aim and Objectives

The general aim of this work is to carry out a stylistic analysis of MTN "I Don Port" by Afeez Oyetoro and Airtel "444" by Omolade Oyetundun advertisement songs. However, its objectives are to:

- i. identify the importance of music in advertisements;
- ii. bring out the linguistic features in the selected advertisement songs;
- iii. identify the purpose of the use of each of the linguistic features.

Research Methodology

This work is a stylistic analysis of mobile network advertisement songs. The linguistic features of advertisements like rhyme, repetition, alliteration, assonance, and parallelism will be employed in analyzing and interpreting the mobile network advertising songs. Two selected mobile network advertisement songs (MTN “I don port” and Airtel 444)

will be used for this study. MTN 'I don port' sung by Afeez Oyetoro popularly known as Saka in 2013 and Airtel 444 was released in 2020, composed and sung by Omolade Oyetundun.

Theoretical Framework

The approach used for this research work is multimedia approach. According to Malik & Agarwal (2012), "Multimedia is a melody sung in harmony with multi-channel and multi-modal bits of knowledge and creation." (Pg. 84) Further they added, "Its ultimate goal is to inform, educate and/or entertain all". Multimedia approach is an approach that studies many (multi) media such as sound, animation, pictures, graphics, video, text etc. Since the current research is the stylistic analysis of MTN 'I don port' and Airtel 444 advertisement song, multimedia approach will be the appropriate approach to use.

Literature Review

Advertisement as a form of Communication

Advertising is a form of communication that has the main purpose of persuading an audience (viewers, readers, or listeners) to spend their money or take some action upon goods, ideas, or services. It includes the name of a product or service and how that product or benefit to the consumer. Advertising can also communicate an idea to people in an attempt to convince them to take necessary action, such as encouraging 'environmentally friendly behaviors, and even unhealthy behaviors through food consumption, video game, and television viewing promotion, and a "lazy man" routine through a loss of exercise.

Music in Advertisement

Music is used in advertising because it provides more life to the spoken or visual advertisement. Binet, Müllensiefen, and Edwards (2013) said, "Music can help to gain attention, create desired moods, change the pace of an advertising narrative, facilitate brand and message recall, improve attitudes towards brands and, ultimately, influence purchase behaviour" (p.26).

Music is an essential tool in the advertising world. Music is faster to get attention from an audience than other forms of advertisement, and that is because it stuck in our minds for a long time than others. Some musics in advertisement are so catchy and memorable that they have stuck in our heart for years. Examples of these advertisements that have been embedded in our subconscious are *Indomie*, *ST soap*, *Panadol extra*, *Milo*, etc.

Advertisement songs can increase the purchase of goods from people and can also be harmful if they dislike the songs.

Linguistic Features of Advertisements

Advertising language techniques are similar to those in poetic texts. The advantage of so-called mnemonic devices (rhyme, rhythm, alliteration, and assonance) is the mnemo technical effect. It guarantees that the receiver of the advertisement better remembers the text and recalls it at the right moment.

1. **Rhyme:** In English versification, standard rhyme consists of repetition in the rhyming words. There is an echo in a rhyme and so it is a source of aesthetic satisfaction. There is pleasure in the sound itself and the coincidence of sounds, and this pleasure is associated with the sense of music, of rhythm and beat, and the pulse sensor which is common to all human beings. Rhyme is a rhythmical device for intensifying the meaning as well as for binding the slogan together. Especially, phrases tied together with rhyme are effectively used in the slogans. Examples: Sansui: —Bigger, Better, Flatter Park Avenue: —A quest for the best. The above are short and crisp slogans for an effective impact. The use of a rhyme in the advertisements helps to catch the attention of the readers, arouse their interest, and create more Impact.
2. **Repetition:** The purpose of repetition in the advert is to emphasize the message/key point(s) of the advert song. Repetition is used in advertisements as a way to keep a brand or product in the mind of consumers.
3. **Alliteration:** Alliteration is the repetition of consonant sounds at the beginning of a word. This can help the slogans achieve the strong beating, rhythm needed to make it a repeatable sentence. By doing so, the sentences are more slogan style. They can be easily remembered by the viewers. Alliteration can also achieve an emphatic effect on the meaning. The use of alliteration plays a vital role in creating sound effects in the stylistic features of advertising language.

Example: Fila: Functional, Fashionable, Formidable 4. **Parallelism** This refers to a very common device used in literary techniques based on repetition. Parallelism means constructing parts of a sentence to be grammatically similar, often repeating a specific word, phrase, or idea. This repetition creates a connection between the ideas discussed. These parallel ideas also become emphasized and become more important for the reader. By use of parallelism, language is organized in a regular pattern. In rhyme and alliteration, there is a phonological parallelism, Parallelism is a technique to lift the

memorability of the speaker. Parallelism may be either a syntactic repetition of structure or verbal repetition.

Examples 1. Go green, Go Ford (Ford Icon) 2. Always the real thing, always Coca-Cola (Coca-Cola) Advertisers in the full measure are now using the preserve of imaginative literature. The great diversity of the communication potential of language is remarkable in the language of advertising. 5. Assonance

Assonance is a technique in literature where there is the repetition of similar or the same vowel sounds. It's mostly used in poetry, or in narrative prose, to create a feeling and a rhythm. Most often, the assonance will be internal to a word - for example, the phrase 'he rowed the boat' uses the long 'oh' sounds twice.

Rhyme, Repetition, Alliteration, Parallelism and Assonance - Are they your creative words? Is there no reference to these sub-headings?

Data Analysis

Lyrics A (MTN I don port Advertisement song)

My number don dey portable
e mean say
I fit carry am come to MTN, easy
Come enjoy the coverage wey no get part two
ah-haa!
The number wey you dey use now and before carry am go there
I don port ooo
I don port ooo
I don port go

MTN

Kirikata kirikata kirikata kirikata
Carry the same number go
I don upgrade to MTN

Analysis

1. Graphology level

a. Punctuation mark

The use of comma, dash and exclamation mark:

| | | |
|----------------------|----------------------------------|--------|
| Comma (,) | I fit carry am come MTN, easy | Line 3 |
| Exclamation mark (!) | Ah-haa | Line 5 |
| Dash (-) | Ah-haa | Line 5 |

b. Capitalisation

The word MTN is capitalized to catch the attention of the viewer and also to make them know the product that is being advertised. This feature is used in lines 3,10 and 13.

2. Rhyme

End Rhyme is used in this advertisement (song). Rhyme is used to make the song melodic, it also helps to catch the attention of the readers, arouse their interest and create more Impact. The rhyme scheme of the advertisement (song) is ABBCDEFFFGHFG

- E mean *say* (line2) B
- I fit carry am come to MTN, *easy* (line 3) B
- I don port *ooo* (line 7) F
- I don port *ooo* (line 8) F
- I don port *go* (line9) F
- MTN* (line 10) G
- I don upgrade to *MTN* (line 13) G

3. Assonance

There is a repetition of identical vowel phonemes. It is sometimes called ‘vocalic rhyme.’ Assonance also creates rhyme and musicality/ musicology.

| | | |
|--|--|--------|
| Come enjoy the coverage wey no get part two | Come /kʌm/ Coverage /'kʌv.əʃ.lɪdʒ/ The sound /ʌ/ is identical the two words. | Line 4 |
|--|--|--------|

4. Repetition

Repetition is used in this advertisement song as a way to keep the product in the forefront of consumer's minds.

| | |
|----------------|------------------|
| I don port ooo | Line 7-8 |
| MTN | Line 3,10 and 13 |
| Kirikata | Line 11 |

5. Code switching

There is a switch from English to Pidgin to make the song catchy and interesting.

| | |
|--|---------|
| Switch from English to Pidgin | Line? |
| My number don dey portable | Line 1 |
| Come enjoy the coverage wey no get part two | Line 4 |
| The number wey you dey use now and before Carry am go dere | Line 6 |
| I don port ooo | Line 7 |
| I don port ooo | Line 8 |
| I don port go | Line 9 |
| I don upgrade to MTN | Line 13 |

Lyrics B (Airtel-444- Advertisement Song)

[Intro]

du du du du
 du du du du
 444
 444

[Verse]

You fit to do anything with the number
 444
 Everything easy no long thing with 444
 No dey scatter your brain with plenty numbers
 Abegi jo jo jo
 Dial the number 444
 Oremi ma lo fo
 O je sare lo 444

Mo ni ma fo, ma lo go
 Control code e dey your hand
 444
 Opor Opor
 4 meta is a metaphor
 You can recharge for airtime jor
 You can subscribe for data jor jor jor

[Chorus]

Anywhere you dey
 Whatever you do
 444
 You can use the number ooo
 Wo yo Wo yo yo
 444
 Yo Yo Yo Yo Yo
 Yo Weh Yo Yo weh yo
 444

Analysis

1. Ryhme in this advert makes the song melodic and catches the attention of the readers. We can see this in lines 4,6,8(jo, fo, go), lines 2,5,7(444), lines 10,11(opor, metaphor), lines 12,13(jor, jor).

| | | |
|-----------------------------------|------|-----------------|
| du du du | /U/ | Line 1 (intro) |
| du du du | /U/ | Line 2 (intro) |
| Ma lo fo , ma lo go | /ɔ/ | Line 9 (verse) |
| Opor opor | /ɔ:/ | Line 12 (verse) |
| 4 meta is a metaphor | /ɔ:/ | Line 13 (verse) |

The ryhme scheme for the intro is **AABB**

Ryhme scheme for the verse **ABBACBCBCDBEEEE**

Ryhme scheme for the chorus **ABCDDCDDC**

2) Alliteration - the use of consonant sounds in lines 8, 9,10,11,13 and chorus lines 2 & 3.

No dey scatter your brain with plenty **number** (line 4 of the verse)

Mo ni ma fo, ma lo go (line 9)

Control code e dey your hand (line 13)

4 meta is a metaphor (line15)

3) Repetition - It is used in the advert song as a way to emphasize on the code and make the customers bear the number in mind. In the advert song, the code '444' is repeated many times. We observe the repetition of line 6 in line 8, line 12 in line 13, line 11, line 2 and 3 of the chorus.

| | |
|------------------------|---|
| du du du | Line 1 and 2 (intro) |
| 444 | 2,3,6,8 and 11 (verse) 3-4 (intro) 3,6 and 9 (chorus) |
| Opor is repeated twice | Line 12 (verse) |
| Jor | Line 14-15 (verse) |
| Yo | Line 5,7,8 (chorus) |
| Ma lo | 7,9 (verse) |

4) Code Switching: The switch from Pidgin to English and then to Yoruba is to make the song catchy and interesting and also to make those who speak just Pidgin and Yoruba understand the message of the song. There's a switch from English to Yoruba a in Lines 14,15, Switch from Yoruba to Pidgin in lines 4, 5, switch from Yoruba to English in line 13, and then switch from Pidgin to English in chorus line 1.

Verse

No dey scatter your brain with plenty numbers (line 4)
 Abeg Jo Jo Jo (5)
 Control code e dey your hand (10)
 4 meta is a metaphor (13)
 You can recharge for airtime jor (14)
 You can subscribe for data jor jor jor (15)

Chorus

Anywhere you dey

5) Parallelism: We have this in lines 9 & 13 of the verse

Mo ni ma fo, ma lo go
4 meta is a metaphor

6) Code: the use of code '444' in the advertisement song is used to pass information of the product. The main reason for the advert is the use of 444 for the benefit of the customer. They emphasize on it so they will bear the number in mind. This can be found in line 3-4 of the intro, lines 2,3,6,8 and 11 of the verse and lines 3, 6 and 9 of the chorus. The use of code 444 also makes the song melodic.

Conclusion

The purpose of the current study was to analyse MTN "I don port" and Airtel "444" advertisements. The study proved that stylistic devices are relevant because they help to attract customers to their services, catch the attention of the people and advertisements are made memorable, attractive, enjoyable, trustworthy, and creative.

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