Discourse Analysis of Language Used in the Advertisiments of VIJU Company in Social Media Handles

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Abstract

Advertisement plays a vital role in business activities and in recent years, social media has become most popularly platform of advertising product using varieties of styles. Therefore, this study examines the adverts of Viju Company in social media handles using a qualitative approach. Data for the study were collected from four adverts in Viju social media handles from 2017 to 2022. The data were analyzed based on graphological, phonetic, lexical, grammar and syntactic features. The findings reveal five colors used by Viju Company: Blue used in background to out shadow other features, red was used in the presentation of text to symbolize passion and energy, brown and milk were used in the bottle design of the advert to symbolize the color of the product, and white is used in the presentation of logo to symbolizes purity and wholesomeness. Then yellow is used to show the taste of the product. In addition, the findings reveal graphological features of the adverts: boldness, italics, and capitalization which are used as foregrounding. The study also reveals two phonetic features of the adverts: alliteration to create good emotional sound and assonance to achieve 'remembrance' effect. Additionally, the study observed four lexical features employed by Viju; Metonymy giving generality to the product, Euphemism and Hyperbole to target people's mind, to increase shock, novelty, appearance or illustrative consequences. Metaphor is used to show the quality of the product. Furthermore, grammatical features: noun, verb and adjectives are used to complement the name and function of the product. Finally, for syntactic features, the study observed that only simple sentence was used in the Viju adverts. The paper highlights some implications and makes suggestions for further studies.
Keywords: *Advertisement, Critical Discourse analysis, Language, Social media, Viju.*

1. Introduction

In recent years, social media has become an essential platform for advertising products and services (Gao et al., 2019; Jain & Bhatia, 2021). With the rise of social media, advertisers have access to a large and diverse audience, making it a valuable marketing tool (Thackeray et al., 2008). However, advertising on social media requires advertisers to use language that effectively persuades their audience to buy their products. It is crucial to choose the right and representable discourse to adjust the social concepts valued in society (Mujahidah, et.al., 2020). Moreover, the language used in advertisements is crucial in shaping consumers' attitudes towards products and services (Belch & Belch, 2019). It is through language that advertisers convey information about their products, highlight their benefits, and convince consumers to purchase them (Ong & Tang, 2019).

Therefore, the language of advertisements is an essential aspect of advertising and can determine the success or failure of an advertising campaign especially in social media platforms which have diverse audience. Social media handles are an excellent platform for

studying the language of advertisements because of their high traffic and the variety of products and services advertised (Krasnova et al., 2013). Moreover, social media handles provide advertisers with various tools, such as targeting and analytics, that enable them to reach their desired audience effectively (Dijck, 2013). Therefore, understanding the language of advertisements on social media handles is crucial for advertisers who want to create effective advertising campaigns.

Various studies conducted by many researchers have shown the importance of language in social media advertising and highlight the various techniques used by advertisers to persuade consumers. For instance, Gao, Li, and Huang (2019) conducted a review of research on social media advertising and found that language is a crucial factor in the effectiveness of social media advertisements. Jain and Bhatia (2021) conducted a systematic review of social media advertising and identified language as one of the critical components of successful social media advertising. Tuten and Solomon (2018) analyzed the language used in social media advertisements and found that advertisers use various techniques, such as humor and personalization, to engage consumers. Brouwer et al. (2020) analyzed the language of influencer marketing posts on Instagram and found that influencers use a conversational tone and personal experiences to promote products. Li and Li (2019) analyzed the language of Chinese social media advertisements and found that advertisers use persuasive language, such as exaggeration and repetition, to influence consumers.

In beverages companies, many scholars have analyzed the language of advertisement used by companies such as Coca-Cola (Kristýna, 2015 & Jakarta 2010), Peak Milk (John, 2017), Nut Milk (Allison, 2020). However, Viju company advertisements do not have much attention by the scholars. Therefore, the study aims to build on this existing research by analyzing the language of advertisements of Viju on social media handles. The Viju company has been at the forefront of advertising on social media platforms, using various advertising strategies to reach their target audience. Viju is a beverage brand that has gained popularity in Nigeria, with a wide range of products such as bottled water, fruit drinks, and energy drinks. Viju has employed various advertising strategies on social media platforms such as Facebook, Twitter, and Instagram to reach their target audience (Rubathee 2013). The use of discourse in advertising has significant implications for consumer perceptions and behavior. The way a product or service is presented in advertising can influence how consumers perceive the product and the likelihood of them purchasing it (Sujan 2021). However, the discourse of Viju advertisements has not been exhaustively analysed by scholars.

Therefore, this study is aimed at examining the social media adverts of Viju Company. The visual aspects are colors, graphics, phonetic features, lexical features, grammatical features and syntactic features. The researchers want to find out the Graphological Features; Phonetic Features; Lexical Features; Grammatical Features and Syntactic Features of Viju Adverts.

There has been a lot of scholarly research on portrayal of product advertisement both in print and television commercial advertising both in Nigeria and globally. The language of

persuasion is a powerful tool for advertisers and marketers to persuade their audience and achieve their communication goals. Understanding the techniques used in persuasive language can help individuals become more informed and critical consumers of advertising and other persuasive communication. Language of persuasion technique is the use of persuasive words and phrases. These include words that trigger an emotional response, such as "imagine," "feel," and "believe." Advertisers may also use power words such as "new," "improved," and "exclusive" to create a sense of urgency or desire for the product or service being advertised. Berger, (2014). The use of persuasive words and phrases, advertisers may use persuasive tone and voice. A conversational and friendly tone can create a sense of familiarity and likability, while an authoritative tone can establish credibility and trust. O'Keefe, (2002), Pratkanis, & Aronson, (1991).

Despite the fact that most past studies do not focus on the of Viju company advertisement, their results can be used to enrich this study; as the role portrayal of advertisement reflect the power of social media in the society.

Laraib (2022) conducted a study on critical discourse analysis of language and visuals in beauty advertisements. His study is based on Norman Fairclough's three-dimensional model of CDA, which examines how the advertiser's use of language and visual representations of such beauty products attract and manipulate women. Qualitative approach was used to carry put the study. The findings of his study also show the ways in which such companies in power present the stereotypical view of beauty associated with "whiteness" and presents it as something essential to living a better life, thus controlling the minds of people.

Falla (2020), carried out a study on critical discourse analysis on TV advertisements for beauty products. His analysis is based on Fairclough's three-dimensional framework, which shows how the ideology of "beauty" is produced and reproduced through advertisements on TV. Qualitative research was conducted on beauty product advertisements from ten TV advertisements for beauty products in 2019. The advertisements taken and analyzed were advertisements for facial beauty products from various brands and types. The findings show that advertisers use a variety of strategies to manipulate women. Advertising language is used to control people's thoughts. The better the words the advertisers used to manipulate the viewers, the better reaction that they will get from the viewers. This research shows advertisers are not only promoting their products but highlighting society's standards of beauty and cultural values into the viewers' lifestyle and how the TV advertisements have shaped the beauty ideology of social practice in Indonesia.

Aritonang (2012) Studies the figure of speech in Vogue's advertisement, his research was conducted by descriptive qualitative and quantitative design. The data of his research are the advertisements of Vogue's magazine which are published from October 2011 until January 2012. There are 15 advertisements to be the samples of the study which will be taken randomly from Vogue's advertisements. The findings of his study show that there are five figures of speech were found in fifteen Vogue's advertisements; they are Hyperbole, Personification, Simile, Metaphor, and Allegory. The total number of sentences

in the advertisement is 59. It consists of 28 hyperbole (47%), 5 metaphor (8%), 8 similes (14%), 15 personification (25%), 3 allegory (5%). The most dominant type of figure of speech is Hyperbole with score 47%. The hyperbole is the most dominant type used in the study.

Robert (2013), Studies the language of advertising nation newspaper and news watch magazine.The research methodology adopted in this study reflects the theoretical framework mentioned in the introduction. Resources were drawn from textbooks, library, journals, internet, newspapers and magazines. Besides the above, about fifteen adverts were randomly selected from nation newspapers and News watch magazines. Data drawn from these sources were analyzed under lexical and graphological features. Under lexical, figurative expressions, uses of simple diction, proper names and emotive expressions were isolated specifically for discussion. On the other hand, graphitic/graphological features such as, use of punctuations, color, pictorial images and figures, were also isolated for discussion.

Waluga (2022), studies a multimodal critical discourse analysis of online soft drink advertisements. The data of this study was selected from the U.S. official soft drink brand Coca-Cola Instagram account (@cocacola), and a total of 58 advertisements were analyzed. Three analytical frameworks were employed to analyze the data. First, Nilsen (1979)'s phonetic devices framework was used for verbal resources analysis. Second, Kress & van Leeuwen (2006)'s and Harrison (2008)'s social semiotics frameworks were adapted for analyzing visual resources. Third, Hofstede et al. (2010)'s cultural dimensional model was employed to discuss the cultural aspects in the advertisements. The analysis of the verbal resources in the advertisements revealed two types of phonetic devices: alliteration and assonance.

2. Method

This study adopts a qualitative approach to examine the language of advertisement of Viju Company on social media handles. Four adverts were purposefully selected from 2017-2022. They were collected from the social media handle of the company. The pictures were not examined individually, but were examine according to their mutual features within the level of text analysis. The data were analysed by first reading the related adverts, then the graphical level and phonetic levels next the lexical and grammatical levels were examined. Thereafter, found out the lexical, grammatical classes of the advert, and graphics level in the advertisement then examining the way adverts are presented.

3. Results

3.1. Graphological Features of Viju Adverts

This section reveals the result of the first research question on what are Graphological features of Viju advert. The first level of analysis is primarily focus on use of visual features of the advertisement. These visual features are photographs, and text

which their color and writing style are examined. The following subsection presents the details of the visual features.

3.1.1. Colors Used in Viju Adverts

The findings show that five colors use in the Viju advert, which are: blue, yellow, red, milk and brown. Blue was used in the background of the advert presented in the Viju Company advertisement that was use in the figure 1. Then red was used in the presentation of the text, brown and milk color were used in the designation of the battle of their product. White and red also are used in the presentation of the logo of the advertisement.

Viju makes use of such colors to easily let their customers to make a mental picture of the durability of their product. However, some of the colors were used repeatedly more especially the milk and brown color. Color affects people's perception and thinking a lot in many aspects Kristýna (2015). Everyone has subconsciously connected colors to some experiences from their life. Color is what people remember and gives them feelings and impression that is why it becomes an important in advertisement. What has to be mentioned is that putting color in to logo and any picture of particular company advert, are necessary, because the advertisement generally are to attract customers. Undoubtly, visuals are first things that catches the eye or interest of the customer.) Scholars had discovered that: Blue is a color that stands for wisdom, elegant, executives, beauty and confidence. She also puts that red and white colors are generally used to show the wellbeing and health. Brown also is to arouse emotion Fatima (2018).

But their-own is different from other companies advert, because are well designed like other advert. In figure 1, they use the color of milk and brown just to simplify the test of their product to the customers, who make an eye contact with the photos will be attracted with what they are trying to impose their. As Viju advertisement suggested brown, red, milk and white, White is symbolizing purity and wholesomeness, while red symbolizes passion and energy. Then yellow is generally to show the taste of the product. They all make use of these arrangements to attract the attention of their target consumers.

Figure 1. Color

3.1.2. Text of Viju Adverts

The finding of this study reveals that Viju company make used of several kind of style in the presentation of text in the advert which are: bold, italics, capitalization.
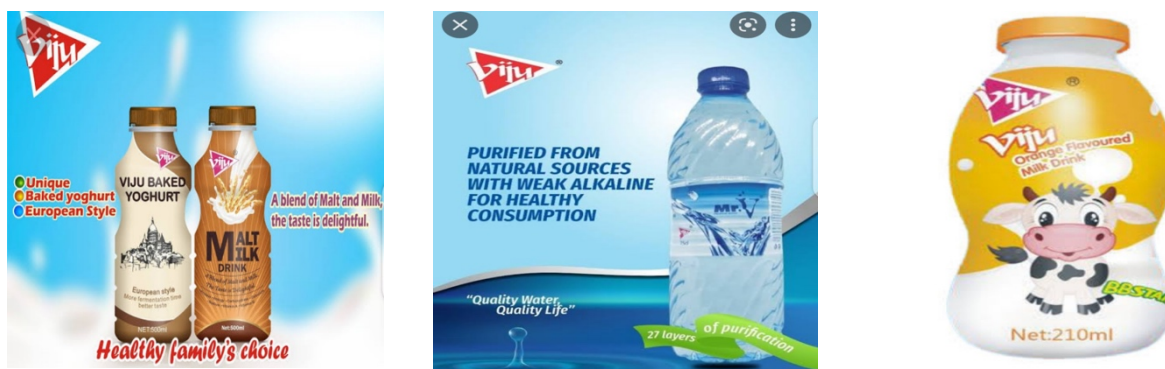

Figure 2. Text of Adverts

The following are the examples of text presentation they used in the advertisement including Bold, Capitalization and italics.

    a. Bold

"Unique"

"Barked yoghurt"

"European style"

"A blend of malt and milk"

"The taste is delightful"

    b. Capitalization

"Bastar"

"Purified from natural source with weak alkaline for Healthy consumption"

    c. Italics

"Healthy family's choice"

"Quality water quality life"

As shown in the above figures, they make use of capitalization, bold and italics as foregrounding. Foregrounding refers to the concept of making certain features prominent in a text. It is for purely aesthetic exploitation of language and to make familiar in order. It is mainly use to show the reader that there is a very important thing where the letters are capitalized, italicize or bold.

By going with this little explanation we can put that, the use all the capitalization, bold and italics just to succeed in capturing the attention of their customers.

3.2 Phonetic Features of Viju Adverts

This section answers the second question of the study which is: What are the phonetic features of Viju advert? It has been observed that Viju company advert uses several phonetic features: alliteration, assonance; consonance. Alliteration in the advertisement ("A blend of Malt and Milk") assonance ("Purified from natural sources with weak alkaline for healthy consumption")
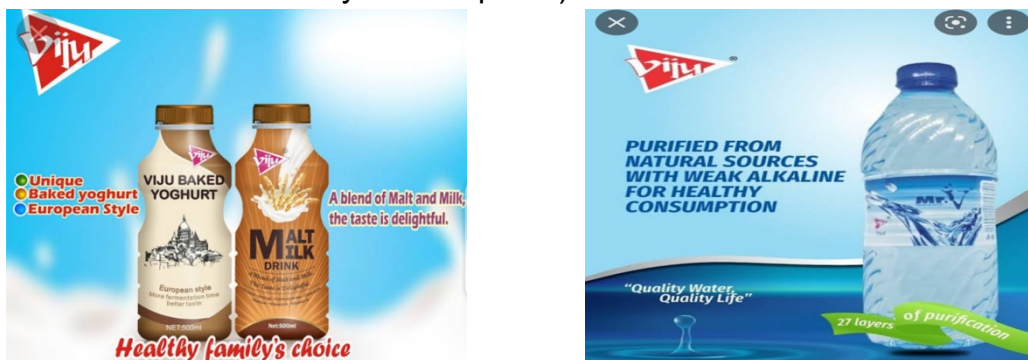

Figure 3. Phonetic Feature

The following are the examples of the phonetic features found in the advert. As shown in the above figure

a.   Alliteration:

Example in the advertisement "A blend of Malt and Milk"

b.   Consonance:

"Purified from natural sources with weak alkaline for healthy consumption"

Alliteration is used in the advert to make advert punchy and to be memorable, it is also used to create fun for the customers Petter (2011). Alliteration is also used re-targeting customers Rishab (2021). With reference to the above explanation of literature we can conclude that the Viju advert is punchy and memorable just because of the fact that they make use of the phonetic effect. Possibly, alliteration is used in these adverts to create good emotional sound to the mind of the customers of the advert. Then assonances are to create sound that will make the advert to fulfill one of the qualities of advertisement that is 'remembrance'. A successful advertisement of any company is expected to be remembered by the customers. In the phonetic view, possibly they make use of the phonetic issue to make the advert make sense and be precise. That is why they make use of few among the sounds effect not to confuse their patronizers.

3.3 Lexical Features of Viju Advert

This section also answers the third part of the research question on what are the lexical features of the advert?. It shown that the Viju Company makes used of the several lexical features in their advertisements which are: Metaphor, (The taste is delightful) Metonymy (Baked) Hyperbole, (European style, 27 layers of purification) and Euphemism (The taste is delightful)

Figure 4. Lexical Features

The following are the examples of the Lexical Features found in the advertisement as shown in the above figures.

a. Metaphor

"The taste is delightful"

b. Metonymy

"Baked"

c. Hyperbole

"European style"

"27 layers of purification"

d. Euphemism

"The taste is delightful"

Lexical feature is a deviating from the ordinary form of expression, or the ordinary course of ideas in order to produce a greater effect (Wren & Martin 1990). Therefore, lexical used are Metonymy, Euphemism and Hyperbole as a way to express people's mind so that the listeners or readers can be interested in the expression and thus are used to increase shock, novelty, appearance or illustrative consequences. In addition, Metaphor is used generally in the advertisement to show the quality of the product, by comparing the product with something great within the environment.

There are other lexical items that they did not make use of them such as: Oxymoron, Simile, personification, paradox, possibly they did not make use of them because they did not look straight and ambiguous in nature. In addition must of their customer are children, so their level of understanding may not allow them to understand what they mean.

3.4 Grammatical Features of Viju Adverts

Here is the answer of the fourth research question which is: What are the grammatical features of Viju advert? It has been observed that they make use of several class of word including noun (Natural Alkaline, Drink), verb, and adjective (Flavored, "Purified). The class of words used here; generally they are used in advert to capture the attention of customers.

Figure 5. Grammatical Features

The following are the examples of the grammatical features found in the advert of Viju Company. As shown in the above figures.

    a. Nouns

"Natural" "Alkaline" "Taste" "Drink"

    b. Adjectives

"Purified", "Delightful", "Blend", "Flavored"

    c. Verbs

    d. Auxiliary verbs

"Is"

    e. Main verb

"Bark"

Hanan (2018) opines that adjectives are integral element in linguistics structure that helps identify and describe name of the product. They are used in advert to seduce you into believing in the product or service advertised. Adjectives bring depth to adverts, and the right adjective can completely spin a situation into a positive. Example the Google's recent campaign for Pixel phone repeatedly use adjective 'new' to great effect throughout the course of the advert. Moreover, Donald (2017) said verbs are used in advert to force you to choose between love and hate.

Possibly, Viju Company makes use of the above words class noun verb and adjectives (grammatical features) to make the advert to be comprehensive even by the learners of the language that the advert is presented. Since adjective are always in hands with noun so to that extend the advert will be very simple. As we all know we have 8 part of speech in English language, in my own perception they only use the simpler ones for their own advert to be clearly stated and precisely. Possibly if they make use of the other part of speech their advert will not be good as it is now.

3.5 Syntactic Features of Viju Adverts

This section answers the fifth part of the research questions which is: What are the syntactic features of Viju advert? In this study also it has been observe that sentence type is used, only simple sentence is used. Generally simple sentence are used in the advert to make it easier in comprehension, just because of the Viju Company in my opinion are targeting younger ones. Example of the simple sentence used in the advert is (The taste is delightful)

Figure 6. Syntactic Feature

The following is the example of the simple sentence used in the advert as shown in the figure above

• 	Simple Sentence

"The taste is delightful"

## 4. 	Conclusions

This is study is aimed at examining the adverts of Viju company on social media. The findings reveals the graphological, phonetic, lexical, grammar, and syntactic features the adverts of Viju. This study contributes to the understanding of the language of advertisements in social media handles and its impact on consumers. It vividly unveils the effects created by the advert and the hidden meaning therein. The study provides valuable insights for advertisers on how to use language effectively to persuade their audience to buy their products especially on social media platforms. Finally, it contributes to the development of linguistic theories of persuasion in advertisement.

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