

A DISCOURSE ANALYSIS OF METROPOLITAN AND SANLAM NAMIBIA'S
ENGLISH PRINT ADVERTISEMENTS IN *THE NAMBIAN* NEWSPAPER: A
COMPARATIVE STUDY

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ABSTRACT

This thesis was a critical discourse analysis of Metropolitan and Sanlam Namibia's English advertisements in *The Namibian* newspaper. The purpose of the study was to investigate the English language of persuasion leveraged in the two companies' print advertisements. The study also explored the various advertising techniques that supported the English language of persuasion used in selected advertisements. This research was qualitative in nature. It was a desktop study which employed discourse and content analysis as data collection methods. Data collected were critically examined, based on the English language employed in selected print advertisements. The study was informed by a critical discourse analysis theory which addresses issues of how social relations, identity, knowledge and power are constructed through written and spoken texts in various communities, schools, the media, and the political arena. The thesis revealed that the following language elements were utilized in Metropolitan and Sanlam Namibia's selected advertisements: The first was the pattern of print advertisement, which looks at the headline, body copy, slogan and logos. The second was the language leveraged in each advertisement, with the use of elements like alliteration, repetition, metaphors, similes, puns, personification, adjectives and adverbs. The third was a revelation of various advertising techniques that supported the English language used in selected advertisements. The study concluded that along with most linguistic elements, the Aristotelian proofs (ethos, pathos and logos) and the AIDA principle of advertising were necessary ingredients of persuasion in these print advertisements. This study contributes to the existing body of knowledge and strategies on

how print advertisements, especially those by insurance companies in Namibia, utilise language and stylistic techniques when advertising in national newspapers and provide a link between the field of research into advertising and the field of research into stylistics.

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DEDICATION

This thesis is dedicated to my late grandfather, Paulus Nghilongwa Salomo. May your soul rest in eternal peace.

DECLARATION

This study is my original work. It has not been presented or submitted for a degree in any other institution of higher education. No part of this thesis may be reproduced, stored in any other retrieval system, or transmitted in any form, or by any means (e.g. electronic, mechanical, photocopying or otherwise) without prior permission of the author, or the University of Namibia in that behalf. Where I used other people's ideas I have referenced them as such.

Signature.....

Date.....

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CHAPTER 1

INTRODUCTION

1.1 Orientation to the proposed study

Today almost every company advertises its products through various strategies in order to inform customers about its products, increase its sales, acquire market value and gain both a reputation and a name in the industry (Gath, 2006).

Metropolitan Namibia (a joint venture insurance company with Swabou Life) and Sanlam Namibia are insurance companies, currently operating in Namibia. Sanlam Namibia has been operating in Namibia for eight decades and it is one of the most prominent long-term insurance companies currently operating in the country. Metropolitan Namibia has been operating in Namibia for almost 40 years now and has established a wide network of distribution channels across the country. Metropolitan Namibia and Sanlam Namibia's print advertisements seem to use various discourses such as slogans, pictures, puns, alliteration, different font size, various colours, repetitions, fallacies, metaphors and visuals in *The Namibian* newspaper. *The Namibian* is one of the widely used newspapers by Metropolitan and Sanlam Namibia for their print advertisements. *The Namibian* is the most widely read newspaper in Namibia. The aims of Metropolitan Namibia and Sanlam Namibia's utilisation of various discourses are to attract and persuade people to take out insurance with them. In order to effectively persuade people to do something, one needs to grab their attention and arouse interest in them on how one's product or service could help them, and then persuade them to take the action the insurance company wants

them to, such as buying the product. The terms “attention” or “attract”, “interest”, “desire” and “action”, constitute the AIDA principle, which is a critical tool of advertising. These are the four steps that advertisers take their audience through when they want the audience to buy certain products. Advertisers take on board these components of AIDA in their advertisements. These stages are usually reflected in the language used in advertisements.

Gath (2006), claims that national newspapers are ideal sources for showcasing a corporate image for public service and for open-letter advertising. In fact, national newspapers are ideal vehicles for any message intended to be quickly conveyed to a large audience. McNamara (2002) argues that behind each advertisement there are specific stylistic features that capture the attention of consumers. Depending on the product and the type of consumer advertisers are targeting, they use one, or a variety of methods to sell an idea. The language used in advertisements is also designed to target a specific demographic segment. Sometimes an advertisement is directed at a particular sector of society in such a way as to create an affiliation, by association to a product. Advertisements and the language they employ also target members of society according to age, gender, occupation, social class, race and sometimes geographical area.

McNamara (2002) also reveals that the language in most advertisements uses testimonials which are in the form of statements from people who have used a product before. Advertisers use testimonials as a powerful way to establish trust with new consumers. When consumers see that others have tried the product with a successful desired outcome, they are more likely to buy it as well.

Advertisements simply lay out the information and the consumer needs to make a decision about the product. In other advertisements, according to Gath (2006), a popular spokesperson may be utilised. Similar to using testimonials, using a famous name to verbally endorse a product is meant to establish trust with the audience. The language employed in advertisements may also appeal to those with a desire for affluence, as many people aspire to look and feel wealthy. Through employing specific linguistic and stylistic features, advertisements can also exaggerate a product's benefits by embellishing the truth in an attempt to draw attention. For example, an advertisement for a men's cologne that compels women to chase him down the street allow the advertiser to entertain while creating a memorable scenario for the consumer which might influence a purchasing decision (McNamara, 2002).

Advertisers also make use of some stylistic features in advertisements such as slogans, puns, alliteration, repetition and modifiers. Furthermore, the format and style in adverts include design, images, visual effects, contact information, as well as layout and form, which, together with the linguistic and stylistic features, determine the effectiveness or not of the advertisement.

As far as rhetorical features are concerned, Andrew (2004) posits that “the vast majority of advertising methods could be classified into three modes, [...] namely ethos, pathos, and logos” (p. 11). Andrew suggests that “ethos makes an appeal of character or personality and pathos makes an appeal to the emotions whereas logos appeals to reason or logic” (p. 11).

As the world of advertising becomes more competitive, advertising becomes more sophisticated. Manchester (2009), states that the basic principles behind print advertisements remain that it

must attract attention and persuade someone to take action. This idea remains true, simply because human nature does not really change.

In this research study, a critical discourse analysis was utilised throughout. Gee (2010) defines discourse analysis as “the study of the ways in which language is used in texts and contexts” (p, 22). Developed in the 1970s, discourse analysis concerns itself with the use of language in a running discourse, continued over a number of sentences, and involving the interaction of speaker (or writer) and auditor (or reader) in a specific situational context, and within a framework of social and cultural conventions (Gee, 2010). Gee (2010) further explains that discourse analysis is one way to engage in a very important human task, which is to think more deeply about the meanings we give to people's words so as to make ourselves better, more humane people and the world a better, more humane place. Discourse analysis involves linguistic studies such as syntax, grammar and phonology and uses figurative speaking through varieties of components such as personification, metaphors, alliteration, hyperboles and many others.

Shaughnessy (2004) believes that advertisements often employ many different methods of persuading a potential consumer, and claims that “effective advertising was, almost always, persuasive advertising, and while not all advertising seeks to persuade, in a competitive situation those who best persuade are those most likely to win” (p. 203). Shaughnessy (2004) further claims that persuasion methods through advertising employ activities such as rhetorical devices, metaphors, mode of arguments, fallacies, celebrities, bandwagon and Aristotelian proofs.

1.2 Statement of the problem

Although research has been done on advertising in general and we are exposed to numerous advertisements each day (Cunningham & Buchwitz, 2010), it appears that no studies have been done on the stylistic elements used when Namibian insurance companies advertise their products in the print media. The latest study on advertising in Namibia was done by Sindano (2013). This study was concerned with car advertisements and not the advertisements of insurance companies. The problem that has been investigated is how insurance companies in Namibia who advertise in the English language, employ stylistic elements in their advertisements in the print media. This has led to the following research questions.

1.3 Research questions

1. How is the language of persuasion leveraged in Metropolitan Namibia and Sanlam Namibia's print advertisements?
2. How does the English language used in selected print advertisements reflect the AIDA principle of advertising?
3. How do various advertising techniques, including visual techniques, support the English language of persuasion used in these advertisements?

1.4 Significance of the study

Findings from this study may contribute to the existing but scant body of knowledge and strategies on how print advertisements, especially by insurance companies in Namibia, utilise language and stylistic techniques when advertising in *The Namibian* newspaper. This study also offers insight into how the English language is used by insurance companies in Namibia to attract customers. Moreover, this study might provide the basis for future research in the stylistics of advertisements in English and might also provide a link between the field of research into advertising and the field of research into stylistics. However, the significance of the study does not directly apply beyond Namibia.

1.5 Limitations of the study

The study is limited to thirty (30) print advertisements found in *The Namibian* newspaper over a period of one year from January to December 2013. The researcher concentrated on advertisements in *The Namibian* newspaper; however, these may differ from advertisements by the same companies found in other print media. The Namibian Newspaper was chosen for this study because it is frequently used by selected insurance companies for their print advertisements. Metropolitan Namibia and Sanlam Namibia were chosen from various insurance companies in Namibia because they are long serving and internationally well known. Only a limited number of print advertisements used by Metropolitan Namibia and Sanlam Namibia were used in this study, therefore, results cannot be generalised to other insurance companies in Namibia or other countries.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter discusses the principles of advertising and looks at how advertisers include the target audience in print advertisements. At the same time, the chapter reviews how print advertisements utilise illustrations and images, the pattern of print advertisements, the language of advertising, persuasive language in advertising (where the Aristotelian proofs are examined) and the critical discourse analysis theory.

2.2 Critical discourse analysis theory

This study is informed by the critical discourse analysis (CDA) theory. According to Simpson (2010), the word ‘critical’ signals “a departure from a more descriptive goal of discourse analysis where the focus is more on describing and detailing linguistic features than why and how these features are produced...”(p, 51). A critical approach of discourse encompasses the analysis of new texts, advertisements, political interviews and speeches, doctor-patient interactions, counselling sessions, job interviews and other unequal encounters (Simpson, 2010). The term ‘critical’ therefore principally means ‘unravelling or denaturalising’ some ideologies that are expressed in discourse as well as revealing how power structures are constructed in and through discourse (Mayr, 2010). Fairclough (2002) sums up critical language study as follows:

Critical is used in the special sense of aiming to show connections which may be hidden from people such as the connections between language, power and ideology. Critical

language study looks at social interactions in a way which focuses upon their linguistic elements, and which sets out to show up their generally hidden determinants in the system of social relationships, as well as hidden effects they may have upon that system. (p. 52)

Moreover, Hashemi (2011) has defined critical discourse analysis as:

the kind of discourse analysis which aims to systematically explore relationships of causality and determination between discursive practices, events and texts, and wider social and cultural structures, relations and processes in order to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and to explore how these relationships between discourse and society is itself a factor securing power and hegemony. (p, 132)

Fairclough (2002) posits that there are three dimensions in CDA: (1) text, (2) interaction, and (3) social context. As a result, he convincingly argues that no text can be analysed in isolation from the context where it was produced. The first dimension of discourse as text comprises the linguistic features (vocabulary and grammar) and organisation of discourse (cohesion and text structure). The second dimension of discourse as discursive practice refers to rules, norms, and mental models of socially accepted behaviour, reflected in text production and interpretation. Fairclough's third dimension is that of "discourse as social practice", which centres on the larger social context that acts upon the other two dimensions.

Camino argues that, "CDA could illuminate ways in which the dominant forces in a society construct versions of reality that favour their interests" (2012, p. 78). Furthermore, CDA

attempts to unite, and determine the relationship between three levels of analysis: (a) the actual text; (b) the discursive practices (that is the process involved in creating, writing, speaking, reading, and hearing); and (c) the larger social context that bears upon the text and the discursive practices (Fairclough, 2002). In more detail, the text is a record of an event where something was communicated. It involves the presentation of facts and beliefs (often ideological), the construction of identities of participants discussed in the communication, and strategies to frame the content of the message. CDA looks at issues of how social relations, identity, knowledge and power are constructed through written and spoken texts in various communities, schools, the media, and the political arena (Manchester, 2009). Discourse always involves power and ideologies as it is connected to the past and the current context, and can be interpreted differently by people because they have different backgrounds, knowledge, and power positions.

The term discourse is sometimes difficult to define. Hashemi (2011) believes that when discourse is effective in practice, and has the ability to organize and regulate relations of power; it is called a "regime of truth". Camino (2012) acknowledges that CDA does not have a unitary theoretical framework or methodology because it is best viewed as a shared perspective encompassing a range of approaches instead of one school. One key principle of CDA is that the way one writes, and what one says, is not arbitrary. It is purposeful, whether or not the choices are conscious or unconscious (Fairclough, 2002). While CDA can also focus on body language, utterances, symbols, visual images, and other forms of semiosis (signs and symbols) as means of discourse (Manchester, 2009), this study is limited to analysing written language in print advertisements only. Manchester (2009) says that "engagement without estrangement is to submit to the power of the text, regardless of one's

own position, thereby accepting the reading and offering unquestioning support of the status quo” (p, 3). To support the above statement in this study, readers also have to accept what is in selected print advertisements without having to question the content of selected advertisements. However, what is crucial is that one does not start to discover the meaning of the text word by word; rather, one should place the text in its genre. Each genre-orientation has a style of its own and a set of characteristics that identify it.

By looking at the text as a whole, Hashemi (2011) recommends checking what perspective is being presented, what angle, slant or point of view. This is what Hashemi (2011) terms “framing” the details into a coherent whole, and can be accomplished by several techniques, which, are incredibly revealing. These can be presented as follows: (1) choosing and placing specific photographs, diagrams, sketches, and other embellishments to get the reader’s attention; (2) using headings and keywords to emphasise certain concepts by giving them textual prominence (called foregrounding if the text is emphasised and back grounding if text is there but de-emphasised or minimised); (3) leaving certain things out completely, of which the average reader will not notice its absence, and thereby not scrutinize it; (4) using certain words that take certain ideas for granted, as if there is no alternative (presupposition), begging the question and (5) manipulating the reader by using selective voices to convey the message that certain points of view are more correct, legitimate, reliable, and significant (Hashemi, 2011).

Many readers are reluctant to question statements that the author appears to be taking for granted. Presupposition can also occur at the sentence level in the form of persuasive rhetoric that can be used to convey the impression that what an agent of power says carries more

weight (Hashemi, 2011). Insinuations, another tool, are suggestive and carry double meanings. When the facts, or the way the facts are presented, are challenged, the originator of the discourse can readily deny any culpability. This ability to deny any intention to mislead gives the originator of the discourse a lot of power (Hashemi, 2011). Moreover, even one word can also convey a strong meaning or connotation. These connotations are not always, or seldom, in the dictionary, but often assigned on the basis of the cultural knowledge of the participants. Connotations associated with one word, or through metaphors and figures of speech, can turn the uncritical viewer's mind (Hashemi, 2011).

As an example, the use of the word 'protestor' instead of 'demonstrator' conveys a particular message. A protestor is against something while a demonstrator is trying to make something evident. The media conveys a negative image of those advocating for peace when it paints them as protesting against the government and corporate establishment. Writers can deceive readers by affecting a phony register, one that induces mistrust and scepticism (Hashemi, 2011). Register can be affected by the choice of person, for instance, the first person (I, me, my, we, our), second person (you and your), and third person (he, she, they, their, his, hers, him, her). For example, quoting directly from a university spokesperson using the first person, while using the third person to refer to a student challenging the university policy, can convey the message that the university is more objective than the student and hence more legitimate (Hashemi, 2011). CDA does not provide answers to the problems but enables one to understand the conditions behind the specific problem or the deep, ideological roots of the issue (Grix, 2004).

2.3 Definitions of advertising

The concept of advertisement is based on the argument that consumers are motivated to evaluate the truthfulness of the claims in the advertisement (Muda & Cris, 2012). Advertisement has been defined as the “extent to which the consumer perceives claims made in the advertisements to be truthful and believable” (Muda, & Cris, 2012, p. 51). Advertisements focus on the consumer’s evaluation of the ‘truth and believability’ of the contents of the advertisement (i.e. the visual and verbal components of the advertisement). Similarly, Simpson (2010) states that an advertisement is the perception consumers have regarding the integrity of a commercial, and that it has two dimensions: ‘trustfulness and believability’. Trustfulness refers to the perceived authenticity and integrity of the information presented in the advertisement while believability refers to the perception of an accurate portrayal of reality (Simpson, 2010). Consumers will interpret the advertisement itself to determine if the claims that an advertisement makes are true.

Advertising in the English language is simply compared to any other form of advertisement or promotion of goods and services through various media. That said, advertising comes in a number of different forms and draws on a wide range of linguistic strategies, and most advertisements are targeted at a host of very well researched consumer groups (Simpson, 2010). Nowadays, advertising has become a popular term or subject of study and is approached from various disciplines such as media studies, sociology, and linguistics. De Lima (2014) defines advertising as “the way language is used to persuade, convince and manipulate others” (p, 6). De Lima (2014) believes that advertising is “a marketing vehicle that is designed for the masses, whereas sales promotion, considered being supplementary or complimentary to other elements of

promotional effort” (p, 4). De Lima (2014) further states that advertisement is “any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor” (p, 4). De Lima (2014) believes that advertisements should put information into people’s minds and should inform the customers about goods, services or ideas and how to get these services or goods by means of an identified sponsor. In addition, Cook (2001) states that “advertising is the promotion of goods and services through various media” (p, 34).

2.4 The principles of advertising

Simpson (2010) attests that the purpose of language in any advertisement is to build ideas of any product’s image into the minds of the consumers in such a way that the used language is impressive and highly persuasive. De Lima (2014) affirms that most of the advertising language used is colloquial and it is, therefore, hard to use formal language in advertisements, as formal language requires readers to have the same educational background.

Scholars of consumer behaviour have estimated that people are exposed to numerous advertisements each day (Cunningham & Buchwitz, 2010). Cunningham and Buchwitz (2010) further state that “advertisement is a powerful tool, made more powerful every day by the increasing ability of the advertiser to reach us on many psychological levels” (p. 150). Armstrong (2010) believes that, “most advertisements aim at changing people’s behaviours, touching them in some way that will cause them to do what the advertiser would like them to do” (p. 150).

According to Magyar (2010), most adverts use argumentation - a logical approach - as a means of persuasion. However, Johnson (2007) argues that an advertisement may meet all the requirements for a valid, logical argument, but still be questionable or even unethical when emotional and physical arguments are examined in addition to logical ones. Johnson (2007) further states that “an emotional argument may be made by using emotionally charged words or by using a picture to invoke emotion” (p. 153). Magyar (2010) maintains that emotional arguments can depict elements such as “degree of commitment, depth, feelings, sincerity and degree of resistance” (p. 84). Magyar (2010) further believes that what makes advertising not only difficult, but also exciting and fascinating, is the question of how readers settle on words and images that are used in advertisements, in order to send the right message to the right people.

Simpson (2010) draws a distinction between different types of advertisements. He claims that advertising is divided into two different types, namely: reason and tickle advertisements. He notes that advertisements should sometimes be very simple and directly communicated and should appeal to reason. Simpson (2010) further claims that “at other times the best route should be an indirect one” (p, 93). According to Simpson (2010), contemporary linguistic pragmatics, the study of what language means in a certain context, gives a number of ways for exploring the ‘continuum between the directness and the indirectness’ in language. Much of this work can be applied to the reason/tickle theory by Simpson (2010). Reason advertisements can be characterized by (i) conspicuous product placement along with brand name and company logo visually prominent and (ii) a clear and unambiguous slogan giving the principle reason to buy the product (Simpson, 2010). In contrast, tickle advertisements generate implicatures, which are meanings which only unfold when it is clear and when the factual content of an utterance is not a

reliable ‘guarantor’ of the meaning of that utterance in context (Simpson, 2010). Therefore, implicatures depend on the capacity of the addressees to make inferences when they find out that the ‘literal’ meaning of the utterance is not intended.

2.4.1 The target audience

The target audience puts its own meaning into certain words. However, different individuals sometimes interpret language used in advertisements in different ways. Both the mass media, when reporting news items and marketing and advertising, advertisers have to consider the emotive power of the words they use. First, they have to make a decision about what to communicate and what to withhold.

Gath (2006) claims that one of the aspects of persuasion in any advertisement is that of shifting people’s beliefs and attitudes, causing them to behave differently to different adverts. Gath (2006) further states that “advertisements often have a complex set of addressers and addressees” (p, 16). Gath (2006) believes that rather than being one single individual or a single voice in a text, sending information to certain individuals, a number of various groups exist as the audience that receives the information. Moreover, advertising is not just about the commercial promotion of products, it can also incorporate the idea of texts to enhance the image of individuals or a group or any organisation that receives the advert (Mayr, 2010). The idea of advertisers to present their advertisements as simple texts which operate on a single level has been challenged. Instead, advertising texts are viewed as involving a complex notion of the audience, where readers have to work with much effort attached in order to ‘decode messages’ and have a better understanding of different address relationships (Mayr, 2010). Camino (2012) attests that the whole aim of advertisers is to get consumers of adverts to register what they are communicating.

The consumers have to acquaint themselves with the purpose of the advertisement or the immediate action or perhaps they (the consumers) are disposed to the items that are being advertised.

However, written advertisements have to compete with each other as well as with other types of written texts that are widely read in different literate cultures (Camino, 2012). According to Mayr (2010), “one attention seeking device or strategy that has been developed recently in order to increase the level of sophistication in different advertisements is the image” (p, 65). Advertisements sometimes aim to surprise the reader for a very good reason and most advertisers use traditional methods of advertising to get campaigns or products noticed. The use of images has been one of the most frequently used methods as a way of seeking attention from the audience.

Advertisements can also employ a ‘voice’ which appears to be speaking personally to the reader and advertising texts can sometimes be pursued as more dramatic than the programmes or articles they punctuate (Camino, 2012). The above statement corresponds with most of Sanlam and Metropolitan’s print advertisement, which is the focus of this study.

In addition, Mayr (2010) attests that “advertisements are often placed in publications where it is thought readers will be likely to identify themselves with the profile in a certain advert or text” (p, 32). Readers are likely to think of themselves and support the advertisement if they are motivated by the content of the advertisement, though they might not do anything practical about the desire at present.

2.4.2 Illustrations and images

The use of characters to appeal to people's emotions is of utmost importance. De Lima (2014) argues that image-led advertisements are sometimes well crafted to draw the reader's attention to it. Otaala (2004) states that image, slogans, logos, and punctuations are all necessary elements if one wishes to persuade or attract attention. The print advertisements that this research seeks to critically analyse are sometimes designed in such a way that a specific type of individual would be attracted and convinced by it, even before getting to its content (Otaala, 2004).

It is clear that most readers do not view images from different advertisements in isolation, nor do they read the verbal texts without reference to accompanying images (Mayr, 2010). The way a certain image is presented can suggest certain ideas. Images sometimes work alongside the verbal text in order to create a whole reading. Therefore, the audience pays close attention to several images portrayed in advertisements. A picture of a group of people in a certain advertisement, for instance, is a representation of the social groups that they are seen to represent and these can be groups of the same gender, age, ethnicity, social class, occupation or religion (Mayr, 2010). However, people are not simply static pictures as they are part of the way the text interacts with the readers. Symbols and symbolic representations, such as the use of different images in advertisements can be a powerful source of meaning in any advert or texts of all kinds. Like in numerous other fields, Metropolitan and Sanlam Namibia's print advertisements make use of images and illustrations. Images play a very important role in capturing the attention of the public. Illustrations are included in advertising in order to put forward a message to the audience.

Sometimes, illustrations can back-fire. This is because advertisers concentrate more on the illustrations than on the message. Messages are conveyed through an advertisement to the audience. So the focus should be on the message. An illustration is an element needed to carry that message to the target audience. If the advertiser concentrates too much on images and illustrations, the advertisement may be lost (Mayr, 2010). Using illustrations does not mean that a certain advertiser has to fill the advertisement with a maximum number of illustrations. While including illustrations in an advertisement, advertisers make sure that as minimal illustrations as possible are used. Using too many illustrations may confuse the target audience. Sometimes one good illustration suffices.

Van Leeuwen (2005), states that it is impossible for a certain text to make sense if readers do not have a clear idea of other features in the text. Van Leeuwen (2005) claims that “just like any linguistic structures, visual structures also express meanings and contribute to the overall message of a text (p. 87). Therefore, analysing visual images is of utmost importance, be it in the media, advertising or any other text form that is accompanied by visual designs. Furthermore, the visual language is not as transparent or universally understood as one may think, but can be culturally specific. Western visual communication, for instance, is influenced by the West’s ‘convention of writing’ from left to right, whilst this completely differs from other cultures (Camino, 2012). Other cultures write either from right to left or top to bottom and will therefore produce different visual meanings.

2.4.3 Pattern of print advertisements

Advertisements come in all shapes and sizes but they have a common goal, which is to sell a product, a service, or a brand. The examined print advertisements were found to contain slogans, logos, and well-thought out images. In addition, text, visuals, or a combination of the two are the main elements of any print advertisement. Photographs, drawings, and graphic embellishments are a key visual element of many types of advertisements (Mayr, 2010). Some advertisements may have a single image while others might have several pictures. Even advertisements in a text form only might have some graphics in the form of decorative bullets or borders. When included with visuals, the caption is one of the first things that most readers look at after the visuals. The caption might not be in all advertisements but it is an option that gives the advertiser one more chance to grab the reader (Mayr, 2010). Moreover, some advertisements are a soft sell, with an implied conclusion, rather than the hard sell adverts, and are more persuasive than the proofs of persuasion. Soft sell adverts are also less likely to be irritating to consumers.

Most advertisements employ a range of formal properties and many have now become the established patterns for people who design advertisements in marketing campaigns. Simpson (2010) claims that “in the developmental stage of an advertising campaign, professional copywriters attempt to attribute to a product a ‘unique’ selling proposition and this often translates into a set of fixed patterns that comprise a structure of finished advertisement”(p, 36). Simpson (2010) further attests that print advertisements comprise mainly of five types of “formal design”, though of course not all advertisements have all five of these features below. Therefore, this study investigated the pattern of Metropolitan and Sanlam Namibia’s print advertisements to see how these features as presented below are employed in selected advertisements.

2.4.3.1 Headline

The headline may be the strongest element of advertisements. It may be secondary to a visual. Some advertisements have subheadings and other title elements as well. Making a large headline is not enough. Headlines should be well-written to get the readers' attention (Mayr, 2010). Simpson (2010) explains that the headline is mainly designed to catch or attract the reader's or viewer's attention. Simpson (2010) compares it to the headline of a news story as it "often interacts with the visual image of the advertisement and works as an attention-getting device" (p, 36). Headlines mostly give an outline of a problem or need, using questions and commands in direct address to the consumer.

2.4.3.2 Body copy

The body copy is the main text of the advertisement. Some advertisements take a simple approach, a line or two or a single paragraph. Other advertisements may include a heavy text with paragraphs of information. While the used words are the most important part of the body copy (Mayr, 2010), visual elements, such as quotes and bullet lists, may help to organize and emphasize the message of the body of the advertisement. Mayr (2010), states that the "body copy" is designed for informative and persuasive work and offers the "solution" to the problem that arises in the headline. The body copy uses the first person reference in its attempt to give reasons for buying a certain product. The current study investigated how Metropolitan and Sanlam Namibia's print advertisements employed the body copy to persuade readers to join the two insurance companies.

2.4.3.3 Signature and slogan

The signature is a small picture of the product itself or a graphic bearing the trade name of the product or the company (Mayr, 2010). The signature of an advertisement may appear anywhere in the advertisement, although it is usually near the bottom. It consists of one or more of the following: logo, advertiser's name, address, phone number, map or driving directions and a web site address. According to Mayr (2010), "the slogan often accompanies the signature and constitutes a phrase that is memorable or a line that may in time become the 'touchstone' for the product" (p, 36).

2.4.3.4 Testimonial and propaganda

Smit (2012) defines propaganda as "something written or spoken with the intention of making people believe what the writer wants them to believe" (p, 229). Propaganda makes use of various persuasive techniques and is used often in advertising. In most instances, advertisements are supported by a testimonial which is an endorsement of the product from a known actor, media personality or figure of authority (Simpson, 2010). In advertising, one frequently sees a famous person (e.g., a movie actor or politician) endorse a candidate or product. The propaganda technique is to take someone who the audience "knows" and "likes", and attempt to transfer the famous person's opinion to the audience. In the technique of transfer, the favourable image of a group is transferred to a product, while in the technique of testimonial; the favourable image of an individual person is transferred to a product (Mayr, 2010). An alternative testimonial is to

take an educated person (e.g., a physician, professor, and scientist) and have that person endorse some candidate or product.

Sometimes a testimonial includes the use of technical words and equations that the audience does not understand, but are used to impress them with the knowledge of the educated person (Mayr, 2010). The key to detecting propaganda is to recognize that, without understanding the reasons for a certain conclusion, the conclusion is just propaganda. Mayr (2010), states that “one could use the propaganda technique to criticize professionals who are a ‘stooge’ in a certain testimonial, because they might have sold their professional credentials” (p, 48). Therefore, it is crucial to emphasize the creative elements that make up all aspects of a certain advertisement. According to Mayr (2010) “the linguistic innovation and striking verbal play work as crucial aids in helping to make products and brands more memorable” (p, 36). Most of the linguistic strategies used in advertisements are ways of delivering information on an implicit level and leave it up to the hearer to deduce meaning and make assumptions. Therefore, this study has investigated linguistic strategies or elements used by Metropolitan Namibia and Sanlam Namibia’s print advertisements and explore whether or not these strategies were employed in selected print advertisements.

2.5 Language in advertising

The reasons for the use of English in advertising seems to stem from the assumption that English evokes a positive connotation among the target audiences of the advertising messages in which English is used (Radlinska, 2010). Linguists over the world have researched advertising

language in its different aspects. Radlinska (2010) has come to the conclusion that the language used for advertising is very diverse and depends on what is being addressed in the advertisement, despite it being formal or informal. Radlinska (2010) claims that advertising language needs to be highly impressive or persuasive in order to fulfil the purpose of advertising and to seek potential customers' attention. The advertising language therefore exists in a close relationship with other elements of advertisement to make it successful. Gee (2010) believes that advertisements employ the 'visual and semantic appeal' in order to get their messages across. Advertisers use the language in a creative manner in an attempt to inform, convince, persuade, amuse and communicate efficiently. Gee (2010) further affirms that "the following language phenomena are often seen in advertisements" (p, 200):

2.5.1 Alliteration

Alliteration is defined as the repetition of the same letter or sounds within nearby words, most often, repeated initial consonants. For example: "a happy home, a healthy family, and a hopeful future." Alliteration is used in the world of advertising and marketing. A lot of product names are alliterative (Gee, 2010). For example: Coca-Cola, Dunkin' Donuts, PayPal, and Chuckee Cheese. Alliteration is used quite often in advertisements because it is catchy and it is also an attention grabber. Alliteration is advantageous to readers as it displays a positive effect on the minds of readers. In addition, a quick phrase with alliteration is more interesting than something long and informational.

2.5.2 Onomatopoeia

Onomatopoeia is a figure of speech in which the sound of a word echoes what is described (Gee, 2010). It is a form of symbolism in sound. Onomatopoeia is used for emphasis or stylistic effect in advertising. For example: Bang! Pow! Buzz! Zip! Advertisements use onomatopoeia because it is catchy and memorable. The current study investigates how Metropolitan Namibia and Sanlam Namibia use onomatopoeia to persuade the target audiences.

2.5.3 Antanaclasis and asyndeton

Antanaclasis refers to a repetition of a word in two different senses. Example: “If we don’t hang together, we’ll hang separately”; while asyndeton is the omission of conjunctions between clauses, often resulting in a hurried rhythm or vehement effect. Example: “I came; I saw; I conquered.”

2.5.4 Implicature and presupposition

By implying rather than asserting an idea, speakers and writers can to a certain extent evade responsibility for what is said in certain advertisements (Simpson, 2010). This is termed as “implicature or presupposition”. Simpson (2010) defines implicature as a process whereby a listener is able to work out what is said or written through what is already known by the listener. Implicature is an implication that a certain speaker intended in a specific context. A presupposition is something that a speaker assumes to be the case before making an utterance. Speakers, not sentences, have presuppositions. Presupposition and implicature are very common in the conversations that human beings make on a daily basis. They are also prevalent in

advertising due to the fact that both strategies can make it more difficult for the audience to reject specific viewpoints as conversed (Simpson, 2010). This study, therefore, looked at how implicature and presupposition were utilised in Metropolitan Namibia and Sanlam Namibia's print advertisements.

2.5.5 Compound words in advertising

One way in which advertisers adapt language to their own use is to take compound words and use them as adjectives. Simpson (2010), states that adjectives play a role in advertising because they convey either a positive or negative meaning. The meaning displays the writer's positive or negative evaluation of what is being advertised. Compound words are also widely used in normal situations. Examples of some of these compound words which have become part of the English language are: top-quality, economy-size, chocolate-flavoured, feather-light and longer-lasting. The language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another. Advertising language may not always be "correct" language in the normal sense. For example, comparatives are often used when no real comparison is made. An advertisement for a detergent may say "It gets clothes whiter", but what is questionable is: whiter than what? In addition, the language used in some print advertisements is well-crafted, impressive and persuasive. It builds ideas of the portrayed images into the minds of the consumers (Simpson, 2010).

2.5.6 Symbols

Fabb (2009) confirms that symbols are much more about associations of ideas than about any literal or straightforward equation. Symbols are about “group convention” rather than individual meaning. Fabb (2009) further states that such ideas can be illustrated by, for example, the way a symbol of a heart is used to represent love, or a symbol of the dove that is mostly used as a connotation for peace. A certain individual might be against the idea that love makes the heart beat faster, and in the same vein, the symbol of a dove may remind some of a bible story but one can argue that it has nothing to do with the current experiences of peace (Fabb, 2009).

On the other hand, symbols connote different meanings among different cultures, so it could be possible that in a certain culture a heart represents death for instance and a dove could be associated with vermin. It is, therefore, against the above that Fabb (2009) affirms that symbols are of utmost importance to advertisers. Symbols produce useful connotations in different advertisements. Symbols can always be relied on to have a predictable association for a particular group and give consumers of advertisements some sense of belonging and recognition.

2.5.7 Literary devices in print advertisements

Literary devices are a major part of writing. A good author will use literary devices to bring the reader into what they are reading. When an author does this, the reader begins to feel and think as the characters feel and think. Poems, novels, oral narratives, songs, and other literary texts are composed in language which may be different from ordinary language. The differences include

various rearrangements or ‘alterations’ of words, sounds and syntax, often as the result of including elements such as rhyme (Fabb, 2009). This study has investigated how Metropolitan Namibia and Sanlam Namibia use the English language which manifests different literary devices. Literary language is found in genres such as poetry, but is also common in other kinds of discourses, such as advertising. Literary language can differ from ordinary language in its lexicon, phonology and syntax, and may sometimes present distinctive interpretive difficulties (Fabb, 2009). Personification is one of the literary devices that make advertising interesting. Personification is a device that is used to give a “lifelike” and “humanlike” description of an object (Fabb, 2009). For instance, “weighty rod of brass, and the hole hissed as it swung through the air.”

Otaala (2004) maintains that advertisers use slogans to first persuade customers to identify a product or service, then to remember that a certain product exists, and finally to persuade people that the specific product is worth buying. Additionally, Otaala (2004) asserts that slogans “are crucial if an advertising campaign is to succeed, because it is the slogan that will stick in people’s minds” (p.136). A slogan is comprised of a short phrase or a sentence. Moreover, slogans are meant to be attention-seeking and advertisers may divert from standard English to make the slogan memorable (Otaala, 2004). The use of effective and creative language enhances the success of advertisements. Otaala (2004) further claims that advertisers in the print media such as newspapers seem to rely on words, slogans and images to make advertisements more fascinating.

2.5.8 Incomplete sentences in advertisements

De Lima (2014), states that advertisements punctuate phrases (part of sentences or sentences that are incomplete) as if they are whole sentences. An audience can read the whole advertisement without coming across the main verb. Pictures help readers to interpret the relevance of phrases that are used in advertisements. Incomplete sentences give clues to how the speaker is supposed to be related to the readers (De Lima, 2014). In addition, advertisers also design phrases by leaving something out which readers must supply (ellipsis) or omitting some words for readers to figure them out (substitution of words). Johnson (2007) believes that most advertisements use disjunctive syntax which is the use of sentences without verbs or subjects, or sentences consisting of one or two grammatical elements only. Examples are: “aqua mobile, counter-grey skin, natural- looking tanner, and effective moisturizer” (p, 95).

2.6 Foregrounding

Foregrounding is defined as the linguistic strategies that cause readers’ attention to shift away from what is said to how it is said (Simpson, 2004). Foregrounding is essentially a technique that makes a language strange or a method of “defamiliarisation” (using unfamiliar English language words) in a text or advert. Foregrounding theory assumes that poetic language deviates from norms characterising the ordinary use of language (e.g. at the phonological, grammatical, semantic or pragmatic levels) and that this deviation interferes with cognitive principles and processes that make communication possible. Advertising uses foregrounding to attract attention. For example, the spellings of familiar words “Glo” for ‘glow’ and “Krazy” for ‘crazy’, are meant

to stand out against a normal background (Shen, 2007). Foregrounding can be classified into two types: qualitative foregrounding and quantitative foregrounding (Shen, 2007). Qualitative foregrounding is the deviation from the language code itself (deviation from some rule or convention of English), which can be realized by deviation and may appear at various linguistic levels. Quantitative foregrounding happens by parallelism or repetition (Shen, 2007). Deviation, parallelism and repetition are components that are utilized in insurance advertisements, therefore, this study investigates how the three elements are employed in Metropolitan and Sanlam Namibia's print advertisements.

Foregrounding is effective for advertisers to make striking and persuasive adverts. Therefore, foregrounding is not only an effective stylistic theory, but also an important linguistic art of advertising English. In advertising, foregrounding utilizes components such as words, phrases, alliterations, repetitions, metaphors, puns and symbolic visuals (Shen, 2007). By using linguistic devices in foregrounding, the advertiser marks, stresses, or contrasts elements which are conveyed to readers or consumers. Foregrounding is aimed at sharpening readers' visions and understanding of the event, feelings, circumstances, and concepts that advertisers want to point out in the hope of giving readers new clarity or motivation. The techniques for creating foregrounding are patterns, such as repetitions, metaphors, parallelism, tone, diction and ambiguity, in which meaning is clear but the conclusion may differ (Shen, 2007). The following linguistic elements in foregrounding will be scrutinized in Metropolitan and Sanlam Namibia's print advertisements, which are a focus of this research.

2.6.1 Markedness

Markedness refers to the way words are changed or added to give a special meaning. The unmarked word or choice is just the normal meaning. The present tense, for instance, is unmarked for English verbs. For example, the verb "walk" is in present tense. But if a suffix is added to "walk" (marking it), such as adding "ed" to the end, it indicates the past: "walked". Similarly, male things are unmarked, while female things are marked with special endings like "ess" and "ette". For example: "actress", "lioness" and "poetess". In humanity, the male is known as the "man", while the female is known as the "woman". In a discussion about some random persons, "he" is often used to refer to one of them. The ending "ette" by the way is also used for the non-serious, as in "dINETTE". In general, femaleness in language is associated with small size and non-seriousness (Nuerk, 2007).

Markedness applies to a relationship between two or more words. It helps linguists to understand how various languages are used. Markedness involves opposite words that mirror each other in specific ways (Nuerk, 2007). Another common example is the set of words "happy" and "unhappy." In this example, the word "unhappy" is said to be marked by its prefix that establishes it as the opposite of the word "happy." Another set of words, "happy" and "sad," can also be compared, where no marking phenomena is observed because neither of these are defined by their opposites (Nuerk, 2007). Markedness also indicates a choice of meaning. Observing which one of a pair of opposite words is most used shows linguists how humans value the two single words in the pair. Where one is favoured, this can reveal a lot about the 'anthropology' of a language group as well as its use of semantics. Therefore, the current study

examines the concept of markedness, if any, used in Metropolitan and Sanlam Namibia's print advertisements to persuade readers or consumers to join them.

2.6.2 Parallelism and repetition

Some linguistic devices used in Metropolitan and Sanlam Namibia's print advertisements seem to be parallelism and repetition. According to Simpson (2004) parallelism refers to "the repeated use of similar grammatical structures" (p, 92). Simpson (2004) further states that the following examples are linguistically parallel: (i) "you reckon" or (ii) "you imagine" and (i) "you need a break", (ii) "you have actually had one". The style, size and arrangement of letters in the last two sentences are also parallel in the sense that both use the same font. Ren (2013) defines parallelism as "a rhetorical device characterized by over regularity or repetitive structures e.g. rhyme, assonance, alliteration, meter, semantic symmetry, or antistrophe" (p, 128). Parallelism is the use of components in a sentence that are grammatically the same or similar in their construction, sound, or meaning. Examples of parallelism are found in literary works as well as in print advertisements. Below is an example of parallelism taken from T.S. Eliot's poem "Ash Wednesday": "Because I do not hope to turn again, / because I do not hope, / because I do not hope to turn". The repetition made in the phrase "because I do not hope" is interesting and catchy and shows a mastery that is acquired in using words and phrases to make a point clear and emphasize that the author has no hope of coming back. Repetition is a process of repeating a word or a phrase or the use of any element of language more than once. The elements of language can be the use of repeated sound, word, phrase, sentences, and grammatical pattern (Mayr, 2010). Repetition is a literary device that repeats the same words or phrases a few times to make an idea clearer (Shen, 2007). There are several types of repetitions commonly used in

both prose and poetry and advertising. As a rhetorical device, it could be a word, phrase, a full sentence or a poetical line repeated to emphasize its significance in the entire text. Repetition is not distinguished solely as a figure of speech but more as a rhetorical device (Shen, 2007). Therefore, in this study, it is worth analysing ‘parallelism and repetition’ in Metropolitan and Sanlam Namibia’s selected print advertisements to see how advertisers employ the two elements in adverts to encourage consumers to join them.

2.6.3 Deviation

Deviation or variation refers to a selection of a linguistic item outside the range of allowed selections (Ren, 2013). When people use a language, they must obey some rules (i.e. norm). For example, an “s” or “es” must be added to the verb of the third singular present tense, or a preposition must be followed by a noun or gerund (Ren, 2013). However, using language, in reality, is not that ‘formalistic’ (Ren, 2013). Simpson (2004) points out that people will choose the suitable language form to express their ideas according to the nature, subjective and objective factors during communication and this raises the issue of using language creatively. Each style has its extraordinary or unusual language characteristics and each writer tries to display their style in their creation (Simpson, 2004). Therefore, the special expression which deviates from the English language rules or norms is called deviation. In advertising, a set of rules or expectations are broken in some way. Advertisers can change, for instance, font sizes of words (Simpson, 2004). This deviation from expectations produces the effect of foregrounding, which attracts attention and aids memorability. Deviation also encourages readers to develop interest in advertisements. It is therefore worth investigating how Metropolitan Namibia and Sanlam Namibia employ an element of deviation in their advertisements.

2.6.4 Puns in advertising

Shen (2007) suggests that one of the strategies that advertisers use most in advertisements is “punning”. Shen (2007) defines punning as “the witty comebacks of conversation stoppers and the punch line of jokes” (p. 59). Shen (2007) further describes “puns” to be one of the most common forms of speech play. Puns are also said to be “the least literary” of figures of speech and the lowest and most grovelling kind of wit” (Shen 2007, p.19). Advertisers deliberately cause their audience extra processing effort by employing puns due to the fact that the most important requirement of an advertisement is that “it should attract and hold an audience’s attention” (Camino 2012, P. 13). Extra processing efforts, in this case, is said to be “the price which the advertiser has to pay to get his message noticed at all” (Cook 2001, p. 217). Without an ‘attention-grabbing’ method such as a pun, an audience might hardly pay attention to a certain advertisement, which would thus achieve no effect at all. Moreover, solving a pun is beneficial as it helps to retain attention, so that “an opinion which the audience might scarcely notice is strengthened because of the extra processing effort involved” (Cook, 2001, p. 29).

Puns attract attention because they create a sense of surprise among the target audience and arouse interest among the audience by making them think what a certain scenario means. Puns create a puzzle as a way of trying to make a “stale message” more appealing to the audience (Shen, 2007). However, some people do not recover certain messages that puns convey and the audience becomes cognitively challenged and keeps on thinking about conveyed messages. It could possibly be that a certain reader of an advertisement asks someone else what a certain message means, thereby spreading the information about a specific advertisement.

Solving a pun can give rise to a pleasant feeling, and leads to intellectual satisfaction. The reader congratulates him/herself for solving a certain pun and may think of the product in congenial terms as a result (Camino, 2012). Even if some people find a pun to be more irritating, the current study examines puns used in Metropolitan Namibia and Sanlam Namibia's print advertisements, as advertisers seem to consider that in terms of product recognition, any reaction is better than none. By offering an amusing pun, advertisers provide target audiences with the desired pleasure and entertainment and make them feel involved in what is advertised.

2.6.5 Similes in advertising

A simile is an explicit comparison, often employing words such as: "like" or "as." For example: "the full green hills are round and soft as breasts." Advertisers use similes to explain things, to express emotion, and to make their writing more vivid and entertaining (Gee, 2010). Discovering fresh similes to use in writing also means discovering new ways to look at subjects. Similes can not only make writing more interesting but also help readers to think more carefully about subjects. In addition, similes are not just 'pretty ornaments' (Gee, 2010), they are ways of thinking. Similes can help bring abstract ideas to life. In order to represent unexpected risks in life, an advertisement for an insurance company could picture a man about to step on a banana peel (Gee, 2010). Similes express sensitive subjects by suggesting rather than showing or saying.

2.6.6 Metaphors and the advertising language

Metaphors are also employed in advertisements. A metaphor is an imaginative way of describing something by referring to something else which has the qualities that someone is trying to

express. A metaphor is basically the means by which one understands one concept in terms of another. Simpson (2010) confirms that this is done “through a process which involves a transference or mapping between the two concepts” (p, 43). Metaphors make the audience see things in a new format or light (Gee, 2010).

Metaphors are a result of choosing an utterance which can be a literal interpretation of the speaker’s thought. According to Gee (2010), “[t]he proposition expressed by the utterance shares some of the analytic and contextual implications of the thought which it resembles” (p. 46). On the other hand, metaphors seem to be attractive to most advertisers. The audience is made to detect the connections between the products that are promoted as well as the object or property featured in the metaphor. Furthermore, the audience has the responsibility of further assumptions about a certain object which it associates with a product that is advertised (Simpson, 2010). Metaphors, therefore, play a crucial role in the language of advertising and, unlike puns they seem to enjoy a kind of respectability. Puns and metaphors are two of the most frequently used linguistic devices which advertisers exploit in order to attract attention. Advertisers also treat their audiences as “potentially creative and resourceful, once they have managed to gain consumers’ attention” (Simpson, 2010, p. 106). Therefore some puns and metaphors require readers to use their knowledge wisely in order to have a thorough extension of what is presented in a particular print advertisement as well as the audiences’ imagination of the given context.

2.7 Persuasive language in advertising

Despite studies carried out on advertisement, little attention has been paid to the persuasive language (such as ethos, pathos and logos) used in the Namibian print advertisements of Metropolitan Namibia and Sanlam Namibia. Therefore, it is important to carry out research to find out how the two insurance companies use the English language in their print advertisements in local newspapers and whether the advertisements conform to the attention, interest, desire and action (AIDA) principle of advertising.

2.7.1 The AIDA principle of advertising

The objective of the AIDA (attention, interest, desire and action) principle of advertising is to compel its intended target either to pay more attention to it, to drive a desire in people for more adverts, or to take an immediate action after reading or seeing a particular one. According to Gath (2006), the design of different advertisements should conform to the AIDA principle of advertising. This means that the design should attract the attention, interest, desire and make the audience take informed actions. Gath (2006) further states that in order to attract the attention of consumers of different advertisements, the advertisement should have a “striking design and bold lettering, language usage, highlighting the offer, creating an image with which the consumer can identify, or creating a mystery/ puzzle which persuades the consumer to read, listen or watch further” (p, 34).

However, the consumer's attention is not the main ingredient. Advertisements should also be of interest to the readers or consumers. The advertiser should be mindful of different components that will make the reader want to read more. A lengthy advertisement, for instance, might be attractive to certain individuals but will not be an interesting advertisement to every reader (Gath, 2006). Advertisements should also be designed in such a way that they create desire for a certain product among consumers or readers. Gath (2006) affirms that advertisements should appeal to individuals' needs and should satisfy "human wants" such as the "desire for adventure, self-esteem, status, ego-gratification, security, beauty, love, lust, protection, popularity, elegance, efficiency, and many others" (p, 54). Gath (2006) further argues that an advertisement is not successful if consumers of that specific advert are not motivated to take a step further (an action) after reading through a particular advertisement.

2.7.2 Aristotelian proofs

One of the reasons this study is undertaken is to establish how Aristotelian proofs are utilized in Metropolitan and Sanlam Namibia's selected print advertisements in *The Namibian* newspaper. Magyar (2010) believes that when one is arguing, there are certain elements of persuasion that are almost 'instinctive' to human nature. Depending on the emotion that one wishes to appeal to, the three Aristotelian proofs (ethos, pathos and logos) are likely elements of argumentation. Advertising, in general, relies heavily on the wording of persuasion. The pictures used are taken and manipulated to emphasize just the right elements. In the world of advertising, appealing to the consumer is important. In order to convince the consumer to buy what is advertised, advertising must take the approach of logos, ethos, or pathos (Magyar, 2010).

Ethos deals with the character of the speaker (Magyar, 2010). It is the art of persuasion using the credibility of the person or group. Ethos appeals to the conscience, ethics, morals, standards, values and principles. The intent of the speaker is to appear credible. Ethos is portrayed during the performance (action). Originally, action encompasses voice, gesture, facial expressions, proxemics, body language and movement (Magyar, 2010). The ethos of the speaker is transmitted through self-portrayal and is mostly about nonverbal and vocal elements such as tone, pitch, and so on. The influencing factors for ethos include elements such as clothes, vocabulary, slang and other social aspects like rank, popularity and these influencing factors have an effect on the appearance of the speaker (Magyar, 2010). Additionally, the above factors influence readers or consumers of adverts to be interested in what is being advertised.

Pathos is defined by the effects of an argument on one's emotions (Magyar, 2010). Pathos appeals to the heart, emotions, sympathy and passions. When trying to persuade someone of something by using pathos, the speaker encourages the listener or onlooker to imagine a certain situation. An example of pathos in advertising can be the use of babies either in storylines or on poster boards, even if the product or service being offered has nothing to do with families or children (Magyar, 2010). Pathos encompasses the emotional influence on the audience. The goal of each advert is to persuade the audience; therefore it is necessary to put the audience in the appropriate emotional states.

Logos is a form of persuasion that is used to convince people by displaying facts and figures (Magyar, 2010). Logos appeals to logic, numbers, explanations and facts. Logos also appeals to logical reason, thus the speaker wants to present an argument that appears to be sound to the audience. Logos encompasses the content and arguments of the speech. While pathos is used to

appeal to the emotions, ethos and logos are used to persuade consumers using credibility and facts. Moreover, Magyar (2010) states that emotion (pathos) is one of the main ingredients in any advertisement because it drives people's emotions and "breaks down or overrides logical counter-arguments people might make" (p, 37).

2.7.3 Stereotypes in advertisements

According to Smit (2012) stereotypes exist in every reader's mind and in different groups or categories. Every individual in any group is viewed to be the same and to behave in the same way. Smit (2012) further believes that "stereotyping is a useful literary technique as it enables a character to be described accurately in few words" (p, 217). Women in print and magazine advertisements seem to be portrayed in decorative roles, and female roles vary significantly across magazine types. Advertising characterized by a special focus on visual cues such as expression, posture, and gesture reflects social values, prevailing norms, beliefs and stereotypes in society. In certain cases, images in advertising act as an agent in reinforcing and reshaping societal norms, beliefs and depiction of sexuality. Relevant literature (Lazar, 2006) indicates that advertising contributes to gender inequality by promoting sexism and distorted body image ideals as valid and acceptable. Sexism refers to the portrayal of women and men in an inferior manner relative to their capabilities and potential. It seems that modern media advertising favour women and promote female empowerment. Contemporary media also endorse the appearance of women's bodies through the use of the 'retro-sexist' image of women in advertising (Gill, 2006). Retro-sexism is based on the communication of aspects of femininity related to notions of dependency, attractiveness and adherence to household tasks. Some neo-feminists suggest that retro-sexism in advertising appears to empower women, and others argue that such serve as a

‘backlash’ against feminism (Gill, 2006). In this study, it is worth examining how Metropolitan and Sanlam Namibia’s print advertisements employ stereotypes in their print adverts and how men and women are portrayed in selected advertisements.

2.8 Summary

Studies on discourse analysis of different insurance companies have been carried out before, but not on advertisements about the two insurance companies (Metropolitan Namibia and Sanlam Namibia) in Namibia. The latest study on advertising in Namibia was done only on car advertisements and not insurance companies advertisements (Sindano, 2013). This study, therefore, aims to analyse Metropolitan Namibia and Sanlam Namibia’s English advertisements in *The Namibian* newspaper to see how the two insurance companies persuade people to join them. Simpson’s (2010) critical discourse analysis theory is used as a theoretical baseline for this study. The next section will discuss the methodology employed in this study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The main aim of this study is to attempt a discourse analysis of Metropolitan Namibia and Sanlam Namibia's English advertisements in *The Namibian* newspaper. This chapter provides a description of the methods and procedures used to collect data. This research is a desk study and was conducted using existing available sources.

3.2 Research design

This research was qualitative in nature as data collected were critically examined, based on the English language employed in selected print advertisements. An in-depth study of how language methods were utilized in selected advertisements was scrutinized. According to Grix (2004), qualitative research methods give an in-depth study of scenarios in search for a meaningful understanding of issues being investigated. Fifteen print advertisements from each company were selected for analysis and investigation of the language leveraged, as well as how stylistic elements used reflected the AIDA principle of advertising. The researcher also investigated how different advertising techniques support the English language used in these advertisements. The selection of print advertisements was based on the availability of the chosen companies' print adverts in *The Namibian* newspaper from January 2013 to December 2013. This time period (January 2013 to December 2013) was chosen since the selected print advertisements of the

study were the recent version that appeared in *The Namibian Newspaper* last year. The one year period allowed for as many as possible different advertisements published by the two companies.

3.3 Population

The population of this study was Metropolitan Namibia and Sanlam Namibia's life insurance print advertisements in *The Namibian* newspaper from January 2013 to December 2013.

3.4 Sample

This study utilized thirty life insurance print advertisements purposively selected from *The Namibian* newspaper of January 2013 to December 2013. Fifteen print advertisements for Metropolitan Namibia and fifteen for Sanlam Namibia were examined. The researcher obtained the print advertisements from each insurance company via a soft-copy; hence, the dates that they (advertisements used for this study) appear in *The Namibian Newspaper* could not be provided. The researcher used a purposive sampling method as adverts were purposefully selected for the study. Purposive sampling was used because the researcher needed to ensure that the features to be studied were represented in the adverts (Silverman, 2010, p. 141).

3.5 Research questions

The research questions below were employed for analysis and investigation of the language leveraged in selected print advertisements, as well as how stylistic elements used reflected the

AIDA principle of advertising. Through these research questions, the researcher also investigated how different advertising techniques supported the English language used in these advertisements.

1. How is the language of persuasion leveraged in Metropolitan and Sanlam Namibia's print advertisements?
2. How does the English language used in selected print advertisements reflect the AIDA principle of advertising?
3. How do various advertising techniques, including visual techniques, support the English language of persuasion used in these advertisements?

3.6 Research instruments

A checklist informed by the literature review done for this study was compiled and employed during the data collection phase. Secondary and tertiary sources that inform the research were also scrutinized.

3.7 Procedure

The researcher collected thirty life insurance print advertisements (fifteen from each insurance company) published in *The Namibian* from January 2013 to December 2013. The stylistic features and the language of persuasion employed in these advertisements were examined. This included ethos, pathos, logos, puns, repetitions, metaphors, alliteration, assonance, euphemism,

rhyme, slogan and catchphrases amongst others. Each advertisement was analysed according to how the language used reflected the AIDA principle of advertising.

The physical layout of each advertisement was scrutinized, including visuals, such as pictures, logos, brand imaging, white spaces, and font sizes, to see how various advertising techniques supported the English language used in selected advertisements to persuade people.

3.8 Data analysis

Discourse analysis was employed to identify various discourses used in the different print advertisements. Van Dijk (2000) maintains that discourse analysis is concerned with “studying and analysing written texts and spoken words to deduce the implied meaning, power, dominance, inequality, and bias and how these concepts are initiated, reproduced and transformed within specific social, economic and political” (p. 128). The language of persuasion employed in these advertisements was examined. A critical analysis was made on how the language used contributed to these insurance brokers’ print advertisements to conform or not to the AIDA principle of advertising.

Moreover, the collected insurance’s print advertisements were grouped and analysed to find out how the usage of varying advertising techniques (visuals such as pictures, logo, brand imaging, white spaces and font sizes) related to the English language used in selected advertisements. Data were presented under emerging themes.

3.9 Research ethics

The researcher respected the data collected by acknowledging the sources of information, and ensured that no part of the life insurance print advertisements was reproduced for personal gain or economic reasons. Data collected were used purely for academic purposes. This study was conducted in an academic, objective and professional manner and adheres to the ethical code prescribed to by the University of Namibia.

3.10 Summary

This chapter provided the methodology used for the study. The study utilized the qualitative research method. In addition, purposive sampling technique was used for this research to ensure that the studied features were represented in the adverts. The following chapter discusses the presentation and analysis of data and the interpretation of collected data thereof.

CHAPTER 4

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

In this section, Metropolitan Namibia's print advertisements are analysed first and then Sanlam Namibia's thereafter. The collected data are presented, analysed and interpreted according to the research questions of the study:

1. How is language of persuasion leveraged in Metropolitan Namibia and Sanlam Namibia's print advertisements?
2. How does the English language used in selected print advertisements reflect the AIDA principle of advertising?
3. How do various advertising techniques support the English language of persuasion used in these advertisements?



Figure 1: Metropolitan Namibia Advertisement 1

4.1.1 Framing of the advert

This advert is well-framed to get the reader’s attention. It uses a heading “Perfectly balance your Dreams and Finances” to emphasize that customers who ‘balance their dreams and finances’ may have better families and their careers may be fulfilled through “perfect dreams and finances”. The customers’ health and happiness will not be at stake if there is a proper balance of dreams and finances by investing with Metropolitan Namibia. However, it is not known as to when exactly this will happen. The advert seems to depict an infelicitous promise. Even if customers invest with Metropolitan Namibia, there is a possibility that they may not enjoy the perfect harmony as depicted in this advertisement. Moreover, framing was done in this

advertisement as a means of decoration. Framing persuades consumers of this advertisement to get attracted to the advert despite its content.

4.1.2 Pattern of the advertisement

The heading used in the advertisement is impressive. It attracts and persuades customers to invest with Metropolitan Namibia. The two terminologies, “Dreams and Finances” are written in capitals (foregrounding) at the beginning, to put much emphasis on them. Readers are intrinsically motivated, through this headline, to balance their dreams and finances. The advertiser specifically chose the white colour because white is a positive colour, associated with purity, brilliance, understanding and softness. In other words, the advertiser wants to assure customers that investing with Metropolitan Namibia is a positive idea and a good beginning. This advertisement has a short body copy. A body copy refers to the use of words in the content of an advertisement. A body copy comprises a line or two sentences or a paragraph. A single paragraph is used as this advert’s body copy and customers are left to interpret the words used in the body copy.

The first sentence is written in a question form and seems to be targeted to people who have financial worries in their relationships. People’s health and happiness are likely to be affected if they do not “balance their dreams and finances”. However, financial worries are sometimes not the “biggest source of problems in relationships” and do not necessarily affect people’s health and happiness. The person’s health and happiness can always be affected apart from having financial worries or not. Everyone’s health and happiness (rich or poor) is always at stake and can be affected anytime.

This advertisement uses the first person plural, “We” in the body copy. The use of the pronoun “*We*” depicts unity and harmony or solidarity. It is carefully chosen by the advertiser to show that the employers and employees of Metropolitan Namibia and its clients are all “unified”. Metropolitan Namibia also uses the logo with an arrow pointing upwards. This illustration shows that the company aims at reaching the top and not aiming downwards. The company slogan “Together we can” is well crafted. The slogan is inclusive of every Namibian citizen, upper class, middle class and low class. It unifies the Namibian nation. This unification encourages every Namibian, including those with low monthly income, to think of “perfectly balancing their dreams and finances” to invest with Metropolitan Namibia.

Moreover, Metropolitan Namibia has utilized the company email and website in this advertisement. Should clients want to consult with Metropolitan Namibia, they should inquire through the company’s email address or get information via the website.

4.1.3 Image and language used in the advert

Magyar (2010) believes that what makes advertising exciting and fascinating is the question of how readers settle on words and images that are used in advertisements. The Advertisement in Figure 1 has an image of a hand holding a stone. The stone is chosen because it is hard and is associated with extended living. It hardly breaks apart. The word ‘balance’ appears on the stone. Underneath the above image are five ascending stones written, “dreams, happiness, health, career and family” on each of the stones. The image of a hand holding a stone written “balance” on it represents other stones underneath it. Customers are persuaded, by the use of this image, to balance their dreams, happiness, health, careers and families through investing with Metropolitan Namibia. The question that a certain individual could think of is: Can dreams, happiness, health,

career and family only be balanced through investing with Metropolitan Namibia? However, the use of image-led advertisements is sometimes well crafted to draw a reader's attention. The image used in this advertisement corresponds very well with the headline of the advert and works alongside the content of the advert to persuade customers to invest with Metropolitan Namibia.

One way in which the advertiser adapts language to his/her own use is to use adverbs, adjectives or superlatives. Adverbs, adjectives and superlatives lead to a clear and precise interpretation of meaning and indicate the greatest degree of a particular quality. The above advertisement employs an adverb *perfectly* to illustrate that customers do not only balance their dreams and finances, but do it "perfectly". The adverb *perfectly* is used to add an extra meaning to the word "harmony". A superlative is a form of an adjective which expresses the highest quality of something. The superlative *biggest* used in this advert indicates the degree to which financial problems may be to clients or customers if not handled carefully. This superlative is used, as opposed to "big or bigger", in order to emphasize that financial worries are a burden in someone's life. A certain individual's dreams, happiness, health, career and family could be affected to a great extent if not "perfectly balanced". The above advert conforms to the AIDA principle of advertising. AIDA is an acronym which means an advert should be Attractive, Interesting, and Desirable and makes the reader to take an Action.



Figure 2: Metropolitan Namibia advertisement 2

4.1.4 Framing and pattern of advertisement

The framing effect in this advertisement manipulates the way information is presented and influences readers' decision making and judgment about the presented information. This frame sets expectations among readers and may cause readers to want to pull the zip of the jacket together for a perfect fit. The headline of the advert is stimulating and ironical. It is also a pun as a zip closed connotes people joined together. More than one individual is required to pull the zip of the jacket for a better fit. However, what is ironical and interesting is that the zip of the jacket has already been pulled halfway up. Who pulled it halfway up? Was it one person or a group of people? What is worth noting again is that a jacket is only worn by one person and does not require more than one person to wear it. In addition, the advertiser has used a white colour for the headline. White symbolizes purity, goodness, light and softness. It attracts and motivates readers to pull the zip together. The blue, green and black colours were employed in this advert to grab and attract the clients' attention. The blue colour symbolizes honesty and trustworthy.

The advertiser has used this colour to prove to clients that Metropolitan Namibia is honest and worth clients' trust. The green colour literally indicates that clients are welcome at Metropolitan Namibia and that both parties (clients and Metropolitan staff members) are eager to work on a friendly environment. The advert has used *logos* in its headline, as one of the Aristotelian proofs, to support the English language of persuasion used in this advertisement and to persuade its audience by reason. Both Metropolitan Namibia and Swabou Life (a joint venture insurance company with Metropolitan Namibia), and their clients have to pull the zip of the jacket together to achieve the desired goals. Like in the first advert (Figure 1), this advert has also employed the logo for Metropolitan Namibia and Swabou Life as a joint venture insurance company.

4.1.5 The use of language

The comparative language (*better*) used in this advert makes consumers to rely on the information provided in the advert and increases the customers' levels of involvement. Connotatively, this comparison lies on the fact that Metropolitan Namibia and Swabou Life (as a joint venture) work together to make their clients' service effective. The phrase "pulling together for a better fit" might also mean that Metropolitan Namibia's clients, employers and employees are able to work well together to achieve a specific goal. In other words, clients depend on the company and the company depends on clients to achieve its major objectives.

4.1.6 The AIDA principle of advertising

The above advertisement attracts the attention of consumers through its design, framing and white coloured headline. The image of the jacket makes the advert more attractive because it is clearly visible. In addition, the advert creates a puzzle which persuades clients to analyse it further. Moreover, the advertisement interests clients and readers because it is not long. The

desire for readers to want to work together with Metropolitan Namibia is created in the advert and customers are motivated to take action after reading through this advert.



Figure 3: Metropolitan Namibia Advertisement 3

4.1.7 Framing and pattern of advertisement

The content of the advertisement is framed to keep the information front and centre and to simplify the content shared across the page. Framing also allows the clients to access several pieces of information on each side of the advertisement. The headline is well-crafted and readers are expected to critically read it. By critical reading, consumers of this advertisement have to find meaning to terminology envisaged if they have no idea of what it means. The phrase “bright future” in the headline gives parents, whose children’s future is not planned for, a notion to start thinking of raising children with a good future. However, what is puzzling is the fact that this advert seems to only target parents that have paid employment and excluding those who do not earn any salary. Parents that are in informal employment do not earn any salary may feel left out

and may be discouraged to read this advertisement. Secondly, the term “bright future” is bold for readers to see that the main emphasis is on having children whose future is well prepared and properly planned for. The headline is written in blue to catch or attract the readers’ or viewers’ attention. The content of the advert is comprised of only one informative sentence and the advertiser did it purposefully, not to waste the readers’ time. The advertiser has creatively designed this advert with the company logo attached and the slogan “together we can”. The slogan persuades customers to invest in Metropolitan Namibia’s study provider. The advertiser makes him/herself part of the readers, whose children’s future is not bright, by using a pronoun “we” in the advert. The slogan is memorable and is a touchstone for Metropolitan Namibia.

4.1.8 Language leveraged in the advert

This advertisement has incorporated adjectives to attract and persuade readers to secure a bright future for their children and imitate the parents mentioned in the advert. The adjective “bright” metaphorically describes the future of the young boy who is still attending formal schooling. The term bright means “light or shining”. It is important for customers to note that there are children whose future may become good by treating them well at home, advising them to study hard and taking them to good schools. The adjective “bright” adds more value to the advert because if it was not used then the title would have been of less persuasive value.

The alliterative phrase “innovative investment” adds more impact to the word advertisement. The advertiser has carefully chosen these alliterative words to make the advertisement catchy and to grab readers’ attention. The alliterative phrase “innovative investment” has a positive effect on the minds of readers and makes the whole advertisement interesting. The phrase “study provider”, in the body copy, is written in bold because it is the main emphasis of the

advertisement. In the body copy, the advertiser persuades customers to realize their children's dreams by having a "study provider" for them. However, most parents might not know what a study provider is. They might think that not having a study provider for their children has a serious impact on their education. The advertiser has used persuasion as a command or directive speech act as he encourages the intended target audience to "start a good foundation today". This means that the target audience should not hesitate to waste time thinking of when to have a study provider for their children. Customers are persuaded to call on the provided contact number for more information "today" and "now". An individual could interpret the phrase "good foundation" to mean that nurturing or growing a child starts with Metropolitan Namibia. However, the child's foundation normally starts at home.

4.1.9 Visuals

The image of a boy and a medical doctor used in the advertisement is catchy and stimulating. An image of a young school boy, in a white school uniform, is displayed. The boy is relaxed, with a happy face and focused on having a 'bright future' which his parents promised him via Metropolitan Namibia's "Study Provider", implying that he will also be a doctor one day. The young boy is aspiring to become a medical doctor hence an image of a happy medical doctor, on top of the advert. The school boy and the medical doctor are dressed in white, a symbol of purity, light, goodness, brilliance, understanding, cleanliness, faith, beginnings. The smile on the doctor's face has the implicature of happiness arising from the "Study Provider" that the doctor might have possibly had during his schooling days.

4.2 The AIDA principle

The above advertisement attracts the attention of consumers through its design, framing and the use of a white colour. The image showing a young and focused boy, as well as that of a doctor, is clearly visible. This advert creates a puzzle among the intended target audience to have a “Study Provider” for their children, despite not knowing what a study provider means. Moreover, the advertisement interests clients and readers because it portrays clear pictures and it is a short advertisement. The advertisement stimulates a desire in readers to want to know more about the “Study Provider”. Readers are persuaded to find out more on what this “Study Provider” entails. The contact details are provided for readers to contact Metropolitan Namibia for more information. Therefore, the advertisement calls readers to act.

4.2.1 Aristotelian proofs

The statement “my parents envisaged a bright future for me”, coupled with the image of a young boy and a happy doctor, gives a logical reason (logos) for parents to have a “Study Provider” for their children. In addition, by using a doctor’s image, readers are convinced that any child’s future is bright if she or he has a study provider. However, what is irking is the fact that all images portrayed are for men only. Readers who are critical enough when analysing advertisements, especially women, get demotivated due to the portrayal of gender insensitivity used in the advert. This may lead to preconceived ideas among women. They might feel not included and not part of this advertisement.



Figure 4: Metropolitan Namibia advertisement 4

4.2.2 Pattern of advertisement

The headline of this advert “financial provider” is well thought out for readers to immediately consider opening a savings account with Metropolitan Namibia. The headline is written in simple words and readers do not have to spend time thinking of it as it already simplifies what is expected of readers from this advert.

The advertiser used a deviation process. The word “Financial” is bold and has a different font size. Deviation (a process of deviating away from the formal writing norms and rules) encourages readers to develop interest in reading. Furthermore, the headline, in a white colour, catches and attracts viewers’ attention. The advert is designed with the company logo attached and the slogan “together we can”. The slogan persuades customers to invest with Metropolitan Namibia’s “Financial Provider”. The advertiser has made him/herself part of the readers by using a pronoun “we” in the slogan.

4.2.3 Language used in the advert

The content of the advert is used in a creative manner to inform, convince, persuade, amuse as well as communicate information to the target audience efficiently. The advertiser creatively chose terminologies such as “education, new house, new car, insurance, vacation, retirement and healthcare”, which are some basic needs and wants in any person’s life. The alliterative phrase “new house, new car” (foregrounded through repetition) provides an emphasis on the need to start a savings account with Metropolitan Namibia. In addition, alliteration is used to draw the reader's attention and to make the advert stand out. Moreover, a personal pronoun ‘I’ is used to make it easy for readers to relate to the subject of the advert. This personal pronoun is likely to be understood by readers as it creates a personal connection between the advertiser and target audience. Using a personal pronoun “I” makes the writing sound like a spoken communication. The language used in this advert is manipulative in the sense that the advertiser has used a temporal discourse marker (linking words depicting time) *now* to manipulate readers to start up a “Financial Provider” immediately without considering other needs.

4.2.4 Visuals

The image of an orange pig depicted in the above advertisement makes the advertisement humorous and memorable, especially its orange colour. A pig symbolizes wealth, prosperity and luck. A pig knows the best reaction to various situations and has determination and swift motion to take the right actions. In addition, the pig is a strong symbol of luck. If one needs to be lucky in terms of financial matters, the pig provides prosperity in abundance. Therefore, the advertiser has carefully chosen the pig’s image as an attention seeking device to increase the level of sophistication of the advert. The pig is also used as a safe box, where money is kept for safety

purposes. Two individuals' hands are shown putting money into this safe box for safekeeping in order to achieve their needs and wants, similar to the ones used on the pig in the advert. The safe box seems to be empty. The image used works well alongside the content of the advertisement in order to create a convincing advertisement. The advertisement manipulates readers to start savings insurance immediately or else their education, retirement, new car, new house, vacation and insurance might not be obtained.

4.2.5 The AIDA principle and Aristotelian proofs

Readers are attracted to the above advertisement through its design and the use of white and pink colours on a blue background. After going through this advertisement thoroughly, readers may be left with no other choice but to opt for a savings account with Metropolitan Namibia, which is a "Financial Provider", to achieve their needs and wants. In addition, the advertisement interests clients and readers through the humorous image of a pig that is employed. The advertisement is not a lengthy one and does not prevent readers from thorough scrutiny of it.

The advertisement stimulates a desire in readers to want to know more about the "Financial Provider", how it works and to take action thereafter. The statement in the body copy, "If I don't save now, I may not have enough money for everything I still want to achieve" appeals to the readers' emotions and convinces the audience to start a savings account with Metropolitan Namibia. The same statement creates an emotional response among the audience, especially those that have money at present. Their minds are triggered by the advertisement to take an action immediately. The advertiser has used an abbreviation *etc* to indicate some important needs and wants in life.

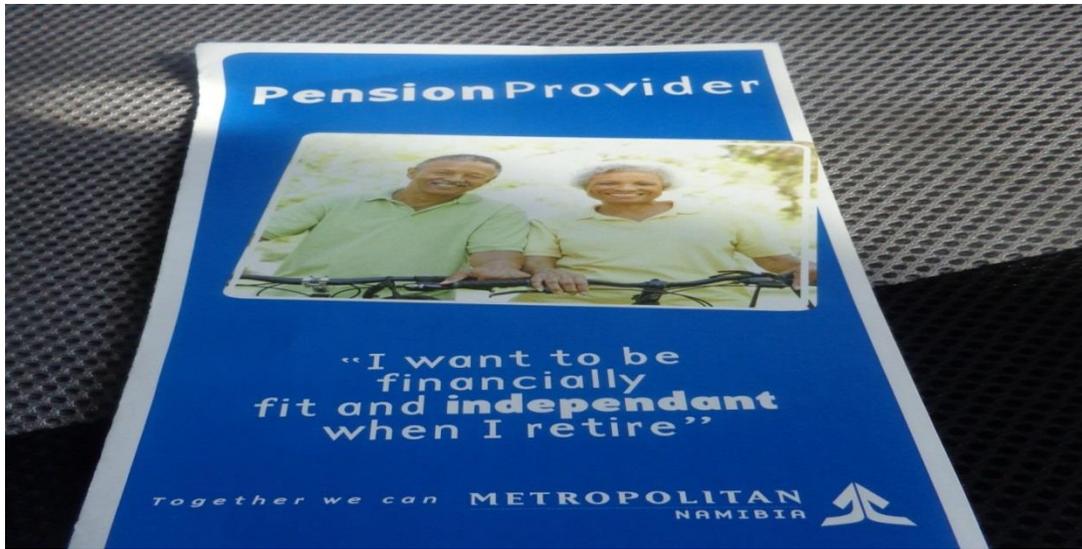


Figure 5: Metropolitan Namibia advertisement 5

4.2.6 Pattern of advertisement

The headline "Pension provider" gives the audience piece of mind for their lives after retirement. Readers are encouraged to have a "Pension Provider" before retirement for them to be financially fit when they retire. Just like the "Financial Provider", this headline is written in simple words and readers do not spend time analysing it. What is expected of readers from this advertisement is simplified and drives readers to the content of the advert. The advertiser used a deviation process in this headline in exactly the same way as the heading of the advertisement in figure 4. The bold word "Pension" in the headline has a different font size from all other words used. The process of using a different font size to put an emphasis on something is called deviation. Deviation persuades readers to develop interest in reading the advert. Written in white, the headline catches and attracts readers' attention. White is associated with safety, possibility and protection. In other words, readers who might want to have a "Pension Provider" might have a high probability of being financially safe and protected. The advertiser has designed this

advertisement with the company logo attached and the slogan “together we can”. The slogan persuades customers to invest with Metropolitan Namibia’s “Pension Provider”. The advertiser makes him/herself part of the readers by incorporating a pronoun “we” in the slogan. The advertisement has employed one of the patterns of a print advertisement, a body copy. A body copy refers to the use of words in the content of an advertisement. A body copy comprises a line or two sentences or a paragraph. In the above advertisement, the content is compressed in one sentence only. This is effective because the reader’s time is saved. Readers take less time to go through the advertisement.

4.2.7 Language used in the advertisement

The content of this advertisement is designed to persuade readers to have a “Pension provider” with Metropolitan Namibia before they retire. An element of markedness, as one of the components of language of persuasion, has been utilized. Markedness refers to the way words are changed or added to give a special meaning. The term “provider”, in the title, is marked by adding “er” at the end to become a noun. This marked noun gives a special meaning to the reader. A provider is someone who provides, but, in this case, it is Metropolitan Namibia that seems to provide and not the reader. In general, when the marked choice (the non-normal choice) is chosen, a person is making a statement and another meaning is to be inferred.

The advertiser has used an adverb, “financially”, to impress and convince customers more effectively. Being financially fit and independent, compared to physical fitness, after retirement is what everyone is eager for. Normally, after retirement, poverty and suffering take over. Therefore, Metropolitan Namibia appeals to readers to have a “Pension Provider” that will help them to be “financially fit” and “financially independent” when they retire. The content of the

advert is used in the form of a metaphor, juxtaposing an actual thing with a figurative one to give more meaning. The phrase “financially fit” is not used to mean that the person is fit financially. It is an expression which is used to signify that the person, investing in a “Pension provider”, is likely to be financially provided for by Metropolitan Namibia after retirement. A personal pronoun “I” is used to make it easier for readers to relate to the subject of the advertisement. The personal pronoun is likely to be understood by readers as it creates a personal connection between the advertiser and target audience. Using a personal pronoun “I” makes the writing seem like spoken communication.

4.2.8 Visuals

The advertisement portrays a photo of an old man and woman (gender sensitive) with happy faces. The two elders look young and energetic although they are pensioners. Their smiles are a symbol of a happy couple, with friendliness and openness. Their smiles make the whole advertisement attractive. The pensioners are portrayed in the advertisement as more energetic enough to still ride on bicycles despite their age. The advertisement depicts the idea that, through a “Pension Provider” with Metropolitan Namibia, individuals are likely to be happy when they retire. However, what is questionable is: Will the pensioners, without a “Pension Provider” be physically fit and energetic as the ones portrayed in the advert? Will they get old faster than the ones with the “Pension Provider”? Will they be “financially fit and independent” or not at all? Are they able to ride bicycles? The above questions create a puzzle among individuals without a “Pension Provider”. In other words, readers are persuaded to have a “Pension Provider” before they retire. The advertiser has used a picture of a man and a woman with grey hair to show that they are pensioners who can still ride bicycles. The pensioners in the advertisement seem to be a

couple. Couples are manipulated by this advertisement to have a “Pension Provider” for a happy life when they retire.

4.2.9 The AIDA principle

This colourful advertisement attracts readers to want to read it in detail. The design and use of white content on a blue background makes the advertisement more concise and stand out. After a thorough analysis of this advertisement, readers may be left with no other choice but to opt for a “Pension Provider” with Metropolitan Namibia. The advertisement interests clients and readers through the humorous image of an energetic and independent, but old couple as depicted. The advertisement is not a lengthy one. It does not prevent readers to make a proper analysis of what is depicted in the advertisement. The advertisement stimulates a desire in readers to want to know more about the “Pension Provider”, how it works and to take action thereafter.



Figure 6: Metropolitan Namibia advertisement 6

4.3 Pattern of advertisement

The headline “Stronger as one” is well-crafted for readers to see that Metropolitan Namibia and Swabou life are a strong joint venture. The headline utilizes a marked word “Stronger”. The

marked word “Stronger” is also used as a comparative to show that the two companies’ joint venture is more powerful compared to a company that operates on its own. The headline also indicates that Metropolitan Namibia and Swabou life, a joint venture, has a strong force of attraction and will hardly repel from each other. The headline is written in simple words and readers do not have to spend time thinking of it as it simplifies the whole advertisement.

The advertiser has used a process of deviation. The word “Stronger” is bold and written in big fonts. Deviation has been used to encourage readers to develop interest in the analysis of the advertisement. Furthermore, written in white and on a light grey background, the headline attracts readers’ attention. The advertiser has designed this advertisement with the company logo attached and the slogan “together we can”. The slogan persuades customers to also forge a partnership with Metropolitan Namibia and Swabou Life. The advertiser has employed a pronoun “we” in the slogan in order to make him/her part of the readers.

4.3.1 Language and visuals used in the advertisement

In the heading “Stronger as one”, language is used in an effective and creative manner and it enhances the success of this advertisement. The statement “Stronger as one” persuades customers to trust Metropolitan Namibia and Swabou Life on what they offer. The advertiser indicates that Metropolitan and Swabou Life, together, are a one inseparable insurance company. The advertiser has used a simile to indicate the strong bond between the two companies and to make the advertisement more vivid and entertaining.

The image of a knotted rope in the advertisement shows a strong bond between Metropolitan Namibia and Swabou Life. The green rope represents the Swabou Life’s logo and the blue rope

is a representation for Metropolitan Namibia. These colours were chosen carefully for customers to figure out that each colour on the rope represents a specific insurance company. The knotted ropes are closely tied together to show that the two insurance companies are a joint venture. The service provided by the joint venture between the two companies is likely to improve as these companies operate as a single company. The service offered by the two companies, together, is appropriate, compared to a company that operates on its own. Through this tight bond, readers are persuaded to have trust, loyalty and integrity with Metropolitan Namibia and Swabou Life as depicted by the blue colour on the rope. Customers' safety with Metropolitan Namibia and Swabou Life is ensured as the advertisement employs the green-coloured rope which symbolizes protection. A green colour is one of the most calming colours and symbolizes a neutral shade. The two combined ropes, with combined colours, becomes a dark greenish blue colour which acts as a strong force of attraction to the readers.

4.3.2 The AIDA principle

Readers are attracted to the above advertisement through its design and the use of a dark greenish blue colour. The advertisement conforms to the AIDA principle because it first aims to grab the attention of the reader. This is made possible through the use of disjunctive syntax, "stronger as one". It will be awkward for the text to have a heading which reads METROPOLITAN NAMIBIA AND SWABOU LIFE ARE STRONGER AS ONE, as this would defeat the purpose of the heading, being short and catchy. The use of a comparative word, "stronger", is carefully chosen to have a persuasive effect on the readers of the advertisement. The heading is ironic in the sense that, through the two companies' tight bonds, customers are persuaded to have a tight bond with Metropolitan Namibia and Swabou life. The advertisement starts off by grabbing readers' attention through its striking design and bold lettering. The phrase, "Stronger as one",

prompts readers to think of it in detail and it increases the desire to want to know more. The knotted ropes increase customers' chances of insuring with Metropolitan Namibia, having in mind that the two companies' service is efficient. The advertisement appeals to the emotions of readers (pathos) in general, through the knotted ropes, symbolising to have one unity of purpose in life. The heading, written in white and bold letters, convinces the audience to create an emotional response by insuring their products with Metropolitan Namibia and Swabou life.

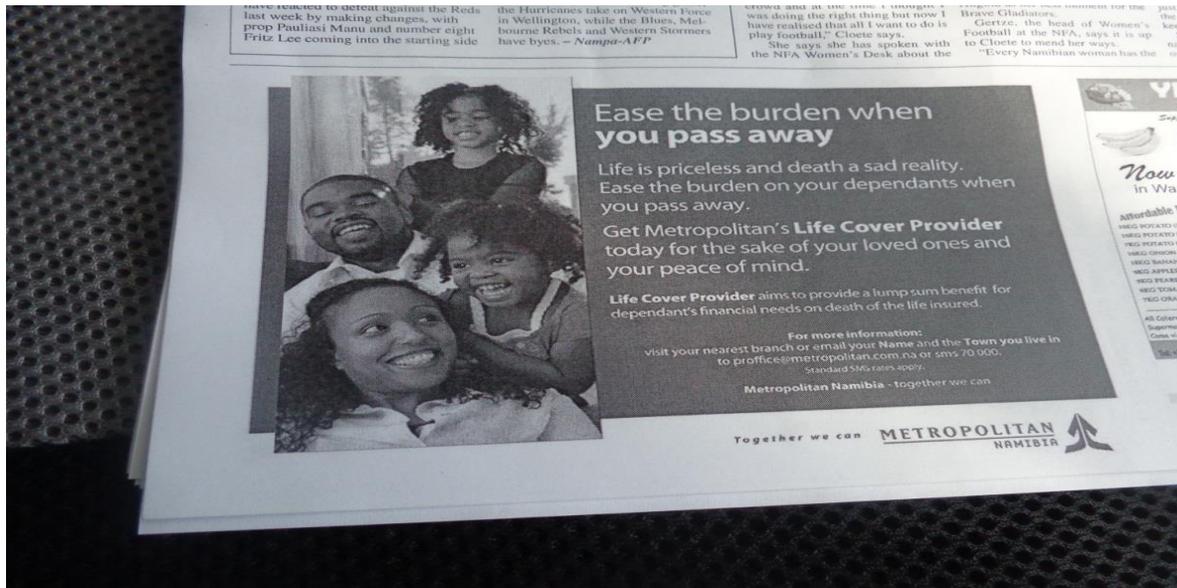


Figure 7: Metropolitan Namibia advertisement 7

4.3.3 Pattern of advertisement

The headline depicted in this advertisement is emotive in the sense that death is depicted as painful and unpleasant. The advertiser feels that people who are still living and have families carry a heavy burden on earth as opposed to living in the afterlife. However, a normal person is expected to have perfect and less severe moments while on earth and not in the afterlife. A family is something precious. Nowadays, families are planned for depending on a person's

welfare as well as their financial positions. It is actually only a few people who might not plan for their families depending on their educational background and knowledge on family planning. It is clear that parents should ease the burden on their dependents, and the juxtaposed words “ease” and “burden” trigger customers to buy Metropolitan Namibia’s “Life Cover Provider”. The advertiser has designed this advertisement with the company logo and a slogan “together we can” which is more appealing because it is short and memorable. The slogan persuades customers to make a partnership with Metropolitan Namibia and the advertiser identifies him/herself as part of the readers through the pronoun “we” in the slogan.

4.3.4 Language used in the advertisement

In the sentence “life is priceless and death a sad reality” the advertiser has used binary opposed words, “life” and “death”. These words make the phrase memorable. The adjective, “priceless” used in the advertisement is appealing to customers to consider life as something important and to ensure that they have a “Life Cover Provider” to reduce the heavy financial difficulties among descendants when their parents pass away. The designer has used the adjective “sad” to describe how tragic and worrisome death is. The use of ellipsis is prevalent in the advert. Ellipsis is a process where some words in a phrase are omitted for readers to figure them out. The elliptic phrase in the statement “Life is priceless and death a sad reality” is catchy and emotive. Ellipsis gives clues to how a speaker is supposed to be related to a reader. The same elliptical phrase adds much emphasis on the “Life Cover Provider” which is advertised and seems to develop a strong feeling among customers to want to have a “Life Cover Provider” before they pass on. The same phrase “Life is priceless and death a sad reality” has utilized a metaphor, “death a sad

reality”, in an interesting way. The used metaphor is designed to promote the “Life Cover Provider” and to manipulate readers’ minds to take the desired action.

Compound words are common in the advertisement. Using compound words is effective as “lumpsum” (lump + sum) conveys a large amount of money. Customers are manipulated by the designer to insure their lives in order for descendants to get more money upon their death. The statement “get Metropolitan’s life cover provider today” sounds like a command or a directive speech act. It convinces customers not to wait for tomorrow but to get the “Life Cover Provider” as they read the advert. The word “today” suggests that readers should not take time to insure their lives but do it as soon as possible. The compound word “lumpsum” is also used as an adjective describing the noun “benefit” to persuade the potential customers to have their lives covered.

4.3.5 Visuals

The language used in the advertisement is supported by an image comprising four people, who could probably be a mother (in the front), and her descendants (two daughters and a son) or perhaps a mother, father and their two daughters. This is an image of a happy family. It could be that the parents have insured their lives with Metropolitan Namibia through a “Life Cover Provider”. Readers’ minds are manipulated to insure their descendants through the portrayal of the image. The illustration portrays a non-verbal image where everyone has a happy face. The illustration also helps the text to be convincing. The smiles on the faces of the portrayed family have an implicature of happiness arising from the “Life Cover Provider”. The parents in the advertisement are happy due to the fact that should they die one day, their descendants’ financial burden is at ‘ease’. However, sometimes a descendant may die first before their parents. Will

parents benefit if their descendants pass on first? Are descendants (those that have paid employment) authorized to insure their parents? It is not clear how the “Life Cover Provider” works but the headline, “Ease the burden when you pass away” is likely to influence customers into thinking that they will get a large amount of money (lump sum) if they insure their lives.

4.3.6 The AIDA principle

The advert aims to grab the attention of readers through the use of its language, striking design and the bold lettering. The advert starts off by grabbing the readers’ attention with the statement “Ease the burden when you pass away”. This phrase drives readers into thinking of insuring their lives with Metropolitan Namibia’s “Life Cover Provider”. The binary opposing words “life” and “death”, and metaphor, “death a sad reality” sustain interest in the readers because the two language elements appeal to readers to have the “Life Cover Provider” with Metropolitan Namibia. The advertisement appeals to the human desire of wanting security or protection thus the offer of the “Life Cover Provider”. The general assumption is that everyone wants a stress-free life and this is partly the promise of the advertisement. This advertisement is a soft sell because it is subtle in that it is merely suggesting. However, the insurance company’s email address is provided or readers can “send a text message to 70 000” if they would want to take action. The phrase “standard SMS rates apply” is subtle and less noticeable. Readers might not notice it or think of the fact that they get charged for every text-message they send. The designer has written it in a way that it does not discourage customers from taking action thus written in a small font size.

4.3.7 Aristotelian proofs

The advertisement appeals to the emotions of readers (pathos) because it is in big letters and bolded. Words and phrases such as “pass away”, “die”, “death”, “sad”, “burden” and “love” all have emotional connotations. The emphasis is on ‘You pass away’ thus written in a big font size and a white colour for customers to notice and consider it. However, some customers may feel offended by the heading “Ease the burden when you pass away” because they are unlikely to have any burden with their descendants while on earth and in the afterlife. To some customers “Life Cover Provider” is needed but not to those who might think they are financially stable. The statement “Life is priceless and death a sad reality”, is appealing to readers’ emotions because of the careful use of the two binary opposed words “life and death” and how they are portrayed to the reader. The advertiser has also appealed to readers, through a logical reasoning (logos), to think of death as something hurtful especially when an important person in a family passes on. The designer has used members of a happy family in the advertisement as characters (ethos) in order to persuade readers to imitate the portrayed family by insuring their lives. In general, the language that is used in the advertisement is more emotive and persuasive. Readers are made to believe in the realities of life and death.



Figure 8: Metropolitan Namibia advertisement 8

4.3.8 Pattern of advertisement

The headline of this advertisement is well-crafted. The designer of this advertisement has employed terms like “overwhelmed”, “excitement” and “appreciation”, to show that Metropolitan Namibia does not only advertise to get people to insure their lives or buy certain products, but it also gives its customers gifts as a token of appreciation. The past participle “overwhelmed” and noun “excitement” in the headline show customers’ happiness arising from the items that they have received as gifts from Metropolitan Namibia.

To the customers it seems, it was a surprise to receive these items. Customers were happy and enthusiastic as most did not expect to receive valuable items from Metropolitan Namibia. The designer has used the noun “appreciation” as customers were pleased to receive valuable items

from Metropolitan Namibia. The juxtaposed words “excitement” and “appreciation” were employed by the designer after judging from the customers’ faces. The designer of this advertisement has intentionally omitted the supporting verb “are” to make the heading short and memorable and to capture the attention of the reader. The heading could have read: “CUSTOMERS ARE OVERWHELMED WITH EXCITEMENT AND APPRECIATION”.

4.3.9 Language used in the advertisement

The language used in this advertisement is well-thought out. To begin with, the statement that follows after the headline, “Metropolitan Retail Customer Offices (CSOs) once again impressed customers...” is well designed. The advertiser has used “once again” to persuade customers to trust the company because it is not the first time that the company recognizes its customers by giving them gifts. The phrase “once again” shows Metropolitan Namibia’s commitment to its customers. Although gifts are given occasionally, the phrase is used as if the insurance company does it habitually. The last two words in the sentence “impressed customers” show how smart the designer is by implying that customers were happy to receive valuable items as a token, even though the reality is that only the customers were referred to. In the body copy, there is a sentence that reads: “Every day, customers benefited from lucky draws and giveaways”. Giving gifts and valuables to customers is a good initiative that Metropolitan Namibia makes in order to keep their customers happy and to build trust between the company and its customers.

4.4 Visuals and the AIDA principle of advertising

The photo of two happy women portrayed in the advertisement with valuable items is a true reflection that Metropolitan Namibia, as an insurance company, cares for its customers. Customers do not only invest, but get gifts and valuable items as a token of appreciation for

insuring with Metropolitan Namibia. Giving valuable items does not only make customers happy but persuades readers, who are not customers, to invest with Metropolitan Namibia. Other insurance brokers are likely to imitate Metropolitan Namibia because they may fear losing their customers to Metropolitan Namibia. The smiles on the two women's faces have an implicature of happiness arising from the items obtained from Metropolitan Namibia. However, the picture is a depiction of gender insensitivity. One could ask himself; why women only? Are they perhaps good at smiling or why are men left out? Despite the gender insensitivity, the valuable materials won by the two women are visible enough to convince readers to make Metropolitan insurance company their priority. The two nouns "EXCITEMENT AND APPRECIATION" (in capital letters) and illustrations attract the attention of readers to join Metropolitan Namibia. The advertisement grabs readers' attention with its well thought out heading: "Customers overwhelmed with EXCITEMENT AND APPRECIATION". The "excitement and appreciation" of customers are the main emphasis of this advert thus they are written in capital letters. The juxtaposed words "excitement and appreciation" reiterate the fact that customers need happiness, trust, protection and safety. Therefore, Metropolitan Namibia is proving its trustworthiness to customers by providing goods and gifts as payback to its customers. The giveaways will stimulate interest in readers to think of insuring their goods and lives with Metropolitan Namibia. The advertisement appeals to the human desire of wanting valuable goods and comfort. Therefore, readers are not discouraged from taking an action after reading this advert.

4.4.1 Aristotelian proofs

The advert appeals to the emotions of readers, through its well-crafted heading, to think of investing with Metropolitan Namibia. The emphasis made on the words "excitement" and "overwhelmed" is emotive and appealing to readers to think of Metropolitan Namibia, not only

as insurance company, but one that also considers the welfare of its customers. The picture of the women depicted in this advertisement, with valuable materials in their hands, logically appeals to customers to take out insurance with Metropolitan Namibia because there is also a possibility of getting valuable goods in return. The combination of character of two overwhelmed women in the advertisement persuades readers to imitate them and to follow in their footsteps. However, only women are used in this advert. Men may feel not part of this advertisement. They may be discouraged to read this advertisement due to gender insensitivity.

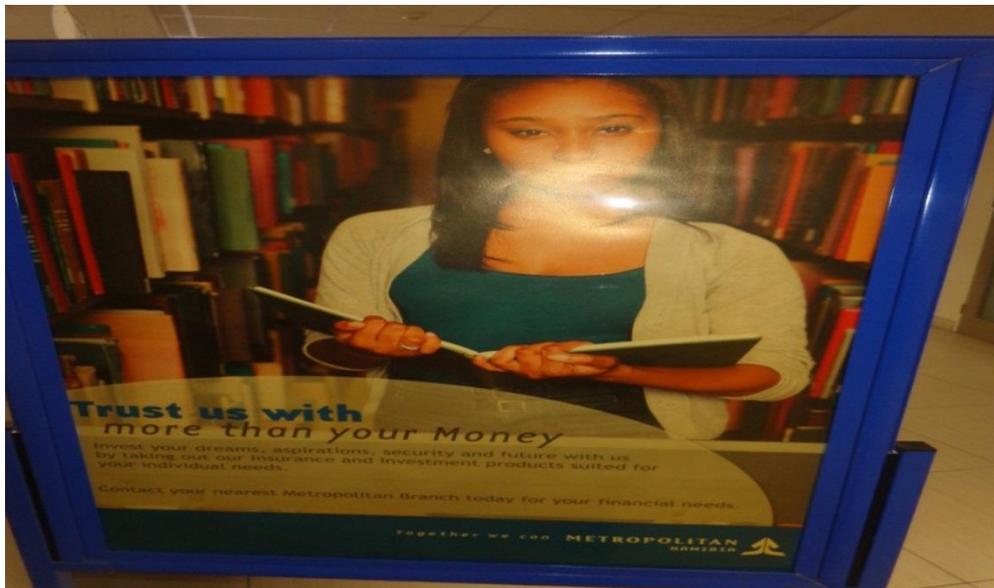


Figure 9: Metropolitan Namibia advertisement 9

4.4.2 Framing and pattern of advertisement

The blue-coloured framing on this advertisement makes it more visible and attracts readers to the advertisement. The content of the advertisement is framed to keep the information and to simplify the content shared across the page. Framing is employed in the advert to allow customers to access several pieces of information displaced on each side of the advert. The

designer has used a blue colour for the headline; “trust us with”, to put an emphasis on the issue of trust. Customers, investing with Metropolitan Namibia, need to trust the company. The designer has also indicated that customers should not only trust them with “money but with more”. However, customers are left to question the “more” part. More what? The designer is not specific. The designer wants customers to find out extra information. Customers are required to complete the statement in full. The blue colour which is partly used in the headline and framing symbolizes trust, loyalty and integrity. By using this colour, readers are persuaded to have confidence in Metropolitan Namibia. The company’s slogan, “together we can”, is more appealing because it is short and memorable. The slogan has been made possible by the use of a pronoun “we” to show that with Metropolitan Namibia, everyone is unified and that harmony prevails between employers, employees and customers.

4.4.3 Language and visuals in the advert

The comparative “more” in the heading communicates the message effectively. Comparatives are made possible by using words like “more” or “less” or by using an inflectional morpheme “er”. With the use of the comparative “more” the advertiser implies that Metropolitan Namibia is not only about investing money but investing “more than money”. The question is: why does the advertiser has to put emphasis on trust? Was trust perhaps lacking between the company and customers on issues related to money? Is there a hidden meaning? In addition, a metaphor is used in the statement; “invest in your dreams, aspirations, security and future”. Metaphors are expressions with one thing in common: something abstract is compared to a real thing. For example, investing in a dream does not mean the customer saves their money in a series of events or images that happen in a person’s mind when they are sleeping, but an expression used

to signify that investing is needed to have a prosperous future. The advertiser has used pronouns such as “our” and “your” in the content of the advertisement to encourage customers to notice the “togetherness” and unity of the company and its customers.

The advertisement portrays an image of a metropolitan employee holding a book in her hands. She seems to be informative, more dedicated to work and worthy to be trusted. Customers’ trust with Metropolitan Namibia is boosted through the portrayal of the image of a serious woman. Judging from the way she looks, one could say she has a nice smile. But why not smiling? The reason she is not smiling could be that she is a serious woman who is very honest. This image corresponds well with the title of this advertisement which requires customers to trust Metropolitan Namibia with investments. The company’s employees are dedicated and worth the customers’ trust. The book that she is holding in her hands could be one of the customers’ investment policy books. The book is open to show all investment records for a specific customer and to have proof and evidence of things that are recorded. This woman has a white jacket on and a blue top underneath, reflecting Metropolitan Namibia’s colours. The white colour of her jacket symbolizes purity and innocence when it comes to handling issues related to money. The blue top is a symbol of her loyalty and trust, taking customers’ thoughts back to the bold word “trust” in the headline. The woman depicted in the advert seems to be in her office. This office is full of customers’ investment books. In addition, she keeps record of all her clients’ investments in their policy books which are nicely displayed on the shelves.

4.4.4 The AIDA principle and Aristotelian proofs

This advertisement grabs customers’ attention through its headline. The headline “trust us with more than your money” is extremely motivating. Metropolitan Namibia can be compared to a

bank when it comes to saving customers' monies. A bank is safe in the sense that even if the building burns down to ashes, the safety of its customers' money is assured. The framing used in the advertisement, the bold lettering of the heading (in blue colour) and the short content of the advertisement are some of the ingredients that interest customers to invest with Metropolitan Namibia. The advertisement appeals to the desire of customers wanting to invest with Metropolitan Namibia with the hope of saving as much money as possible or even more than just money. Therefore, customers are driven to "contact Metropolitan Namibia today" and take an action after valuable information is provided to them. The advertisement is logically appealing in the heading "Trust us with more than your money". The heading is logical in the sense that with Metropolitan Namibia, a customer does not only need to trust them with money but with other valuable items. It is not clear what the items are, as they are not mentioned, but the fact is that customers should have confidence with any investment done with Metropolitan Namibia. The phrase "invest your dreams, aspirations, security and future with us" is very emotive and embellished. It appeals to readers' emotions. Readers are motivated to reflect on their dreams, aspirations, security and future, resulting in the reader's action. The picture of a woman in the advert, her character (ethos) and her dressing code appeal to readers to consider investing their money with Metropolitan Namibia as it is a safe thing to do.



Figure 10: Metropolitan Namibia advertisement 10

4.4.5 Framing and pattern of advertisement

The framing of the advertisement makes it visible and attractive to customers. Framing an advertisement keeps the information memorable and simplifies the content shared across the page. Therefore, the advertisement is framed to allow customers to access several pieces of information displayed on each side of the advertisement. The designer has incorporated a catchy headline in this advertisement. The headline “finally, old age have its rewards”, persuades customers to start thinking of investing with the “Myriad Longevity Protector” in order to live long and remain young when they get old. The designer has begun with the word “finally” in the headline. This is done to motivate customers not to think of getting old as the “Myriad Longevity Provider” makes them young again. However, the word “finally” is ambiguous as it expresses different meanings. Customers are left to think that the old-aged people were financially

disadvantaged before the “Myriad Longevity Provider”. However, this is not the case at all. Old people, especially those who have had paid employment, got financial rewards from either Government Institute Pension Fund (GIPF) or Social Security Commission (SSC). The word “finally” might also make one to think that there has been a continuous debate on aging and getting specific rewards and the argument just concluded. It is not clear what old age means in the headline as it is not specified as to what age exactly refers. The question is: are customers who are 47 years old qualified for old age? The main emphasis of the advertisement is on old age getting rewards through the “Myriad Longevity Provider”, hence the word “rewards” coloured red. Red symbolizes power, energy, passion, desire and love. In other words, customers are given courage to have the “Myriad Longevity Provider” as they grow old in order to have much strength, power and have passion for a good living.

4.4.6 Language and visuals in the advertisement

The advertisement is for Momentum life, a joint venture company with Metropolitan Namibia. The term “momentum” connotes a “strong force” that keeps an object moving. It is humorously used to persuade customers that “Myriad Longevity Provider” keeps the customers moving and getting rewarded financially as they grow old. The financial provider “Myriad Longevity Provider” comprises a noun “myriad”. Myriad is a term that means a very large number of something. This noun is carefully chosen to persuade customers to have the financial provider to get a large amount of money. The noun “longevity” persuades customers to invest with momentum (a division of Metropolitan Namibia) for them to live long and strong. However, the advertiser seems to portray aging as a risk because in his/her statement he/she mentioned that “Myriad Longevity Provider” “offers the first risk products to address longevity as a risk event”.

It is not clear what the advertiser means by the “first risk products”. Therefore, customers are required to find more information, which is a good advertising strategy. The advertiser has used a metaphor in the phrase “giving your clients peace of mind” to arouse feelings among the target audience and to make readers associate themselves with the “Myriad Longevity Provider”. The repetition of the word “risk” is employed in the advertisement to make it interesting and to persuade customers to think that aging is something bad and frustrating and must be planned for in advance by having a “Myriad Longevity Provider”. The verb “outliving” encourages clients to have “Myriad Longevity Provider” because of the possibility of living longer than people who do not have it.

The advert has two pictures. The first one shows a happy couple on a swing. Swings are normally for children but the advertiser has used swings to show that this pair is healthy, fit and strong enough to be on the swing. It is very humorous and delightful to see old people on a swing. The advertiser has skilfully chosen a couple on a swing to persuade customers to have the “Myriad Longevity Provider” in order to be healthy, strong and fit enough. Through this image, customers, especially couples, are encouraged to insure with the “Myriad Longevity Provider” in order to get rewards and to have fun by going to holiday resorts. The picture illustrates a non-verbal message which makes the text more convincing. The smiles on the couple’s faces have the implicature of happiness arising from the benefits of having the “Myriad Longevity Provider”. The happy couple in the picture is having fun and is more relaxed. This makes customers without the “Myriad Longevity Provider” want to imitate them. The other image portrayed in the advertisement is a fresh-leafed, palm tree. The tall palm tree is associated with the word “longevity”. The image of the palm tree makes the advertisement more interesting, catchy and promises luxury. This palm tree is very nutritious despite it being long and old. Customers are

made to believe that they can be old but healthy and strong. Therefore, they are compared to the palm tree which the advertiser has skilfully chosen. The shade portrayed in the advertisement persuades customers to think of having luxurious times by going to a holiday resort. The leaves of the palm tree are evergreen showing a good season and persuading customers to have the “Myriad Longevity Provider”. Customers might want to visit places of the same nature as they grow old. Therefore, “old age has its rewards”. The clouds depicted in the advertisement are associated with water and good weather. Therefore, these clouds promise the couple good weather on their holiday.

4.4.7 The AIDA principle and Aristotelian proofs

This advertisement grabs customers’ attention through its headline “finally, old age has its rewards”, which is persuasive in nature. The framing used in the advertisement, the bold lettering of the heading (in red colour) and the depiction of well-chosen images interest customers to invest with Momentum Life. The advertisement appeals to the desire of customers wanting to invest with Momentum life with the hope of getting rewards and being financially fit. The advert, through its use of well-crafted heading, impressive images and illustrations and a captivating choice of words, drives customers to take an action immediately. The advertisement logically appeals to customers to have a “Myriad Longevity Provider” in its statement; “Momentum offers the first risk products to address longevity as a risk event”. The designer seems to believe that old age is a risk; therefore, Momentum gives the risk products to avoid this risk. In general, the language used in the advert is emotive because customers are required to protect themselves from the risk of getting old by investing with Momentum life. The happy couple on a swing, their smiles and strengths, despite some with grey hair, appeals to readers to consider investing with Momentum Life and get rewards from their investments thereafter.



Figure 11: Metropolitan Namibia advertisement 11

4.4.8 Pattern of advertisement

The headline used in this advertisement is short, simple and memorable. It has bold lettering and is placed on the lorry to give it a striking design. Customers, through the use of the well-crafted headline, would want to know more about the movement mentioned. The headline is designed in a white colour to make it visible and readable. White symbolizes purity, innocence and trust. Customers are persuaded to keep their trust with Swabou life and Momentum Life (a division of Metropolitan Namibia) even though they are relocating. In the headline, the verb used is compressed to make it informal and colloquial. The informal language is interesting and makes the heading memorable. If read loud and fast, the headline sounds like the verb –“re” is missing out and might read: “We Moving”. The designer has used an exclamation mark that is attached

to the headline to indicate a strong feeling to the audience not to lose hope and trust in the two companies during relocation and to make them aware of the move. The designer has used this information of their (the company) move to also advertise themselves. The headline reads as a raised voice to customers that they are changing places. The slogan for Momentum Namibia (a division of Metropolitan Namibia) “authorized financial service and credit provider” is very short and memorable. It persuades customers to want to join Metropolitan Namibia because it is an authorized financial service provider.

4.4.9 Language used in the advertisement

The language used in this advertisement is simple and does not involve difficult terminologies. By reading the content of this advertisement, customers are likely to be persuaded by what the content is trying to convey without having to consult the insurance company for enquiries. The advertiser has used a pronoun “We” to show a team spirit. Pronouns are used most in insurance companies’ print advertisements to capture the attention of customers and to reveal the advertiser’s personality. Pronouns also add a personal touch to advertisements and make writing more instructional and informational. The bold lettered and compressed language in the advertisement makes the advertisement more informative. Customers find it easy to predict the content of the advertisement. The designer has also employed an element of markedness in the advert. Markedness, as explained before, is a process whereby words are changed or added to give a special meaning. The word “provide” is marked in the advertisement by adding –er to read as “provider”. Therefore, the marked word “provider” makes the advertisement convincing and appealing.

4.5 Visuals and Aristotelian proofs

The image of a lorry used in the advert, together with the headline, “We’re Moving”, logically appeal to customers to be informed about the place where Swabou Life and Momentum Life are relocating to. The big lorry that is in the advertisement convinces customers to trust the financial provider because everything is safely transported from one place to the next. Clients and business partners are assured of safety during relocating by employing the image of a big and strong lorry. The pronoun “we” appeals to the emotions (pathos) of customers and convinces customers to trust the “Financial Provider”. Another emotive statement made in the advertisement is the apology given to the customers for the inconvenience caused. Although relocating is normal and no apology might be required, it is essential for the company to appeal to the customers’ emotions to show that they care and have customers’ interests at heart.

4.5.1 The AIDA principle

This advertisement conforms to the AIDA principle of advertising because it first aims to grab the attention of the reader. This is primarily done through the use of emotive language, striking design and bold lettering. The advertisement grabs the reader’s attention with the headline “We’re Moving”. The headline prompts the reader to continue reading and increases readers’ desires to want to know more. The advertisement continues to sustain the interest of the reader by using the image of a moving lorry and the arrow underneath the lorry pointing in the direction where the lorry is moving to. However, the designer could have organized the “Frans Indongo and Werner List Streets” into another image, which could be the destination point. Customers’ interests could have been increased more if the designer had considered another image as a destination point. The advertisement also appeals to the human desire of wanting trust hence an

apology is made. The slogan “authorized financial service and credit provider” also appeals to trust and recognition. The advertisement is a soft sell. The telephone number is provided for customers who would want to make further inquiries. Together with the provided slogan, readers are persuaded to take action.



Figure 12: Metropolitan Namibia advertisement 12

4.5.2 Framing and pattern of advertisement

The framing of the advertisement makes it more visible and attractive to customers. The advertisement has used a cream coloured frame and cream coloured background. The use of cream colour in almost the whole advertisement makes it colourful and beautiful to look at.

Framing an advertisement is important because clients are able to memorize and keep the information portrayed in the advertisement. The content, on a cream background, makes the reader want to scrutinize the advertisement in detail. The pig portrayed in the advertisement is painted in a cream colour that corresponds with the colour used for framing. The title of the advertisement “Affordable education for your children” has a white colour that is almost similar to the cream one. The designer has skilfully designed these colours to make the advertisement memorable and to persuade customers to want to have detailed information of the whole advertisement. The headline is short and catchy. It has bold lettering and is written on a dark-greenish background. Customers are persuaded to have an “Educational Provider” for their children because of the adjective “affordable” in the headline. The adjective “affordable” seems to make customers to believe that an affordable education is one that almost everyone can afford. The pronoun “your” in the headline makes readers think that it is their children that are referred to as they read the headline.

4.5.3 Language used in the advertisement

The advertisement has utilized simple language. The adjective “affordable” has been repetitively used in order to persuade customers to believe that it is only Swabou Life (a division of Momentum) that is able to provide an affordable education to customers’ children. But if one has to consider paying N\$ 100 per month, then the adjective “affordable” is questionable. Not every customer can afford to pay N\$ 100 monthly. Sometimes, it becomes difficult, especially to customers in the low income category, as they are required to pay for other expenses such as rent, water and electricity. The advertiser has used superlatives in the advertisement. Superlatives are used to give an impression that an item or product being sold is of the highest quality. The

designer has used the superlative “best” in the first sentence. Using this superlative makes customers to believe that Swabou Life’s “Education Provider” encourages a proper tertiary education. However, children can have Swabou Life’s “Education Provider” but there are external factors that can ruin a certain child’s tertiary education, despite having an “Education Provider”. Nevertheless, the superlative “best” has the illocutionary force of encouraging potential customers to have an “Educational Provider” for their children. The designer has also used an adjective “minimum” to persuade customers that N\$100 payable a month is a small amount. In reality, N\$ 100 is a lot of money. If it was a small amount, most people would have an “Education Provider” for their children. The words “minimum and affordable” are juxtaposed, reiterating the fact that it is what customers need. The advertiser has also used alliterative words in the advertisement. Alliteration can be defined as the repetition of the same letter or sound within nearby words. The alliterative words “death and disability” persuade customers to have an “Education Provider” for their children. Alliteration has a persuasive effect on the minds of readers because a phrase with alliteration is more interesting than a lengthy statement.

4.5.3.1 Visuals and Aristotelian proofs

The advertiser has employed the concept of “humour” in the advert by using a humorous image of a pig in a graduation cap. Punning (a humorous language) is a punch line of jokes in any writing and is one of the most common forms of a speech play. The advertiser has used punning in order to manipulate people’s minds so that they can end up buying a product, sometimes without considering the intentions behind taking such actions. The image of a pig symbolizes wealth, prosperity and luck. Customers, who know what a pig is associated with, are fast to divert their minds to their children’s wealth, prosperity and luck if children have an “Education Provider”. A pig is also associated with abundance and prosperity. A pig moves swiftly and with

determination and its swift movement encourages customers to reflect on its portrayed qualities. The graduation cap which the pig has on its head, symbolizes success in education or accomplished tertiary education. The graduation cap persuades customers to consider their children's success, therefore prompting a strong drive among readers to have an "Education Provider" for their children. The image of books, in the advert, symbolizes success. The photo of a pig, on top of the books, shows that the pig has succeeded in its studies. Should one's child put much effort into studying, the child might succeed and might not fear books. The advertiser has skilfully designed this image to appeal to parents' emotions by using a phrase "our minimum and affordable premium of N\$100 a month allows you to make adequate provision for your children's education", although in reality, not all parents can afford the required amount per month. The pronoun "your", appeals to customers' emotions (pathos). Readers are made to link the content of the advert to their children's tertiary education. The advertiser is logically appealing, as depicted in the advertisement, through the additional benefits offered to customers who would opt for their children's "Education Provider".

4.5.3.2 The AIDA principle

This advertisement conforms to the AIDA principle of advertising because it is designed in a way that grabs readers' attention. The emotive language, striking design and bold lettering make the advert attract customers' attention. The advertisement starts off by grabbing the reader's attention with the headline "Affordable education for your children". The headline prompts the reader's desire to want to know more. The advertisement continues to sustain the readers' interest by skilfully using the image of a pig in a graduation cap and on top of the books. Customers' interests are also increased because the designer has framed the advertisement as

well as its content in a corresponding colour. The advertisement also appeals to the human desire of wanting a proper tertiary education hence the use of superlatives and memorable adjectives. However, there is no telephone number provided in the advert or pressure placed on the reader to take action.

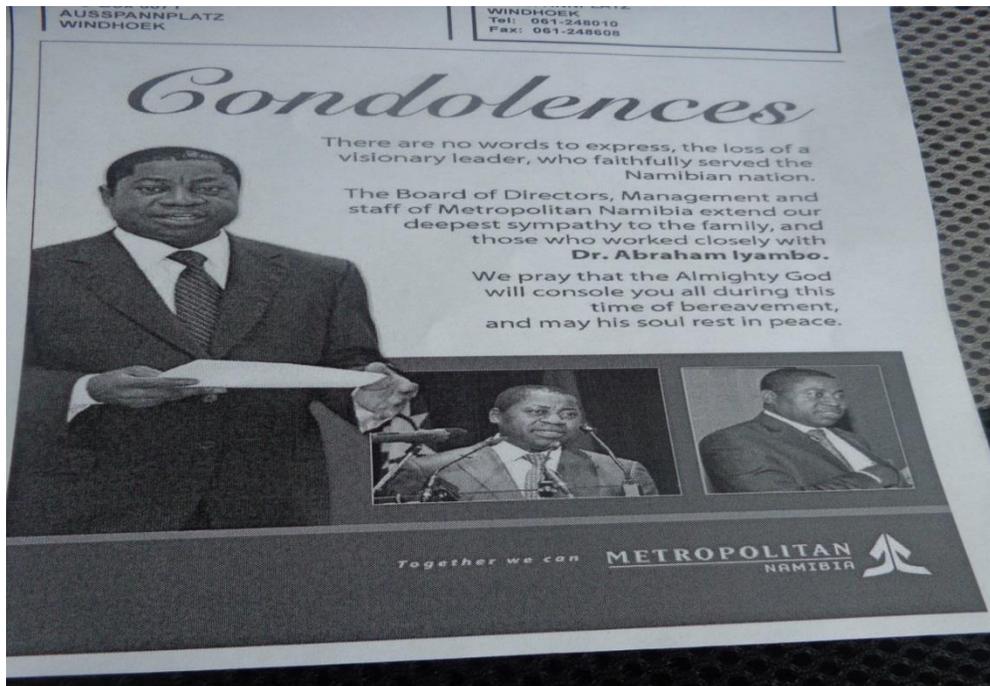


Figure 13: Metropolitan Namibia advertisement 13

4.5.4 Pattern of advertisement

The headline “Condolences” is skilfully chosen to bring the audience together with Metropolitan Namibia staff and to share the dark moments of mourning as a unity. The striking design of the headline makes customers want to read more, thereby, not ignoring the advertisement. The large font size makes the headline visible and memorable. It seems as if the former Minister of Education, the late Dr. Abraham Iyambo must have been a close friend or customer for Metropolitan Namibia thus the company sympathises with the family. The advertiser also wants

to say that Metropolitan Namibia cares about Namibian people in general. The insurance company's slogan "together we can" builds a sense of "w^eness" between the company and its customers. The pronoun "we" in the slogan makes customers to think of their possessions as being part of the Metropolitan community and persuades them to feel the unity that the slogan communicates.

4.5.5 Language used in the advertisement and Aristotelian proofs

The language used in this advertisement is serious, judging from the tone of its content. The statement "THERE ARE NO WORDS TO EXPRESS THE LOSS OF A VISIONARY LEADER, WHO FAITHFULLY SERVED THE NAMIBIAN NATION" is very serious and implies that death is not anything sweet. Death depresses people, especially families whose relatives have passed on. In actual fact, words to express the loss of a visionary leader are plenty and can be used in different contexts to convey the death message. However, the designer steers the readers' emotion to make them think that being depressed leads to reversed thinking. The advertiser has utilized the adjective "visionary" to describe a former leader. The late Minister of Education had the ability to imagine how a country will develop educationally. He always aimed at improving the education sector for the country's development. It is for this reason that the late Dr. Abraham Iyambo was regarded by many as a visionary leader. The advertisement has used this address of condolences also as an advertisement. The advertisement encourages customers and sympathizers to follow suit as they may become visionary leaders one day. The adverb "faithfully" depicts the late Dr. Abraham Iyambo as a firm and loyal man who always stood his ground. Customers are encouraged and persuaded to imitate the late minister by being loyal to themselves, their families and Metropolitan Namibia. The advertiser has referred to the late Dr.

Abraham Iyambo as a “leader who faithfully served the Namibian nation”. This statement draws the illocution among readers to think that every Namibian was educationally served by the late minister throughout their careers. Although not the whole Namibian nation was served by the late Dr. Abraham Iyambo, the “Namibian nation” being referred to means a large number of citizens who have benefited positively from duties that the Minister carried out. Some readers might take the word “serve” to have an illocution of making people to believe that the late minister provided the Namibian nation “food and drinks”. But the perlocution (the intended meaning) is that the Minister has done much of his duties and devoted much of his time to the Namibian nation. The advertiser appeals to the readers’ emotions by using a pronoun “our” and uses his/her possession as being part of the community to build his/her ethos. The advert has used logos (logical appeal) in the following sentence “WE PRAY THAT THE ALMIGHTY GOD WILL CONSOLE YOU DURING THIS TIME OF BEREAVEMENT, AND MAY HIS SOUL REST IN PEACE” to appeal to the readers to respect and fear God because it is only God who has power in everything.

4.5.5.1 Visuals and AIDA principle of advertising

The advertiser has used the late minister’s image to associate Metropolitan with the Namibian nation. The portrayed picture of the late Dr. Abraham Iyambo (pictured standing) depicts him as a leader, who works tirelessly to contribute positively to the development of his country. He looks young and energetic and his image persuades readers to imitate his leadership capabilities. The advertiser has skilfully crafts an image of the late minister in a black suit. Black was carefully chosen as it indicates a negative colour. Black is associated with something frightening or death. The late minister’s image on the podium shows how dedicated he was. His face looks young and the smile on his face has an implicature of happiness arising from his courage to have

improved the education system in Namibia. The advertisement conforms to the AIDA principle of advertising. The late minister's characters persuade customers to want to make him (minister) their inspirational person. The advertisement interests customers, by using phrases like "visionary leader" and "faithfully served the Namibian nation". Readers are left to reflect back on their leadership styles and faithfulness to other people. The advertisement appeals to the human desire of being sympathetic towards others and to be aware that death is something mysterious and sad. Readers are motivated to believe that Metropolitan Namibia not only cares for its customers but for the whole Namibian nation. Therefore, they (readers) are persuaded to take an investment action with Metropolitan Namibia's products and services.



Figure 14: Metropolitan Namibia advertisement 14

4.5.6 Pattern of print advertisement

The headline "Pension Provider" gives the audience peace of mind to consider and think of their living standards after retirement. The headline is written in capital letters and a blue colour in order to make it visible to readers. The designer has used a blue colour for the headline as it

symbolizes nature. In a natural world, animals, plants and rocks exist independently. By portraying an image of nature, the advertiser wants readers to have a “PENSION PROVIDER” in order to exist independently like any other independent organism on planet earth. The headline is written in simple words, which makes it easy for people to understand, and readers do not spend time scrutinizing it. The body copy (main text of the advertisement) used in this advertisement is coherent and clear. The designer used a single sentence “PENSION PROVIDER is a cost-effective way to save towards your retirement”. Readers are able to remember the content of the advertisement because it is short and memorable. The advertiser has used a small picture (signature) at the bottom of the advertisement as a company logo which corresponds to the company’s slogan “together we can”.

4.5.6.1 Visuals and language used in the advertisement

The designer of this advert has used a picture of a happy husband and wife. This couple is older and seems to have reached their retirement. However, both the husband and his wife look healthy. The wife has a clean white t-shirt on, indicating purity and innocence. The portrayal of a healthy and neat woman encourages and motivates women customers to have a “PENSION PROVIDER” for them to use their savings to continue to be young and healthy during retirement. The smiles on the couple’s faces help the advertisement to be more convincing. The couple’s smiles have an implicative of happiness arising from good savings that they have had with Metropolitan Namibia before their retirement. The photo of a happy couple shows that this couple had saved towards their retirement. Time has now come for them to enjoy the fruits of their saving. The green-coloured leaves in the advertisement, symbolize harmony, freshness, growth, life, energy and they have a strong feeling of correspondence with safety. By using a green colour, customers are persuaded to have a “Pension Provider” in order to live

harmoniously. The advertiser has used a compound word (cost-effective) as an adjective in order to make the advertisement persuasive. The headline is designed in an alliterative manner in order to make it memorable and worth noting. The phrase “to save towards” is also alliterative as it creates rhythm and mood. The advertiser has used this alliterative phrase to emphasize the importance of saving as the main focus. Alliteration is used to focus the readers’ attention and spice up the advert. In the slogan, “together we can” the advertiser identifies him/herself with the readers and deepens the sense of “*wenness*”.

4.5.6.2 The AIDA principle of advertising

This advertisement holds the attention of customers through its striking headline “PENSION PROVIDER” in a blue colour. The use of an alliterative headline and its bold lettering makes it more attractive. Customers’ attention is captured. The advertisement also grabs the reader’s attention with the words ‘cost-effective’. The words “cost and effective” prompt the reader to continue reading or increase the desire to want to know more. The advertisement sustains interest among readers by using an alliterative word “Pension” as an adjective at the same time. This is appealing for someone who wants to take out a saving with Metropolitan Namibia because the norm is that it is usually considered to be a rather stressful process.

The company, though not promising the exact amount of saving, promises a “cost-effective” saving. The advertisement appeals to the human desire of wanting security, strength, safety, energy, comfort and freedom after retirement by painting the advertisement blue. The general assumption is that everyone wants to live a free life and this is the promise of the advertisement. The advertiser has provided an “sms line” for customers who would want sufficient information on a “Pension Provider”. The phrase “standard sms rates apply” is written in small font as if it is

not part of the advertisement. The advertiser has carefully written this phrase in such a way that it is hardly identified and does not discourage readers to ask for more information via text-messages. Readers will not want to “sms” if they happen to find out that there are “sms” charges involved. However, no pressure is placed on the reader to take action.



Figure 15: Metropolitan Namibia advertisement 15

4.6 Pattern and AIDA principle of advertising

The advertiser has carefully crafted the headline “keep the gold” to stimulate thinking in readers of the literal meaning of the headline. The headline “keep the gold” is short and makes the audience to think rationally and out of the box on the illocutionary meaning portrayed by the designer. The gold displayed in the advertisement has a double meaning. Gold is associated with something precious whereas the gold medal is associated with achievement. Therefore, readers are left to interpret it based on how they think of the gold or the gold medal. The advertiser has written the headline in capital letters and big fonts to make it visible, identified and memorable

to the reader. The above advertisement conforms to the “AIDA principle of advertising”. As explained before, AIDA is an acronym which means an advertisement should be Attractive, Interesting, and Desirable and make the reader to take an Action. The advertisement first aims to grab the reader’s attention through its bold-lettering headline depicted in a blue colour. The headline is short and memorable and it is hard for readers to forget.

The designer of this advertisement has used a small picture (signature) at the bottom of the advertisement as the company logo which corresponds with the company slogan. The advertisement interests readers through the utilized colours. The blue headline stands on a cream background and the company’s logo and slogan is visible on a blue background. The advertisement appeals to the human desire of status. Everyone wants to work hard for the gold. The statement below the advertisement, “you deserve it” triggers readers to want to get the gold. Although not clear of how readers have to get this gold and keep it, the advertiser has used this statement in order to capitalize on the reader’s desire for wanting to keep the gold. This advertisement is a soft sell, persuading readers to think of expanded inquiries on how to keep the gold. However, like the previous advertisement, there is no telephone number provided or pressure placed on the reader to take action.

4.6.1 Visuals and language used in the advertisement

The language used especially in the headline “Keep the gold you deserve it” is well thought out. The designer of this advertisement omitted a causal word “because” in the headline in order to shorten and spice it. The process of omitting some words in a sentence or a statement is called ellipsis. The headline could have read “Keep the gold because you deserve it”. The elliptical heading shows emphasis on the product being advertised and captures the readers’ attention as

the advertiser avoids formality in the writing. The designer has used ellipsis in this advertisement in order to allow readers to fill a missing gap with their own imagination. Although it is not clear as to who the target audience of this advertisement are or who should keep the gold, readers are motivated to keep the gold once obtained because they will all be winners, hence the statement “you deserve it”. The image portrayed in this advertisement is of a gold medal. The gold medal depicted in this advertisement has an illocutionary force of persuading readers to continue insuring or investing with Metropolitan Namibia because Metropolitan Namibia rewards its customers with gold medals for their achievements. The advertiser specifically chose gold because of its association with many precious and valuable things. Gold is a precious metal of very great economic importance and owning a gold medal is a great achievement. Gold is also respected throughout the world for its value and rich history.

4.6.1.1 Aristotelian proofs

The advertisement logically appeals to customers to work hard for a gold medal because of the probability of every reader to own it. The designer uses pathos to steer emotions in the readers and to praise the readers in an attempt to please them with a gold medal. The capitalized heading “KEEP THE GOLD” is a directive speech act (or a command) which is designed with the view of promoting Metropolitan Namibia. At the same time, the heading is persuasive in that it encourages people who have double thoughts on insuring with Metropolitan Namibia to think and act once. The shiny and attractive gold medal depicted in the advertisement also steers readers’ emotions and persuades them to recognize the value and importance of owning a precious gold medal. The phrase “You deserve it” is humorous and has a sense of reward. It logically appeals to readers not to doubt their investment with Metropolitan Namibia because they are credited with a “GOLD MEDAL”.

4.6.1.2 Metropolitan Namibia's target audience

Metropolitan Namibia seems to target individuals that have paid employment. The elderly people (probably aged 40-60 years) seem to be the company's main target. This is evident in different advertisements. For instance, Figures 1,3, 4, 5, 7,8, 10, 12 and 14 target mostly parents, married people and those that are about to reach retirement. However, Figure 9 (a hard sell advert) targets almost everyone with paid employment. This could be people aged between 21 to 60 years. Women are used most in Metropolitan Namibia's selected advertisements compared to men. Figure 11 also portrays a hard sell advertisement which is targeted to all Metropolitan Namibia's clients ranging from children, teenagers and adults. The next section explores the advertisements for Sanlam Namibia.



Equipped for life's treacherous rapids and currents

The journey of life is riddled with twists, turns, ups and downs. Without proper planning, it's easy to find oneself in a lurch. To find out how Sanlam Namibia can provide you with suitable equipment to tackle whatever life may unleash on you, contact a Sanlam Namibia Adviser or Broker, or email us at marketing@sanlam.com.na.

Sanlam
Namibia

Figure 16: Sanlam Namibia advertisement 1

4.6.2 Pattern of advertisement

The metaphorical title “Equipped for life's treacherous rapids and currents” is well chosen and well-crafted. The designer has used the metaphorical statement in order to enrich the writing and persuade customers to think of the topic in detail. The illocution portrayed in the heading seems to be that Sanlam Namibia is equipped for life's dangerous rapids and currents. The designer of

the advertisement intentionally omitted the subject of the sentence (Sanlam Namibia) and the auxiliary verb (is). He/she only started the title with the past participle “equipped”. The elliptical and metaphorical title warns the customers of the difficulties encountered in life and encourages customers not to fall victim to problems experienced in life. The ironic title is well designed in the sense that the designer has used natural images like rapids, which have a symbolic representation of a dangerous river that flows fast due to its structure. It is either steep or narrow. A “current” depicted in the advertisement implies the fast flow of water in one direction.

4.6.2.1 Language used in the advertisement

The advertiser has employed humorous language and well-thought out terminologies. In the headline, the advertiser has used an adjective “treacherous” to indicate how dangerous life is if one does not prepare for it in advance. Adjectives are used by advertisers in order to express the quality of any object and to stimulate feelings among readers. The headline makes readers raise eyebrows because the advertiser has used juxtaposed words “rapids and currents”.

The metaphor used in the body copy, shows how advertisers can be creative in advert designing. The metaphorical statement “the journey of life” creates an impact among readers and makes the advertiser’s intent to be well received by readers. The rhythmical sentence (music-like statement) “life is riddled with twists, turns, ups and downs” (reflects “rapids and “currents”) triggers a strong feeling among the reader to start an insurance with Sanlam Namibia because the phrase sounds like a song: memorable and hardly forgotten.

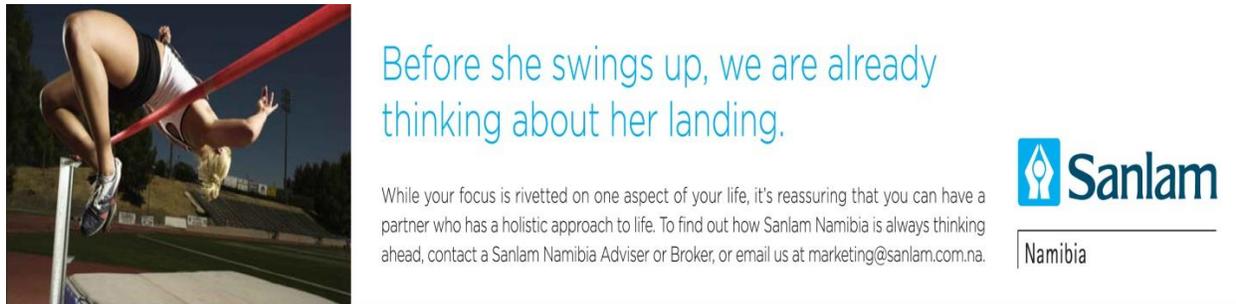
4.6.2.2 Visuals

The advertiser has skilfully chosen the image used in the advertisement. The image of a boat sailing up the river has an illocution of preparedness. The person in a sailing boat is not at any risk of drowning in a dangerous river which is flowing very fast. Although frightening, the image encourages readers to start insurance with Sanlam Namibia for them to sail through safely and independently of any danger or poverty. The sailing boat has an implicature of protection. In other words, if customers are insured with Sanlam Namibia, they are always protected in exactly the same way as the person sailing in the boat in a dangerous river. The image portrayed in the advert shows a very dangerous part of the river where water is flowing at a very fast speed, in one direction. This movement of water is irregular and not normal. If the sailor is not sailing properly, the boat will overturn. In other words, readers are persuaded to have insurance with Sanlam Namibia to avoid sailing down the stormy rivers of poverty.

4.6.2.3 The Aristotelian proof and AIDA principle of advertising

This advertisement conforms to the AIDA principle of advertising. Firstly, the heading attracts the attention of the reader through its colour as well as its language usage. The advertiser has chosen words that create a puzzle among readers at the same time. The adjective “treacherous” steers readers’ emotions (pathos) to think of a life journey as sensitive. The advertiser has also made the advertisement interesting by using humorous words and statements that are at the same time emotional. The advertisement is not a lengthy one and the rhythm employed in it makes it memorable. The advertisement is also logically appealing through the statement “to find out how Sanlam Namibia can provide you with suitable equipment to tackle whatever life may unleash on you”. Sanlam Namibia believes that it is capable of moving customers in a way that is regular

and formal. The advertisement appeals to the human desire for security and protection. The portrayal of the sailor's character (ethos) has a persuasive effect on the potential consumer of the advertisement. The designer has included the company's email address for inquiries by readers who are motivated to take action.



Before she swings up, we are already thinking about her landing.

While your focus is rivetted on one aspect of your life, it's reassuring that you can have a partner who has a holistic approach to life. To find out how Sanlam Namibia is always thinking ahead, contact a Sanlam Namibia Adviser or Broker, or email us at marketing@sanlam.com.na.

 Sanlam
Namibia

Figure 17: Sanlam Namibia advertisement 2

4.6.3 Pattern of advertisement

The designer has crafted this headline in conformity to the sport world. Readers who love sport will not want to turn a blind eye to this advertisement. This is one efficient strategy that Sanlam Namibia uses to get customers and this brings its service close to people. The colourful headline “Before she swings up, we are already thinking about her landing” is humorous. Readers are excited to think of how this sportswoman will land on the ground from swinging. The implicature arising from this headline is that customers' benefits with Sanlam Namibia are already thought out before they (customers) take out insurance with Sanlam Namibia. The pronoun “we” in the headline is intentionally used to bring Sanlam Namibia's employers and employees as well as the advertiser and customers together. Therefore, the advertiser has built a sense of togetherness in the heading.

4.6.3.1 Language and visual used in the advert

Advertisements strive on the use of adjectives in order to make the content worth remembering. Adjectives are made possible by the use of the adverb “already”, adjective “holistic” and adverb “always”. The adverb “already” is used in the headline to add quality to the verb “thinking”. It communicates how Sanlam Namibia’s members think of their clients and the benefits that clients are likely to get upon insuring with Sanlam Namibia. The adjective “holistic” has an implication that Sanlam Namibia, as an insurance company, is capable of dealing with its clients in their totality and giving them the best treatment. The phrase “Sanlam Namibia is always thinking ahead” sounds exciting. Readers are persuaded not to think backwards but to think ahead like Sanlam Namibia. The adverb “always” convinces readers to trust Sanlam Namibia. Although it is not clear about what exactly Sanlam Namibia thinks ahead, the three words (already, holistic and always) have a manipulative effect on the minds of the readers. Anaphoric resolution is one of the common features in this advert. Anaphoric resolution is the process of determining what noun or object a certain pronoun is referencing. In the statement “while your **focus** is riveted on one aspect of your life, **it** is reassuring that you can have a partner who has a holistic approach to life”, the pronoun **it** refers back to “focus”. Anaphoric resolution is used in this advertisement to avoid repetition. The image of the woman jumping over a swing conforms to the headline of the advertisement. The woman has not landed yet, but Sanlam Namibia has thought of her landing. The advertiser has decided to choose a picture of a woman jumping over a swing because to some extent women have been discriminated against on sport-related activities. The implication arising from the image of a woman in the advertisement is that Sanlam Namibia does not discriminate on gender. Both men and women are welcome to take out any insurance with Sanlam Namibia.

4.6.3.2 The Aristotelian proof and AIDA principle of advertising

The heading of this advertisement attracts the attention of the readers by its blue colour. Although a long headline, it manipulates readers to begin to think critically and out of the box. The adjectives and adverbs that are used in the advertisement are interesting. Readers are persuaded to consider Sanlam Namibia as worth remembering. In the statement “while your focus is riveted on one aspect of your life, it is reassuring that you can have a partner who has a holistic approach to life”, the advertisement is emotionally appealing. In addition, the statement “to find out how Sanlam Namibia is always thinking ahead” is also emotionally appealing. Readers are motivated to think of where they are headed to and not just to sit back and relax. This advertisement appeals to the human desire of love and elegance. It has also provided an email address for readers to take an insurance action with Sanlam Namibia.



Life can be like tightrope walking. Let us be your back-up plan.

 **Sanlam**
 Namibia
 Thinking ahead

Figure 18: Sanlam Namibia advertisement 3

4.6.4 Language and visual used in the advertisement

The simile “like” shows the designer’s creativity when designing the advertisement. A simile is an expression comparing one thing with another and always including the words “as” or “like”. A simile is used in this advertisement to produce a clear description by comparing life to a tightrope. The designer has also used the pronoun “us”, including him/herself, to identify him or her with readers because he/she is aware of the ups and downs of life. The choice of words in the advertisement is well thought out. The reader compares life to “tightrope walking”. The advertiser has carefully chosen the word “tightrope” to persuade readers to consider their lives in exactly the same manner as someone on a tightrope. A person on a tightrope can always fall to the ground but there is a back-up rope (blue) to save him in case he falls. Sanlam Namibia is therefore persuading readers to have insurance as the back-up rope before they fall. The implicature arising from the comparison, in the body copy, is that life is full of miracles. Moreover, in reality, it is not always Sanlam Namibia that will be a back-up plan if things go

wrong. Mostly an individual's family becomes a back-up plan. However, what remains questionable is: how will Sanlam Namibia be a back-up plan to someone who does not have a formal paid job? It is not clear what exactly the company's back-up plans are but readers are persuaded to have insurance just in case things go wrong one day.

The image, showing a man walking on a tightrope, is well crafted and corresponds well with the content of the advertisement. The image helps the reader to visualize what is described in the content of the advertisement. The image portrays a man who is carefully walking on a tightrope and has a probability of falling to the ground at any time if he makes a mistake. The image has the illocutionary force of convincing potential readers of how sensitive life is.

4.6.4.1 The Aristotelian proof and AIDA principle of advertising

The advertisement conforms to the AIDA principle of advertising. Firstly, the blue-coloured lettering makes the advertisement attractive to potential readers. Secondly the image of a skilled man walking on a tightrope makes the advertisement interesting and readers' ideas, on the pros and cons of life, are stimulated. The company slogan "thinking ahead" is interesting and emotionally appealing (pathos). Readers are made to believe that life is sensitive and is worth taking care of. Therefore, readers are left with an option to evaluate their lives and living standards. The advertisement also logically appeals to readers to take out insurance with Sanlam Namibia because "life can be like a tightrope walking". This advertisement is designed in such a manner that it creates a desire for security, protection and efficiency. The perlocution of "life" compared to "tightrope walking" is something that readers should take note of. Therefore, Sanlam Namibia manipulates readers to have insurance with the company through a careful consideration of the sensitivity of life.



We're that reliable rope that will safely swing you through the bungee jump of life.

We know that it's usually the small things that precipitate failure and even tragedy, therefore we ardently peruse even the tiniest detail. To find out how, contact a Sanlam Namibia Adviser or Broker, or email us at marketing@sanlam.com.na.



Namibia

Figure 19: Sanlam Namibia advertisement 4

4.6.5 Language and visual used in the advertisement

The language used in this advertisement causes strong feelings among readers. It is powerful that people are made to believe that a certain individual has to jump the high bridge of life in order not to risk his or her life. In the statement “We’re that reliable rope that will safely swing you through the bungee jump of life”, the advertiser has used the pronoun “we” to show the unity that exists between the company and its clients. The advertiser has also used adverbs “safely and ardently” in this advertisement. This is purposefully used to describe the verbs in the sentences in order to give the reader a better picture of what the designer is trying to convey. In the same manner, an emotive statement “we are that reliable rope” is used as a metaphor. Metaphors are used to enrich readers’ minds, and using metaphors allows people to understand and feel what the advertiser wants them to. The adjectives “reliable and tiniest” are used to express the quality of the “rope” and “detail” and to make the advertisement more convincing. The superlative “tiniest” is also common in the advertisement. A superlative is a form of adjective which expresses the highest quality of something. It is used by adding “est” to a word. The employed superlative has an illocutionary force of persuading customers that Sanlam Namibia cares for them. Sanlam Namibia is able to do anything possible to solve even the smallest problem. The

statement “peruse through even the tiniest detail” is emotive. Readers are encouraged to take out insurance with Sanlam Namibia. The image of a man jumping over a high bridge proves the point that Sanlam Namibia equips its clients with necessary protective materials to help them when a sad event or situation happens. The image has the illocutionary force of persuading customers to take out insurance with Sanlam Namibia. The rocks and stones, visible in the bridge, symbolize tragedy and failure. The image of water shows that it has a lot of pressure and is very dangerous. Sanlam Namibia, therefore, persuades customers by using this image, to think of having insurance in order to avoid falling victims to the dangers posed by the bridge.

4.6.5.1 The Aristotelian proof and AIDA principle of advertising

The general structure of this advertisement attracts the attention of the reader through its language use. In other words, the advertiser has used language elements like pronouns, the repetitive transitional word “that”, onomatopoeia (bungee jumping), adjectives and metaphor to create a puzzle which persuades consumers. The blue coloured lettering makes the advertisement attractive to potential readers. The image of a man bungee jumping off the high bridge makes the advertisement interesting. By looking at it first, readers might want to read more to associate the content of the advertisement with the image. The advertisement creates a human desire for security and protection and readers are motivated to take a step further (action) after reading through this advertisement. The advertiser appeals to the emotions of readers by using the phrase “we are that reliable rope”. Readers are made to believe that Sanlam Namibia is a company that works according to people’s expectations. The statement “We’re that reliable rope that will safely swing you through the bungee jump of life” is logically appealing and the character of a man jumping over the high bridge triggers a set of beliefs (ethos) among readers.



Life can be like a mountain.
Allow us to be your climbing rope.

Strong, dependable, and always there for you as you go up and come down, Sanlam Namibia can help you climb the mountain that is life. To find out how, contact a Sanlam Namibia Adviser or Broker, or email us at marketing@sanlam.com.na.

 **Sanlam**

Namibia

Figure 20: Sanlam Namibia advertisement 5

4.6.6 Language and visuals used in the advertisement

The advertiser has used a simile “like” in the heading “Life can be like a mountain”. A simile is used in order to produce a detailed image in the minds of the readers by comparing life to a mountain. The statement “allow us to be your climbing rope” has the illocution of encouraging readers to permit Sanlam Namibia to be the priority insurance company for them (readers). However, one can ask: what if I use my own rope and not Sanlam’s? Although there are other alternatives than using Sanlam Namibia’s rope, people are made to believe in Sanlam Namibia and to have sparkling eyes in anticipation of good fortunes with Sanlam Namibia.

The implicature here is that Sanlam Namibia is the solution to anyone’s problem. Using Sanlam Namibia’s rope to climb has a perlocution of helping customers get to the top of a sloppy and steep mountain. In other words, customers’ problems are eased with Sanlam Namibia. The adjectives “strong, dependable and an adverb always” express the quality of the rope and logically persuade readers to take out insurance with Sanlam Namibia. The advertiser has used binary opposed words “up and down” in the advertisement. Binary opposed words are used to help readers to understand how ideas and meanings are shaped and created. Binary opposition also makes a distinction fundamental to the language and to the reader’s thoughts. The natural image of a mountain looks attractive. If customers do not climb the mountain carefully or

without Sanlam Namibia's rope, they will fall down. In other words, if people do not take out insurance with Sanlam Namibia, they will be in trouble when tragedy befalls them.

4.6.6.1 The AIDA principle of advertising

The advertisement attracts the attention of the reader through its language use. The adjectives "strong, dependable and an adverb always" persuade readers to believe in Sanlam Namibia. The binary opposed words "up and down" grab readers' attention and prompt the reader to continue reading or increase the desire to want to read more. The advertisement sustains the interest of the reader by again using the adjectives and incorporating the word "us" to show that the advertiser forms part of the reader and identifies with them. The advertisement appeals to the desire of security and protection thus the offer of the rope for effective climbing but it also appeals to wanting comfort. The general assumption is that everyone wants to live a free life and this is the promise of the advertisement. This advertisement is a soft sell because it is subtle in that it is merely suggesting. There is an email address provided for readers who want to consider taking a step further with Sanlam Namibia (an action).



Figure 21: Sanlam Namibia advertisement 6

4.6.7 Pattern of advertisement

The designer has skilfully crafted the headline “I hope I can pay my medical bills”. The rhythmical headline “I hope I can” sounds like a lyric if read loud. It interests readers to want to read it repetitively. The implication of this headline, judging from the given image, is that the woman portrayed in the image seems to be financially stable although she has doubts about paying her medical bills. The delicious meal on her table implies that she has a paid job and can afford her own basic needs. However, the salary she earns is not sufficient to accommodate her medical bills. This is puzzling. One would want to spend less on food and consider one’s medical bills first. Therefore, the headline encourages readers to think of having both food and medical bills paid for. These are the necessary ingredients in life. The lady in the picture is not sure if she will have her medical bills paid. Therefore, she opts to have medical insurance with Sanlam

Namibia to be sure that her bills are paid. The advertiser has incorporated a signature (a small picture of the company logo and slogan) bearing the trade name of Sanlam Namibia. The slogan “thinking ahead” is persuasive in the sense that it encourages customers to think of taking medical insurance with Sanlam Namibia. The slogan is catchy and stimulates strong feelings in the readers. It is also memorable.

4.6.7.1 Persuasive language and image in the advertisement

The language used in the advertisement is emotive, especially the statement “I hope”. Readers are persuaded to keep their hopes up but also to consider an action. In other words, the advertiser is warning readers not to keep “hoping” like the lady portrayed in the advertisement, but to think of the benefits of having medical bills paid for as opposed to eating. The smile on the woman’s face has the implicature of happiness arising from the delicious meal on her table. However, the heading “I hope I can pay my medical bills” is demotivating because a hope can sometimes not come true. On the other hand, the smile on the woman’s face seems to imply that she has had insurance with Sanlam Namibia for a long time and it is the right time to reap the benefits of her insurance and pay for her medical bills. The portrayed image shows a healthy and young woman who has thought ahead just like the company slogan suggests. Moreover, the advertiser is logically appealing to readers to believe in hope as it keeps readers “going and helps to set goals”.

4.6.7.2 AIDA principle of advertising

This advertisement attracts the attention of the readers by using different colours and emotive language. The advertisement starts off by grabbing the reader’s attention with the image of a happy woman and delicious meal, probably breakfast, in front of her. The personification used in

the statement “hope motivates” also stimulates a feeling in the readers to begin to think of taking out insurance with Sanlam Namibia. However, this advertisement might or might not interest some readers because it is long. Gath (2006) acknowledges that a lengthy advertisement, with a lot of content, might be attractive to certain individuals but will not be an interesting advertisement to every reader. In addition, the advertisement appeals to the human desire of adventure, security and protection but it also appeals to wanting comfort. This advertisement is a soft sell. There is no telephone number provided or pressure placed on the reader to take action.



Figure 22: Sanlam Namibia advertisement 7

4.6.8 Language and visual used in the advertisement

The language of this advertisement is short and memorable. The advertiser is appealing to the reader to rely on multiple options but not on one option only. The advertiser has used compressed and colloquial language “can’t” and “ve” to shorten the content of the advertisement and to make it interesting and catchy. The implicature arising from this advertisement is that people should always have a second plan (Plan B) and not rely only on the first plan (A plan). The language used, together with the portrayed picture of the advertisement, is emotive and encourages readers to consider various choices and not focus on one aspect in life. Readers are

motivated to think of how tragic life can sometimes be. If tragedy befalls a certain individual, there is no second chance or it is irreversible. The image of a happy man falling to the ground has the illocutionary force of persuading potential readers to plan for their lives and “fall independently to the ground” if tragedy strikes them. The company slogan “thinking ahead” is subtle and strongly suggestive. Readers are made to believe that certain difficulties befall them at any time. Therefore readers have to be ready to tackle obstacles in life at any time. In order to do this effectively, Sanlam Namibia persuades customers to take out insurance in order to “compromise on reliability” when struck by tragedy.

I hope to start my own business in five years.

The right savings and investment plan will empower you to achieve those wild dreams you thought would never ever come to life. To achieve what you hope for, contact a Sanlam Namibia Adviser or Broker, or email us at marketing@sanlam.com.na.

Sanlam
Namibia
Thinking ahead

Investment | Life Insurance | Retirement | Savings | Wills & Trusts | Funeral

Figure 23: Sanlam Namibia advertisement 8

4.6.9 AIDA principle of advertising

This advertisement conforms to the AIDA principle of advertising. It first aims to grab the attention of the reader through the use of its language, colour, striking image and bold lettering. The advertisement starts off by catching the reader’s attention with the statement “I hope to start my own business in five years”. This statement, in the form of a speech bubble, gives the

advertisement a striking design. The phrase “MY OWN BUSINESS” attracts the readers’ attention to act in the same way as the man shown in the picture. Customers seem to develop thoughts of saving with Sanlam Namibia in order to have their own businesses as well. The advertisement also sustains interest among readers. The advertiser has selected all products and services offered by Sanlam Namibia and included them below the image of the man.

The heading “SAVINGS”, which is the main focus of the advertisement is written in blue. The advertiser has purposefully written the heading in green to show the readers that the advertisement is about savings as opposed to the other headings below the photo. This is very interesting. Although Sanlam Namibia offers various services indicated by the headings below the image of the advert, the blue-coloured heading “savings” is what readers are expected to concentrate on. The slogan “thinking ahead” is very interesting. Readers are persuaded to think of taking savings accounts with Sanlam Namibia in order to have their own businesses as well. The smile on the man’s face has an implicature of happiness after taking a savings account with Sanlam Namibia. The advert continues to sustain interest in readers through the statement “the right savings and investment plan will empower you to achieve the wild dreams you thought would never ever come to life”. The word “wild” has the illocution of a dream which will not be a reality, an uncontrolled or violent dream. However, readers are motivated that, through “the right savings” their dreams “would come to life”. Although it is not clear what type of savings is offered by Sanlam Namibia, readers are encouraged to also invest with Sanlam Namibia to have their own businesses. The advertisement appeals to the human desire for adventure, status, security, popularity and elegance, thus the offer of savings insurance but it also appeals to the reader’s comfort. The general assumption is that savings increase an individual’s financial freedom and this is the promise of this advertisement. This advertisement is subtle and

suggestive. This advertisement is a hard sell. The advertiser tries convincingly to persuade customers to invest with Sanlam Namibia and have their own businesses. There is a company email address provided for readers to make further inquiries and take action.



You can be 'that doting grandparent who is always spoiling the kids'.

You want to spend your golden years doing the things you love. Perhaps it's your favourite hobby, places you've dreamed of travelling to, or simply spending more time with your family. Plan for it with a Retirement Solution from Sanlam Namibia. Contact a Sanlam Namibia Adviser or Broker, or email us at marketing@sanlam.com.na and see how we can help you turn hope into reality.

Investment | Life Insurance | Retirement | Savings | Wills & Trusts | Funeral



Figure 24: Sanlam Namibia advertisement 9

4.7 Language and visual used in the advertisement

The advertisement shows a big picture accompanied by the heading "You can be that doting grandparent who is always spoiling the kids". The implication is that grandparents, who are financially stable, will always want to treat their grandchildren very well. However, if a

grandparent does not have “Sanlam Namibia’s retirement solution” their grandchildren may lose interest in them. Therefore, the verb “spoiling” in the heading has two connotations. The first one is of treating grandchildren well but only if a grandparent is financially secured. The second connotation of the verb “spoiling” implies over-indulgence which might not be to the child’s best interest.

The designer has specifically used the adjective “doting” which describes grandparents who care and love their kids. Other adjectives and adverbs “always”, “golden”, “more” and “favourite” express the quality of the “Retirement Solution” that Sanlam Namibia offers and gives readers a better picture of what the advertiser is trying to convey in the advertisement. The advertiser has used a second language element which is disjunctive syntax in the advertisement. This is a process of omitting some words in order to make a sentence short and memorable. In the sentence “perhaps it’s your favourite hobby, places you have dreamed of travelling to...” a word “going” was omitted. It will be awkward to have a statement which reads “perhaps it’s your favourite hobby, going places you have dreamed of travelling to...” This would defeat the purpose of the statement of being short and catchy. Anaphoric resolution was used in the advertisement. The “it” in a statement “plan for it with a retirement solution from Sanlam Namibia”, refers back to the favourite hobby which was mentioned earlier on in the sentence. Anaphoric resolution has been used in the advertisement to avoid the repetition of the phrase “favourite hobby” and to make the advertisement interesting to read. The words “hope” and “reality” are juxtaposed, reiterating the fact that it is what the consumer needs to make their kids happy.

4.7.1 Aristotelian proofs

The statement “you can be that doting grandparent who is always spoiling the kids” is emotive and appealing to readers, especially ones with grandchildren, to be loving and caring towards their grandchildren. The emotive words “doting” and “spoiling” make the advertisement more appealing. Without a “Retirement solution” from Sanlam Namibia, it becomes hard for children to receive that special treatment from their grandparents. Together with the emotive slogan “thinking ahead”, the advertisement appeals to readers to have a “Retirement Solution” with Sanlam Namibia. The phrase “plan for it with Sanlam Namibia” logically appeals to readers to make their dreams of travelling or spending more time with their families, come true. The advertiser has used the pronoun “we” as a way of fostering the feeling of being part of Sanlam Namibia’s customers. The character (ethos) of a happy couple, as grandparents, and a granddaughter persuades readers to imitate the example of being a “doting grandparent”, hence emotive. The smiles on their faces have the implicature of happiness arising from the use of Sanlam Namibia’s “Retirement Solution investment”.



Figure 25: Sanlam Namibia advertisement 10

4.7.2 Language and visual used in the advertisement

The language used in the advertisement “Peace of mind when you lose a loved one” is short and appealing. It has been made possible by the use of disjunctive syntax, which cannot be found in formal texts. It will not be effective to have a slogan that reads “You have peace of mind when you lose a loved one” because this will defeat the purpose of the advertisement being short and memorable. Readers might not be at ease to read it because they may feel that the advertiser sees death as not serious. On the other hand, the monthly premium indicated in the advertisement is appealing and persuades readers to have a funeral cover for their loved ones because the monthly instalment is affordable by almost every one. Most individuals are likely to have “their loved ones” covered for especially at the premium of N\$ 20 to N\$35 per month. The phrase “peace of mind”, accompanied by the company slogan “thinking ahead”, is most likely going to influence customers into thinking that they are getting value for their money if they invest in Sanlam Namibia’s “Funeral Plan”. The natural image of flowers in the advertisement has a persuasive

effect on the reader and influences changes in the reader's emotion. Flowers symbolize purity and innocence. They are purposefully used by the advertiser to show that Sanlam Namibia cares for its clients or customers' sufferings and it understands when tragedy has befallen them. The company slogan, the content of the advertisement and the natural image of flowers portrayed in the advertisement are elements that the advertiser has used to elicit behaviour changes in readers.



Figure 26: Sanlam Namibia advertisement 11

4.7.3 Pattern of advertisement

The headline "Invest in your children. Give them the best education", is written in a white colour and large font in order to get the reader's attention. The headline gives an outline of the advertisement and readers are likely to predict the content of the headline by reading it. Readers are persuaded to put money and effort in their children's education. Although it is not clear how

and at which level of learning the “Education Plan” for Namlife (a subsidiary of Sanlam Namibia) benefits children, the headline catches and attracts the reader’s attention. The body copy (main text of the advertisement) puts much emphasis on the headline by expressing the content of the advertisement in detail. The designer has used only two sentences and the words used are carefully selected to offer informative solutions to the problem that arises in the headline. The designer has included the company’s signature. The signature is a small picture or graphic bearing the trade name of the company. The designer has included the email address as well as the company’s phone number for readers who want to have the “Education Plan” for their children. The company logo is well-crafted. The logo portrays an image of a freshly sprouting tree, which corresponds well to the company name “NAMLIFE”.

4.7.4 Language and image in the advertisement

The advertiser has used the superlative “best” in order to communicate the message effectively. In the statement “Give them the best education”, the underlined superlative has the implication that Namlife’s “Education Plan” gives a very good education cover compared to any other insurance company. This impression is supported by the image which shows a young girl, perhaps a teenager, with a wide smile on her face, knowing that she has Namlife’s “Education plan” and might have the best education. The smile on her face also suggests that Namlife’s “Education Plan” promises good education. She might have seen someone who had the same policy and was successful in their education. In the body copy, readers are persuaded to have the “Education Plan” for their children because it is the “best gift” that the children will get. The designer has used the superlative “best” to put much emphasis on the noun ‘gift’. The designer compares education to a gift (a physical present given to someone e.g. a wedding gift) in order to

inspire readers and help them to understand the importance of a “best education”. The anaphoric resolution “them” in the heading refers back to the children and makes the heading interesting by avoiding a repetition of words. The name of the company was skilfully crafted using compound words to make it effective. NAMLIFE (Nam + Life) implies that this company’s “Education Plan” gives a bright life or bright future to the young generation in schools. The image of a bright and freshly sprout tree has a metaphorical representation of children in Namibia. Therefore, the designer has used a compound name, accompanied by the image of a happy young lady, in order to strengthen the body copy of the advert.

Accident Cover - An accident can have severe financial implications on your life or that of your dependants - both in the case of death and injury. Accident cover can provide the necessary peace of mind that your financial matters are taken care of in such an event.

Figure 27: Sanlam Namibia advertisement 12

4.7.5 The Aristotelian proof and AIDA principle of advertising

The above advertisement attracts the reader’s attention with its bold lettering in the headline “Accident Cover”. The headline creates a puzzle in the readers and persuades them to read further. The language used in this advertisement grabs the readers’ attention, especially with the opening phrase “an accident can have severe financial implications on your life or that of your dependants-both in the case of death and injury”. Readers are manipulated to feel that if they do not have an accident cover, they have a heavy burden to carry should any accident happen. At the same time, the statement is emotionally appealing. It steers the reader’s emotions and deepens the reader’s understanding on the importance of taking an accident cover insurance with

Sanlam Namibia. The advertisement also sustains the interest of the reader by again using binary opposed words “death and injury”. This is appealing to someone who wants to take out an accident cover insurance because an accident is usually considered to be a rather stressful event. The body copy also promises the reader that “an accident cover can provide the necessary peace of mind that your financial matters are taken care of in such an event”. This statement is logically appealing. The statement assures readers to take out an accident cover for them to be at ease when any accident happens. In addition, the readers’ interest is raised due to the fact that they will live a stress-free life if they have an accident cover. The advertisement appeals to the individual’s desire for security, protection and efficiency, hence, the offer of the insurance; it also appeals to a certain individual’s comfort. The advertisement stirs the emotions of the reader because it is written with a well thought out phrase “an accident can have severe financial implications” at the beginning. The adjective “severe” adds an emphasis on the financial difficulties that certain individuals, without an accident cover, encounter. However, there is no telephone number provided and the advertiser does not put pressure on readers to take an action.

Sanlam Namibia and the farmer



"A top quality personal financial plan is just as crucial for your farming operations as a first class bull or superior master corn."

Figure 28: Sanlam Namibia advertisement 13

4.7.6 Language and visual used in the advertisement

The heading “Sanlam Namibia and the farmer” is emotive. It persuades farmers to take out a “personal financial plan” to insure their animals. The first three words of the advertisement “a top quality” are used in a superlative form to express the highest quality of the “Personal Financial Plan” that Sanlam Namibia offers. The advertiser has used a constant repetition of “as” in the body copy. A simile creates a vivid expression by comparing a “Personal Financial Plan” with a “first class bull” or superior master corn. However, readers are left to question this comparison. What does a first class bull do or in what way should it have to be compared to the “Personal Financial Plan”? Why “superior master corn” and not just corn? Although it is not clear why these comparisons were made, the noun “bull” is carefully chosen for two reasons. First, it makes readers associate it to the image of the healthy cows portrayed in the advertisement. Secondly, a bull can have the illocution of buying shares in a company, hoping the price will rise after a certain period of time. The impression of the noun “corn” is supported by the illustration in the advertisement which shows husbandry (animal farming) and crop farming. The corn could probably be intentionally planted for the animals to feed on. However, if a certain farmer does not have enough funds or Sanlam Namibia’s “Personal Financial Plan”, the comparison made in the advertisement might be futile.

Risk Cover

Life Cover - Your death can place an enormous financial burden on your dependants. It is important to make provision to ensure that those that are left behind when you are gone, do not suffer financial hardship.

Figure 29: Sanlam Namibia advertisement 14

4.7.7 Language and visuals used in the advertisement

The advertiser has used the heading “Risk Cover”, in a bold and large font, in order to communicate the message effectively. The use of compound words in this advertisement is effective as “Risk Cover” (Risk + Cover) suggests the possibility of something bad and the individual protection against that particular risk. The advertiser has used compound words in the advertisement to put an emphasis on the importance of having the “Risk Cover”.

The first sentence in body copy “your death can place an enormous financial burden on your dependants” stirs the reader’s emotion and makes the reader identify him/herself with dependants. The advertiser has used an adjective “enormous” in the body copy to describe how huge the financial impact is on dependants when the breadwinner of the family dies. The adjective “enormous” is used to express the quality of the financial burden that dependants might go through if no “Risk Cover” is taken against them. A metaphorical statement in the body copy “enormous financial burden” is used to allow readers to understand and feel what the advertiser wants them to take note of. The juxtaposed phrases “Risk cover” and “Life cover” create an impact on the reader and help the reader to understand the importance of having the “Life Cover”. These juxtaposed words reiterate the fact that a risk or life cover is what the customer needs. The advertiser has used an alliterative phrase “that those” to make the advertisement interesting.



Figure 30: Sanlam Namibia advertisement 15

4.7.8 The language and visuals of advertising

The language used in this advertisement is emotive. The designer has used an alliterative heading “Happy Holidays” to create rhythm and mood among readers and to have a particular emphasis on a marvellous holiday, which is a wish to every Sanlam Namibia’s client. The advertiser wants every Sanlam Namibia client to have a merry Christmas. A good choice of words was used by the advertiser to persuade clients to have hopes in Sanlam Namibia. The word “merry” means “happy”. In other words the designer of the advertisement is wishing its clients a "Happy Christmas" or wishing them to "Have a Happy Christmas". When a person wishes you a "Merry Christmas", he/ she is implying several things. The "Merry" part is a wish that you will find the

season, more specifically the occasion, as cheerful, hopeful and joyous and “Christmas” day, December the 25th, is the celebration of Jesus' birth. This impression is supported by the illustration or the image in the advertisement of a happy woman with a Santa Claus “bag” of gifts from Sanlam Namibia. The smile on her face has the implicature of happiness arising from the good gifts for Christmas that she got from Sanlam Namibia. Therefore, this illustration persuades readers to take insurance with Sanlam Namibia for them to have a joyful Christmas every year.

The white colour of the bag is associated with purity, passion and love and encourages customers, especially loved ones, to be joyous, passionate and light-hearted during the Christmas season. The red colour symbolizes power, strength, passion, desire and love. Through these colours, readers are intrinsically persuaded and encouraged by Sanlam Namibia to have the best Christmas season. In the body copy, the designer has incorporated a metaphor in the statement “may you come back rejuvenated and ready to conquer 2014”. The underlined statement is a metaphor. The designer has used the metaphorical statement to make readers to already imagine the Christmas day and a new year ahead of them. In other words, the employed metaphor creates a happy feeling among readers and provides a deeper appreciation of the Christmas event each year.

4.7.9 The Aristotelian proof and AIDA principle of advertising

The advertisement attracts the reader’s attention with its alliterative heading “Happy holidays”. The headline creates joy and anticipation in Sanlam Namibia’s clients, not to wait to enjoy the Christmas season with their families and loved ones. At the same time, the heading is an appeal to the reader’s emotions and convinces the reader, not only to think of the Christmas season as a

good event, but to enjoy the birth of Jesus Christ. The advertisement also grabs the reader's attention with the adjectives "prosperous" and "rejuvenated". The two adjectives prompt the reader to want to read more and increase the desire to want to know the type of gifts Sanlam Namibia offers at the end of a year. The advertisement also sustains the interest of the reader by again using the character of a happy woman (logos). Logos is an appeal to logic and is a way of persuading an audience by reason. The image portraying a woman with a happy face is logically appealing. Readers are persuaded to take insurance with Sanlam Namibia, receive yearly gifts and be happy by the end of each year. The wish "may you come back rejuvenated and ready to conquer 2014" emotionally appeals to Sanlam Namibia's clients to take good care of themselves during the festive season. It also shows familiarity and solidarity. Sanlam employees are also motivated to be energetic to embrace the year 2014. The advertisement appeals to the individual's desire for adventure, status, popularity, love, security, protection and efficiency, hence the offer of the insurance. It also appeals to an individual's strengths and determination. The advertisement sounds like a soft sell and is very subtle and merely suggestive. Through the gifts given to customers as a token of appreciation, readers are motivated to take a step further (an action) after reading through this advertisement.

4.8 Sanlam Namibia's target audience

Sanlam Namibia seems to also target individuals that have paid employment. Most of its advertisements (Figures 16, 17, 18, 19, 20 and 22) reflect the 2014 soccer world cup which was (then) planned to take place in Brazil. The same Figures (indicated in the previous sentence) display different sportsmen and women who are fit enough to partake in various sports. This is interesting because these advertisements are in conformity with what is happening in the world. Advertisements in Figure 16, 23 and 30 target young women and men with paid jobs to invest

with Sanlam Namibia. Sanlam Namibia also targets the elderly people (Figure 24), children (Figure 26), and farmers (Figure 28) to take out insurance or invest in the company.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

The aim of this thesis was to analyse Metropolitan Namibia and Sanlam Namibia's English advertisements in *The Namibian* newspaper in relation to the three research questions that form the basis of this study:

1. How is language of persuasion leveraged in Metropolitan Namibia and Sanlam Namibia's print advertisements?
2. How does the English language used in selected print advertisements reflect the AIDA principle of advertising?
3. How do various advertising techniques support the English language of persuasion used in these advertisements?

This chapter discusses, amongst others, Aristotle's three proofs of persuasion (ethos, pathos and logos) as leveraged in Metropolitan Namibia and Sanlam Namibia's selected advertisements. The discussion also determines whether or not selected advertisements reflect the AIDA principle of advertising and concludes by looking at how various advertising techniques support the English language of persuasion used in Metropolitan Namibia and Sanlam Namibia's selected print advertisements.

5.2 Proof of persuasion

According to Magyar (2010), in order to convince the consumer to buy what is advertised, advertising could take the approach of *ethos, pathos and logos* (see §2.7.2). Ethos is an appeal to ethics and a means of convincing someone of the character or credibility of the persuader. Pathos has to do with the audience's emotions and logos are an appeal to logical reasoning or logic. However, in this study, only some of Metropolitan Namibia's and Sanlam Namibia's print advertisements have adhered to what Magyar (2010) has suggested. In other words, not all advertisements have incorporated the concept of ethos, pathos and logos to convince clients to take out insurance with the two companies.

Metropolitan Namibia's adverts, in Figures 3, 4, 7, 8, 9, 10, 11, 12, 13 and 15, have employed the proof of persuasion to persuade potential customers to invest with Metropolitan Namibia. In the same vein, Sanlam Namibia's adverts, in Figures 16, 17, 18, 22 and 23, have incorporated a persuasive message that catches the audience's attention. The findings contain new elements that are not part of what Magyar (2010) suggested. For example, the advertisements in Figures 17, 18 and 22 convince clients to take out insurance through over-elaborating sports people (an element of exaggeration). Similarly, the advertisement in Figure 30 has a humorous, alliterative heading "Happy Holidays", which shows familiarity and solidarity among clients and Sanlam Namibia's staff members (an element of punning).

5.3 The AIDA principle of advertising

The design of selected Metropolitan Namibia's print advertisements (except of an advertisement in Figure one) and Sanlam Namibia's print advertisements (except Figures 19, 20, 24, 27 and 29) were found to conform to the AIDA (attention, interest, desire and action) principle of advertising as suggested by Gath (2006) (see §2.7.1). Gath (2006) further states that in order to attract the attention for consumers of different advertisements, the advertisements should have a "striking design, bold lettering, language usage, highlighting the offer, creating an image with which the consumer can identify and thereby creating a puzzle which persuades the consumer to read, listen and watch further" (p. 34) (see § 2.7.1).

However, although partly in conformity to what Gath (2006) suggests, the advertisement in Figure 1 uses a natural image of stones to portray an infelicitous promise to clients. Similarly, advertisements in Figures 19, 20 and 24 did not use any bold lettering. The advertisements in Figures 27 and 29 are exclusively in wording and excluded images with which consumers can identify.

5.4 Advertising techniques and the English language of persuasion

With reference to the findings, it can be concluded that the language of advertisement in Namibia is partly similar to that of the western world, judging from what various authors have written on advertising (see § 2.5). These persuasive tactics revealed during the analysis of Metropolitan Namibia and Sanlam Namibia's selected advertisements are: the element of exaggeration (Figures 17, 18, 19 and 22); image that portrays nature (Figures 1, 10 and 12) and punning

(Figure 30). The features and nature of the English language employed by Metropolitan Namibia and Sanlam Namibia's print advertisements are almost similar to other countries judging from the analysis of the advertisements and what various researchers have discovered. What is particularly interesting in this study is that most Metropolitan Namibia and Sanlam Namibia's selected print advertisements are soft sell, with implied conclusion rather than the hard sell, and are more persuasive than the proofs of persuasion (see § 2.4.3). Soft sell advertisements are also less likely to be irritating to consumers. In addition, the language used in Metropolitan Namibia and Sanlam Namibia's print advertisements is well-crafted, impressive and persuasive. It builds ideas of the two insurance companies' images in the minds of the consumers as suggested by Simpson (2010) (see § 2.5.5).

The examined print advertisements were found to contain slogans, logos, and well-thought out images (see § 2.4.3. Additionally, advertising techniques such as adjectives (Figures 5, 7, 8, 13, 27, 29 and 30), compound words (Figures 5, 7, 14 26 and 29) and superlative forms (Figures 12, 19, 26 and 28) were used as suggested by Radlinska (2010), that advertising language exists in a close relationship with other elements of advertisement to make it successful (see § 2.5).

Moreover, the foregrounding technique was used in a few of the thirty print advertisements to convince and persuade customers. Apart from foregrounding, the alliterative technique (Figures 12, 14, 29 and 30) was also noticeable in conformity to Gee (2010)'s arguments, who stated that in the world of advertising and marketing, alliteration is used frequently (see § 2.5.1). Similarly, the use of metaphors (Figures 2, 5, 7, 9, 16, 29 and 30), pronouns (Figures 1, 4, 5, 6, 9, 12, 13, 18, 19, 24) and deviation (Figures 4 and 14) were also noticeable in the selected Metropolitan Namibia and Sanlam Namibia's print advertisements. Simpson (2004) believes that in

advertising, a set of rules or expectations (deviation) are broken in some way (see § 2.6.3). Advertisers can change, for instance, the font size of the words. Metropolitan Namibia and Sanlam Namibia's print advertisements used deviation to attract readers' attention and to develop interest in advertisements. Advertising techniques such as markedness (Figures 5, 6 and 11), framing (Figures 9, 10 and 12), anaphoric resolution (Figures 17 and 26), punning (Figure 12), colloquialism and compressed language (Figures 11 and 22) were incorporated in selected advertisements of this study. Few advertisements for Metropolitan Namibia (Figure 11) are designed in white and blue colours, reflecting the identity of Metropolitan Namibia insurance company.

However, some advertisements for Sanlam Namibia (Figures 16, 17, 19 and 22) were designed in conformity to the year 2014 soccer world cup that has been (by then) scheduled to take place in Brazil. On the other hand, some of the selected advertisements of this study (Figures 6, 18 and 19) were found to contain similes as suggested by Gee (2010) (see § 2.6.5), that advertisers use similes to explain, express emotion and to make their writing vivid and entertaining.

5.5 Conclusion

The study sought to analyse the English language used in Metropolitan Namibia and Sanlam Namibia's English advertisements. The English language used in selected advertisements of the study is well-crafted and well thought-out to win the hearts and minds of potential customers. The proofs of persuasion (ethos, pathos and logos) were explored. The AIDA (attention, interest, desire and action) principle of advertisement as suggested by Gath (2006) was also revealed (see § 2.7.1). In most cases, the advertisers incorporated various advertising techniques, such as bold lettering and striking design (Figures 7, 11 and 12) in the selected advertisements to draw

emotions from readers. Almost all the selected advertisements of the study (except advertisements in Figures 27 and 29) contain pictures, photos or other natural images. This study concurs with Mayr (2010) (see § 2.4.2), who suggests that the image is “one attention seeking device or strategy that has been developed recently in order to increase the level of sophistication in different advertisements” (p, 65). Therefore, advertisements aim at changing people’s behaviours, habits and attitudes in relation to the products that are advertised.

5.6 Recommendations

The language of advertising has a powerful influence over people’s behaviours and attitudes. This is especially true in the fields of marketing and advertising. Advertisers should, therefore, be aware of the choice of language used to convey specific messages if their intentions are to influence and manipulate potential readers into buying the advertised products.

In addition, the visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. The consumer of an advertisement that is crowded with illustrations may not feel good about it. Using illustrations does not mean that a certain advertiser has to fill the advertisement with a maximum number of illustrations. While including illustrations in the advertisement, one should make sure that minimal illustrations are used. Using too many illustrations may confuse the target audience. Sometimes one good illustration will suffice.

Advertisers should also be well aware of their target audience. The target audience may belong to different age groups and gender. As for the two insurance companies, Metropolitan Namibia and Sanlam Namibia used men, women, children and all age groups in their advertisements for a maximum impact. Since advertisers concentrate on a specific group of the audience, they need to

convey the message with clarity and precision. It is very important to know the audience to whom an advertiser is sending the message. Finally, further research must be carried out on the English language of advertisement among insurance companies in Namibia and elsewhere to explore effective advertising strategies that are unique to Namibia.

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