

A STYLISTIC ANALYSIS OF ENGLISH ONLINE ADVERTISEMENTS BY
TELECOMMUNICATION PROVIDERS: A CASE STUDY OF MTC AND TN
MOBILE

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LUSIA T. HAULOFU

200626281

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SUPERVISOR: PROF. T. C. SMIT

ABSTRACT

The language that is used in advertising is different from other pieces of writing. This study is a stylistic analysis of Mobile Telecommunication Limited (MTC) and Telecom Namibia Mobile's (TN Mobile) English online advertisements. The main purpose of this study was to analyse how the Namibian telecommunication providers use linguistics-stylistics devices in advertising to target young adults, how Namibian telecommunication providers use rhetorical devices in advertisements when they target young adults and how the advertisements of these telecommunication providers incorporate non-verbal elements to persuade young adults. The study was a qualitative desktop study. The data collected critically analysed thirty selected, online advertisements based on the stylistic devices they employed. This was informed by the linguistics-stylistics theory that focuses on analysing and synthesising texts. Content analysis was employed as a data analysis method. The study revealed that non-verbal elements, such as headlines, slogans, logo, colours, pictures, social media sites, body copy and contact details, were employed in the advertisements. The employment of linguistics-stylistics devices, such as imperative verbs, adjectives, adverbs, pronouns and compound nouns, were also revealed in this study. In addition, the study revealed that rhetorical devices such as deviation, alliteration, bribery, identification, hyperbole, metaphors, rhetorical questions and puns, were present in the majority of advertisements. The study revealed that AIDA (Attention, Interest, Desire and Action) principles and Aristotelian proofs of persuasion (ethos, pathos and logos) were often employed by the advertisers to attract the attention of the young adults. The findings

of this study add to the field of research into advertising in Namibia as it looked at language and stylistic features employed in online advertising, a little researched area in Namibia. The study brought to the fore those stylistic and linguistic components , as well as other elements employed in advertising, to target a specific audience , specifically in online advertising.

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DEDICATION

This thesis is dedicated to the most important people in my life, my parents (Filippus and Beata Haulofu) and my siblings (Natalia, Rebekka, Ester, Fredrick and Iyaloo Haulofu).

DECLARATION

I, Lusia T. Haulofu hereby declare that this study is my original work and that this work has not been submitted for a degree to any other institution or elsewhere. No part of this thesis may be reproduced, or transmitted in any form, or by any means (e.g electronic, mechanical, recording or otherwise) without the author's permission or the University of Namibia on her behalf. I acknowledged the work of others that I used and I referenced them.

Signature.....

Date:

TABLE OF CONTENTS

CHAPTER 1	1
INTRODUCTION	1
1.1 ORIENTATION OF THE STUDY	1
1.2 STATEMENT OF THE PROBLEM	3
1.3 RESEARCH QUESTIONS	5
1.4 SIGNIFICANCE OF THE STUDY	5
1.5 LIMITATIONS OF THE STUDY	6
1.6 OUTLINE OF CHAPTERS	6
1.7 CONCLUSION	7
CHAPTER 2	8
LITERATURE REVIEW AND THEORITICAL FRAMEWORK	8
2.1 INTRODUCTION	8
2.2 THEORETICAL FRAMEWORK	8
2.2.1 THE LINGUISTIC-STYLISTIC THEORY	8
2.2.2 THE AIDA PRINCIPLE	11
2.2.3 ARISTOTELIAN PROOFS OF PERSUASION	11
2.3 DEFINING ADVERTISING	13
2.4 FUNCTION OF ADVERTISING	14
2.5 ADVANTAGES AND DISADVANTAGES OF ONLINE ADVERTISING	15
2.6 THE TARGET AUDIENCE	17
2.7 ONLINE MARKETING COMMUNICATION METHODS	19
2.8 SOCIAL MEDIA SITES	21
2.8.1 FACEBOOK	22
2.8.2 WEBSITES	23
2.9 FORMATS OF ONLINE ADVERTISEMENTS	23
2.9.1 SPONSORS	24
2.9.2 SPONSORED LINK WORDS	24
2.9.3 COMMERCIAL SITES	25
2.9.4 POP-UPS	25
2.9.5 BANNERS	26
2.10 MANIPULATION THROUGH ADVERTISING	27
2.10.1 COMMONLY USED VISUAL TECHNIQUES OF MANIPULATION	29
2.10.1.1 PHOTOSHOP	29
2.10.1.2 COLOURS	30
2.10.1.3 MIXTURE OF AMUSEMENT WITH ADS	30
2.10.1.4 SIZE AND PRICE	31
2.10.1.5 GRAPHS	31
2.11 ADVERTISING COMPONENTS	32
2.11.1 LAYOUT	32
2.11.2 SLOGANS	33
2.11.3 HEADLINES	34
2.11.4 WHITE/OPEN SPACE	34
2.11.5 IMAGES	35
2.11.6 INCENTIVES	35
2.11.7 BRAND IMAGE	36
2.12 FOREGROUNDING	36

2.12.1 PARALLELISM.....	37
2.12.2 DEVIATION.....	38
2.13 RHETORICAL DEVICES	40
2.13.1 GENDER CONSIDERATION	41
2.13.2 SCHEME	41
2.13.2.1 PUN	42
2.13.3 TROPE.....	42
2.13.3.1 EUPHEMISM.....	43
2.13.3.2 SIMILE.....	43
2.13.3.3 PERSONIFICATION.....	43
2.13.3.4 EPIZEUXIS.....	44
2.13.3.5 RHETORICAL QUESTIONS.....	44
2.13.3.6 HYPOPHORA	45
2.13.3.7 HYPERBOLE.....	46
2.13.3.8 FALLACIES.....	46
2.13.3.9 TESTIMONIALS	47
2.13.3.10 BAIT AND SWITCH.....	47
2.13.3.12 METAPHOR.....	47
2.13.4 IDENTIFICATION	49
2.13.5 PROPAGANDA	49
2.13.6 BRIBERY	50
2.13.7 SUMMARY	50
RESEARCH METHODOLOGY	51
3.1 INTRODUCTION.....	51
3.2 RESEARCH DESIGN	51
3.3 POPULATION.....	53
3.4 SAMPLE.....	53
3.5 RESEARCH INSTRUMENTS	55
3.6 PROCEDURE.....	55
3.7 DATA ANALYSIS.....	55
3.8 RESEARCH ETHICS	56
3.9 CONCLUSION	56
CHAPTER 4	58
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	58
4.1 INTRODUCTION.....	58
4.2 LINGUISTIC DEVICES	58
4.2.1 ADJECTIVES.....	59
4.2.2 VERBS	63
4.2.3 PRONOUNS	65
4.2.4 NOUNS.....	66
4.2.4.1 COMMON NOUNS	66
4.2.4.2 PROPER NOUNS.....	67
4.2.4.3 COMPOUND NOUNS.....	67
4.2.5 ADVERBS.....	68
4.3 RHETORICAL DEVICES	68
4.3.1 DEVIATION	68
4.3.2.1 LEXICAL DEVIATION	69

4.3.2.2 GRAPHOLOGICAL DEVIATION.....	69
4.3.2.3 GRAMMATICAL DEVIATION	71
4.3.2.3 PHONOLOGICAL DEVIATION	72
4.3.4 GENDER CONSIDERATION	72
4.3.5 PUN	73
4.3.6 SIMILE.....	74
4.3.7 METAPHOR.....	74
4.3. 8. PERSONIFICATION	76
4.3.9 EPIZEUXIS.....	77
4.3.10 RHETORICAL QUESTION.....	78
4.3.11 HYPERBOLE.....	79
4.3.12 TESTIMONIALS	82
4.3.13 BAIT AND SWITCH.....	82
4.3.14 IDENTIFICATION	83
4.3.15 BRIBERY	83
4.3.16 ALLITERATION	84
4.4 ARISTOTELIAN PROOFS AND AIDA PRINCIPLE	85
4.4.1 ETHOS.....	85
4.4.2 PATHOS.....	90
4.4.3 LOGOS.....	93
4.5 NON-VERBAL ELEMENTS.....	93
4.5.1 SLOGANS.....	93
4.5.2 COMPANY NAME AND LOGO.....	94
4.5.3 HEADLINES	94
4.5.3 WHITE SPACE / OPEN SPACE.....	95
4.5.4 CONTACT DETAILS	95
4.5.5 COLOURS	95
4.5.6 IMAGES	96
4.5.7 INCENTIVES	96
CHAPTER 5	98
DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS	98
5.1 INTRODUCTION.....	98
5.2 DISCUSSION	98
5.2.1 LINGUISTIC-STYLISTIC THEORY	98
5.2.2 LINGUISTIC DEVICES.....	99
5.2.3 RHETORICAL DEVICES	101
5.2.4 ARISTOTELIAN PROOFS AND AIDA PRINCIPLES	102
5.2.5 NON-VERBAL ELEMENTS OF ADVERTISEMENTS	103
5.3 CONCLUSIONS.....	104
5.4 RECOMMENDATIONS.....	106
<i>REFERENCES</i>	107
<i>Appendix:</i>	113
ADVERTISEMENT 1. MTC.....	113
ADVERTISEMENT 2. MTC.....	114
ADVERTISEMENT 3. MTC.....	115
ADVERTISEMENT 4. MTC.....	116
ADVERTISEMENT 5. MTC.....	117
ADVERTISEMENT 6. MTC.....	118
ADVERTISEMENT 7. MTC.....	119

ADVERTISEMENT 8. MTC	120
ADVERTISEMENT 9. MTC	121
ADVERTISEMENT 10. MTC	122
ADVERTISEMENT 11. MTC	123
ADVERTISEMENT 12. MTC	124
ADVERTISEMENT 13. MTC	125
ADVERTISEMENT 14. MTC	126
ADVERTISEMENT 15. MTC	127
ADVERTISEMENT 16. TN MOBILE	128
ADVERTISEMENT 17. TN MOBILE	129
ADVERTISEMENT 18. TN MOBILE	130
ADVERTISEMENT 19. TN MOBILE	131
ADVERTISEMENT 20. TN MOBILE	132
ADVERTISEMENT 21. TN MOBILE	133
ADVERTISEMENT 22. TN MOBILE	134
ADVERTISEMENT 23. TN MOBILE	135
ADVERTISEMENT 24. TN MOBILE	136
ADVERTISEMENT 25. TN MOBILE	137
ADVERTISEMENT 26. TN MOBILE	138
ADVERTISEMENT 27. TN MOBILE	139
ADVERTISEMENT 28. TN MOBILE	140
ADVERTISEMENT 29. TN MOBILE	141
ADVERTISEMENT 30. TN MOBILE	142

CHAPTER 1

INTRODUCTION

This study aims at presenting stylistic features of online advertisements in English. Therefore, this chapter focuses on the orientation of the study which gives more information about the background on the study. The history of the two telecommunications providers employed in the study is given in more detail. This chapter also includes the statement of the problem, research questions, significance of the study, and limitations of the study and the outline of the chapters in the thesis.

1.1 Orientation of the study

Communication is important to all human beings, and people communicate in different ways. Advertising is one of the forms of communication that most advertisers use to communicate to a large number of customers. Each and every person is exposed to advertisements and in a way, affected knowingly or unknowingly. Therefore, it is imperative to look at the language and techniques used online by the two Namibian telecommunication providers (Mobile Telecommunications Limited and Telecom Namibia Mobile) to persuade customers to buy their products. According to Bansal (2012), “online advertising is a form of promotion that uses the internet to promote a product or a service to customers” (p. 13). Bansal (2012) further states that a great number of people use the internet as means of socialisation and communication. It seems thus logical for advertising companies to use online advertising to reach a large number of people.

Online advertising is one of the media of communication. “With the incorporation of the internet in smartphones, mobile advertising has become an important medium of advertising for marketers or advertisers” (Christelle, 2012, p. 16). Online advertising became popular internationally due to high internet exposure. The purpose of communication in business is “to inform, persuade and to create goodwill” (Cleary, 2015, p. 8). Furthermore, to communicate is to convey a message. This can be done in many ways, for example by means of posters, billboards, television broadcasts, newspapers and leaflets. Globally, nowadays people advertise products by making use of online advertising as the internet is seen as a lucrative medium of communication. Young people use their mobile phones to go on the internet to socialise and search for information. That is also the time that they are exposed to advertisements that might attract their attention.

In 1994, four years after its independence, Namibia had its first mobile product that was produced by Mobile Telecommunications Limited (MTC). MTC was the first telecommunication provider in Namibia and it is still the largest mobile operator with more than two million active subscribers (www.mtc.com.na). People increasingly communicated, and are still communicating, telephonically and via media provided by MTC. TN Mobile is the second largest mobile operator in Namibia with about 300 000 active subscribers. TN Mobile, first introduced as Cell One and then Leo, was bought by Telecom Namibia in 2012 (www.telecom.na). In Namibia, online advertising has become popular because of these two telecommunications providers.

Salomo (2015) says that many companies advertise their products to increase their sales or to obtain a good reputation for future purposes. Technology, in general, has

become sophisticated and is continuously advancing. Therefore, the telecommunications providers advertise their new products frequently on the internet on their websites to reach a wide audience, and this increases their sales. Before online advertising, these telecommunications providers used print materials like newspapers, billboards, posters and leaflets to advertise their products. Moreover, these telecommunications providers use persuasive language on their advertisements to persuade the audience on their own websites, Facebook pages and Twitter pages.

Given this background, a linguistic-stylistic theory was used in this study as the study looked at how Mobile Telecommunication Limited and TN Mobile used persuasive language and stylistic components to target young adults.

1.2 Statement of the problem

Cunningham and Buchwitz (2010) state that research in advertising has been done in general as people are exposed to a great variety of advertisements every day. Advertising is common nowadays whether it is online or printed advertisements. A number of studies have been done on advertising. Internationally, studies were done by many researchers. Naidoo (2011) focused on the effectiveness of advertising through social media in Gauteng. However, Naidoo (2011) only looked at the effectiveness of Facebook advertising. Naidoo (2011) concluded that people between the ages of 15 and 35 are exposed to Facebook advertisements since they visit the site frequently. Danciu (2014) focused on marketing, persuasion and manipulation of the consumer through advertising. Danciu (2014) included the spectrum of persuasion in advertising in his research and this spectrum of persuasion consisted of deceitful advertising, fallacious arguments and emotive persuasion. Vaicenoniene (2006)

focused on the language of advertising: Analysis of English and Lithuanian advertising. She included features like body text, slogans, rhetorical questions, personification and metaphors in her study.

In the Namibian context, studies were done by researchers like Sindano (2014) and Salomo (2014). Sindano (2014) looked at car advertisements in print media. The findings of his study reveal that the language of advertisement in Namibia is moderately comparable to that of the Western world. His study included features like exaggeration, euphemism, scaring tactics, commands, directives, colloquial language, puns and personifications.

Salomo (2015) looked at printed advertisements for insurance companies published in the Namibian newspapers. Salomo (2015) concludes that many advertisers use the proof of persuasion (ethos, pathos and logos) to attract customers. Furthermore, he encountered features like bold letters and striking designs to catch the attention of customers. He also came across components such as markedness, framing, anaphoric resolution, punning and colloquialism that were employed.

However, none of these studies seem to have focused on mobile phone companies in Namibia, specifically on how telecommunications providers use the English language in online advertising to target the young adults. This left a gap in the field of online advertising that needs to be filled. The problem that was investigated was how telecommunications providers used online advertisements and linguistic-stylistic components to target young adults.

1.3 Research questions

To prevent the study from becoming broad, it was imperative for the researcher to narrow it to address the following research questions:

1. How do Namibian telecommunications providers use linguistic-stylistic devices in advertising to target young adults?
2. How do Namibian telecommunications providers use rhetorical devices in advertisements when they target the youth?
3. How do the advertisements of these telecommunications providers incorporate non-verbal elements to persuade young adults?

1.4 Significance of the study

The findings of this study add to the field of research into advertising in Namibia by looking at language and stylistics. Since online advertising is a new medium of advertising, this study also indicates areas for further research on advertising in Namibia. The study will, therefore, be available to copywriters in the field of advertising.

The current study might further add to prior knowledge of persuasive language used by advertising companies (Sindano, 2014, p. 4). It may bring to the fore stylistic components used in advertisements to target a specific audience, specifically in online advertising.

1.5 Limitations of the study

The main limitation of the study was that it only considered English online advertisements of the Namibian telecommunications providers. The study did not include sound and animation. This might have affected the end results; therefore, it may not give a holistic picture of the two companies' advertising techniques. However, this leaves scope for further studies.

Another limitation was that there are only two telecommunications providers in Namibia. The researcher opted to study the advertisements of both of the telecommunications providers. Although these can be seen as limitations, these limitations, however, enabled the researcher to do an in-depth analysis of the targeted advertisements. This study is not a comparative study, but the researcher has used the two telecommunications providers to study how they communicate or persuade young people to purchase the advertised products.

1.6 Outline of chapters

Chapter 1 focuses on the introduction of the study which includes the orientation of the study, statement of the problem, research questions, significance of the study, limitations of the study, outline of the chapters and a conclusion.

Chapter 2 presents the literature review and the theoretical framework of the study. A great number of different conclusions are drawn by many researchers and they are discussed in detail and related to the current study.

Chapter 3 focuses on the research methodology. It includes the research design, the population and sample. This chapter also employs the research instruments, the procedure, the data analysis and research ethics.

Chapter 4 presents the data analysis and interpretation of the collected advertisements. Each advertisement was analysed critically and in this chapter interpretations are also made.

Chapter 5 discusses the data and gives conclusions that are drawn in relation to the literature review. Finally, recommendations for further research on the same field of study are given.

1.7 Conclusion

In conclusion, this chapter gives more information about the background of the study. It also focuses on the statement of the problem, research questions, significance of the study, limitations of the study and the outline of the chapters. Therefore, chapter 2 will focus on the literature reviewed. The theoretical framework employed in this study will also be discussed in detail.

CHAPTER 2

LITERATURE REVIEW AND THEORITICAL FRAMEWORK

2.1 Introduction

It is imperative to review the work of other scholars about advertising which inform the present study. The present study focuses on a stylistic analysis of English online advertisements by MTC and TN Mobile.

This chapter reviews the literature about online advertising. Advertising, advertisement and online advertising are defined in this chapter. Advantages and disadvantages of online advertising are also discussed. Different sources about advertising and stylistic components are discussed in detail in this chapter.

2.2 Theoretical framework

2.2.1 The Linguistic-stylistic theory

In order to analyse the online advertisements of MTC and TN Mobile, a linguistic-stylistic theory was adopted for this study. Fabb (2015) defines stylistics “as the study of linguistic style whereas linguistics as the study of linguistic form” (p. 1). The form and style are inseparable. That is why they always work together. Fabb (2015) further states that “linguistic form is generated from language components such as phonetics, phonology, morphology, syntax and semantics” (p. 1).

In addition, Nnadi (2010, p. 26) states that:

Linguistics is concerned with the quest for matter and manner in a work of art. It concerns itself with scientific study, applying linguistic techniques to a work of art with the aim of presenting the merits and demerits. It rigorously analyses and

synthesises the work examining how a special configuration of language has been used in the realisation of a particular subject matter, quantifying all the linguistic means that coalesced to achieve a special aesthetic purpose. The result is supposed to be a somewhat objective evaluation based on realisation criteria.

The linguistic-stylistic theory is important to the current study, because the current study focuses on language used in online advertising. The theory is used to critically analyse and scrutinise 40 advertisements from the two telecommunications providers in Namibia. However, the researcher focuses on some linguistic devices during the study.

Vaičėnonienė (2006) has done research on the language of advertising, focusing on the analysis of English and Lithuanian Advertising. However, Vaičėnonienė (2006) points out that advertisers use persuasive methods of advertising via evaluation and emotional appeal. This is done “through the extensive use of adjectives or adverbs which attribute certain qualities and properties to the object advertised” (Vaičėnonienė, 2006, p. 45). In addition to the use of adjectives, Sindano (2014) who has done research on car advertisements, states that advertisers use phrases with adjectives that exaggerate offers given in the advertisement. Adjectives are known as catchy words and that is why advertisers are likely to use them to attract more customers. Online advertisements also use phrases with adjectives just like print advertisements.

Vaičėnonienė (2006) further states that verbs can be used to show the tense, and tense attracts customer, because it may promise something in future or may show the current situation or facts. Since verbs are words that show actions, emotions or feelings,

advertisers employ verbs in advertisements to attract customers. Customers may be attracted by these words, since they believe that what is written in an advertisement, is exactly what the advertisers do. These words are called imperatives. However, advertisers may use imperative voice to command or order, to wish and to advertise. Examples of imperatives are “We care for you.” or “Get out of your comfort zone and do something new!” Action verbs in these sentences may attract customers, because they are appealing to the emotions of the customers and also commanding them what to do.

Salda (2009) has done a comparative analysis of advertisement in British and Czech lifestyle magazines. Salda (2009) states that advertisers often use pronouns such as ‘I’, ‘we’ and ‘you’ to create a sense of solidarity with customers. Salda (2009) further states that ‘I’ refers to the advertiser, ‘we’ to the company as well as the customers, while ‘you’ refers to the customers only. Advertisers may use this example to show the use of pronouns in an advertisement, “Hey, I know what YOU need!” This advert example appeals to the emotions of the customer and it may persuade the customer to buy the product. Inclusiveness of both advertisers and customers appeals to the emotions of the customers. This is because customers may feel that they belong to the same group as the advertisers. In addition, advertisers also use grammatical items such as “personal pronouns, articles, demonstratives and adverbs of place and time” (Christopher, 2013, p. 774) to personify the products or to show a personal image to the consumers.

According to Christopher (2013) who has done a study on rhetorical strategies in advertising, advertisers use proper names to refer to the products or services, and this

usually happens with brand names. Brand names such as Samsung, Adidas, Nike and Nokia can be used in advertisements. Brands may attract many customers since customers favour such brands. Brand names such as Samsung and Nokia are commonly used by the two telecommunications providers under study, because they sell most of the mobile phones in the country.

2.2.2 The AIDA principle

A very crucial model which is used in advertising is AIDA which stands for Attention, Interest, Desire and Action. According to Wijaya (2012), Strong in 1925 recognised the AIDA principle to model the effects of advertising. However, it was designed by E. St. Elmo Lewis about 20-30 years earlier. The main purpose for this model was to be used in stages via which a salesperson should take a prospect (Wijaya, 2012). Furthermore, the model was adopted as a basic framework to explain how persuasive techniques work, especially in advertising (Wijaya, 2012). Salomo (2015) states that “the terms ‘attention’ or ‘attract’, ‘interest’, ‘desire’ and ‘action’ constitute the AIDA principle, which is a critical tool of advertising (p. 2).”

Advertisers may include all the four steps if they want their adverts to be successful in persuading consumers. This model is commonly used in advertising nowadays. It is imperative for the current study, because advertisers for MTC and TN Mobile also employ the AIDA principle in their advertisements when they are designing their advertisements. The AIDA model is used during data analysis.

2.2.3 Aristotelian proofs of persuasion

According to Magyar (2010), there are three Aristotelian proofs: ethos, logos and pathos. Advertisers may adhere to these proofs in their adverts to attract the attention

of customers. Smit (2012) defines “ethos as persuasion through personality, pathos as persuasion through the arousal of emotions and logos as persuasion through reasoning” (p. 222). Ethos, pathos and logos are some of the forms of persuasion that are used in advertisements and speech writing by many advertisers.

Ethos is when a famous person is used in an advert to attract the audience. Salomo (2015) states that images are crucial in catching the attention of customers. Salomo (2015) further states that “ethos appeals to the conscience, ethics, morals, standards, values and principles of people” (p. 39). Therefore, if the advertiser uses an image of a famous person, the customers may be triggered to purchase that product, because they feel that their role model is also using the same product. One example in Namibia is the artist, The Dogg, who is used in many adverts. Customers tend to buy that product just because The Dogg can be seen in advertisements and he is their favourite artist.

Pathos appears in an advertisement when advertisers use words that are appealing to the emotions of the customers. Advertisers may use ideas like “Do you want to stay poor?” This question may appeal to the emotions of the customers because no one would want to stay poor all their lives. Therefore, customers may buy or take that product, because they feel it will take away their poverty or they do not want to be associated with poverty. Salomo (2015) states that “pathos appeals to the heart, emotions, sympathy and passions of the customers. When trying to persuade someone of something by using pathos, the speaker encourages the listener or onlooker to imagine a certain situation (p. 39)”.

Logos is used in an advertisement to persuade the customer through the use of lucidity. An advertiser might use an advert about a new mobile phone and convince the customer that once you have that brand, you can be at the same level as other young people because it does everything. Customers might believe in the argument because it is making sense and they might have experienced that with their old phones. Salomo (2015) highlights that “Logos appeals to logic, numbers, explanations and facts” (p. 39).

Aristotelian proofs of persuasion are vital for the current study, because they are used by the two telecommunication providers under study. These proofs are also important for this study, because they are used during data analysis.

2.3 Defining advertising

“Advertising is a means of communication with the users of a product or service” (Frolova, 2014, p. 5). Advertising can also be defined as a way of convincing the audience to believe what the advertiser wants them to believe. Bansal (2012) defines online advertising as “a form of promotion that uses the internet to promote a product or a service to customers” (p. 13). Online advertising can also be defined as a way of persuading, informing and communicating online to customers about a product or a service.

When someone is using a computer to advertise the products on the internet, it is called online or internet advertising. Online advertising is popular nowadays, because many young people use social media to socialise or communicate with other people. This has prompted many organisations to choose online advertising as the best medium of communication to the young people since they are always online. The above

definitions are vital to the study because the study focuses on the English language used by the two telecommunication providers (MTC and TN Mobile).

2.4 Function of advertising

It is important to employ the functions of advertising in this study because functions show the main purpose of advertising or advertisements. The researcher included the functions of advertising because online advertisements also persuade or manipulate customers to buy products like any other advertisements. However, MTC and TN Mobile to advertise to inform, convince, manipulate or persuade the customers to purchase products.

According to Kubicova (2013), the function of advertising is to inform customers by providing detailed information about products. In addition to that, the function of advertising is to persuade or manipulate customers' attitudes. Advertisements create desires in consumers which they did not have before (Kubicova, 2013). The idea of desire is supported by Köksal (2013) who states that the function of advertisement is to construct the desired changes in the behaviours of a target audience towards products. Köksal (2013) further states that advertisers use "effectiveness of visualisation" (p. 79) to persuade the customers.

Vaičėnonienė (2006) states that the function of advertisements "is to persuade the consumer to act or think in a textually determined way in order to boost sales of particular commodities and services" (p. 43). Vaičėnonienė (2006) further states that most of the advertising texts use manipulative language devices to catch the attention of customers. Frolova (2014) argues that advertising advances the culture of

consumption, which allows customers to compare a great variety of products and services, and choose the best product or service.

2.5 Advantages and disadvantages of online advertising

Online advertisements have advantages and disadvantages like any other medium of communication, such as print advertisements. Therefore, it is of great importance to be aware of the advantages and disadvantages of online advertising.

According to Guttormsdottir (2013), selling is one of the advantages of online advertising. Advertisers can benefit from online advertising when they publish advertisements that include prices, and other relevant information that can prompt the consumer to decide to buy the products (Guttormsdottir, 2013, p. 15). In addition to that, Frolova (2014, p. 6) highlights some advantages:

Advertising reaches customers living far apart. Its public presentation shows to the buyer that the product is not contrary to social norms and the law. It allows doing multiple announcements and when the addressee gets the message, he/she can compare the product with other competitive firms. A wide-ranging promotional activity, run by the company, is some kind of evidence of the company's popularity and success. Advertisement is very expressive-it allows a company to present its product clearly and effectively via text, sound and colour. Advertising helps to form a long-term sustainable image of the product.

Given the above advantages, one can say that advertisers can increase their sales by reaching a mass audience. Communication through advertisement creates a good reputation of the company and customers may trust advertisers since their adverts are publicly displayed. Moreover, customers may trust advertisers more when their

companies provide promotions. The trust can be there because customers may think that companies care for the customers. Since some advertisements are very expressive, this creates a long-term relationship between the advertising company and customers. One may also say this kind of advertisement creates brand or company awareness.

Online advertisements can sometimes be cheap if you compare them to other advertisements. The advertiser uses a smaller amount of money to design and publish an advert online. This is an advantage to advertisers as they can design a great number of advertisements, since it costs them only a small amount of money. This online platform will also increase their sales because products will be sold at a faster rate. If an advertiser has published a wrong advertisement or an advertisement with wrong information, it can always be changed and the right information can be sent out unlike with print advertisements.

Frolova (2014, p. 6) also highlights some of the disadvantages of online advertising:

Advertising is impersonal, and therefore it lacks persuasiveness compared to a real person maintaining face to face communication. Advertising is mostly a monologue that does not obligate someone to pay attention and react. Each country has its own regulations concerning advertising. Advertising can define a wide number of different aspects, such as placement, timing, and content.

Advertisements may agitate customers that online users would try to ignore when they see such adverts online. However, some advertisements are impersonal and people prefer face-to-face communication rather than just anything they see online. Some advertisements do not allow the consumers to give their views about the product, so the online users may just ignore them.

Advertisements that include visuals and sounds may be difficult to design and it needs experienced designers who may ask a large amount of money. There are a great number of differences in advertising among different social groups and each group may have a different law or regulation regarding advertising. What is seen as offensive in one social group, might not be offensive in another social group. This may make it difficult for the advertiser to design an advertisement because it is supposed to reach different people.

2.6 The target audience

Advertisers always have an audience in mind when they are designing advertisements. It is vital for advertisers to analyse and choose words or images wisely to communicate in advertisements to customers so that they will not send out wrong information as well as the wrong image of their products. Vaičėnienė (2006) supports the idea that it is important to define a target group when designing an advertisement and that a target audience might be a specific or an assumed group. MTC and TN Mobile advertisers also target audience when designing advertisements. Most of the target audience for MTC and TN Mobile are young adults.

According to Frey and Rudloff (2010, p. 31), “targeting strategies deal with the fact of how companies can reach the desired customers’ group and deliver their marketing message effectively.” It is vital for advertisers to target the audience, because all customers do not have the same needs. If there is no target audience, advertisers may waste their resources, since they are not sure of who will buy the products. In addition to that, Frey and Rudloff (2010) explain different targeting strategies like undifferentiated targeting, differentiated targeting and concentrated or niche targeting.

Undifferentiated targeting looks at the market as a single huge market and customers are assumed to have common needs which are targeted by one method (Frey & Rudloff, 2010). This strategy is most effective with uniform products. However, differentiated targeting is more effective with a variety of products. Advertisers choose different strategies for each group and assume that customers have different needs, which is why they are targeted differently (Frey & Rudloff, 2010). Another strategy is the niche strategy that focuses on a specific marketing division. Advertisers focus on the current needs of the customers, and each product is designed specifically for certain customers (Frey & Rudloff, 2010).

On the same note, Salda (2009) defines targeting as aiming for the attention of a specific group of people. Salda (2009) believes that advertisers use the best devices to catch the attention of a certain group if they target that specific group. Salda (2009) divides targeting into two groups. One category is a single category that belongs to a specific group of people. The second category belongs to the masses and it addresses a large number of people. A specific group of consumers may desire to choose a certain product because it is fancy and they want it regardless of what the price may be, while the mass group just acquire the product because they need it and it is affordable (Salda, 2009). However, MTC and TN Mobile also target single groups and mass groups when they are designing the products for online advertising. Young adults are the main target audience for the two telecommunications providers because they frequently use their online services. However, there are some adults who may be attracted by the advertisements, although the advertisements were not intended for them.

Moreover, Ogungbe (2011) states that advertisers often use pretentious diction to target a certain group. The diction involves the use of extravagant and consciously glamorous words. This is done deliberately to attract the attention of customers to purchase products. When the advertiser targets audience, it makes the purpose of advertisement effective because the advertisement will reach the targeted group. Christelle (2012) states that advertisers first do research to find out their customers' needs and preferences to win them over during the advertisement. Advertisers can also create a good reputation during the research to earn the customers' trust in future.

2.7 Online marketing communication methods

Frey and Rudloff (2010) state that there are 6 online marketing communication mixes.

The mixes are discussed below:

The search engine marketing mix is vital when advertisers place messages on search engine platforms to reach customers, when they type certain keywords into the search engine platform. Advertisers earn their money mostly on 'pay-per-click' or 'paid-per-action' basis.

The online public relation mix has to do with the companies' reputation. Frey and Rudloff (2010, p. 32) define public relation as "the upgrading of an image, a product, the brand, the company, by being positively present on different websites like social networks or blogs, where customers or potential customers are operating." On the other hand, Bui (2013) states that "public relations includes news releases, press conferences, articles, photographs, which are about the company, its products/services, and its employees, mainly concerning credibility" (p. 11). Advertisers may send out pictures or articles about the company to create a good image for the company. They

may also send out deceitful or manipulative information to attract the attention of customers. It is vital for advertisers to create a good reputation for the company so that they may increase their sales in future since the consumers may trust the company and its products. MTC and TN Mobile also create a good reputation especially on their websites to earn the trust of customers in future.

Frey and Rudloff (2010) point out that **the online partnership mix** is when two or more websites are connected through a link to the company's website. Online partnership also includes affiliate marketing and online sponsorship (Frey & Rudloff, 2010). Affiliate marketing is the partnership between the producing company and another company, where advertisers of the affiliated company distribute the products by using advertising material from the producer (Frey & Rudloff, 2010). Online sponsorship is when the companies are continuing to expand their sponsorship with existing offline companies into cyberspace, but at the same time also purchasing new sponsorships online (Frey & Rudloff, 2010).

According to Frey and Rudloff (2010), **interactive advertisements** are used to reach the target group, but at the same time also to reach new customers. Interactive advertisements influence brand awareness and traffic to the company's webpage. This is a mix that attract both new customers and old customers to purchase the products of the advertising company. Interactive advertisements give a chance to the audience to give their preferences or sometimes give feedback on the products which were provided to them. In simpler terms, an advertising company may give new products to few customers to use and give feedback and preferences so that the results will be used to guide the advertisement for that particular product.

For **the opt-in-email marketing mix**, Frey and Rudloff (2010) explain that advertisers receive permission from consumers to send them email according to the preferences displayed by the links they were following. These consumers may also receive information about new products first because advertisers have access to their email addresses. Sometimes advertisers may ask the opinions of the consumers via email about new products, and they may make decisions for their advertisements based on the customers' preferences. Bui (2013) also states that advertisers communicate directly to their customers through email to either receive an answer or deal.

For **the viral marketing mix**, advertisers forward messages to consumers. This is done to create traffic to their webpages and also to create the awareness of products in consumers. Social networks and blogs are important sites for viral marketing (Frey & Rudloff, 2010). Consumers refer other customers to the products through sharing or forwarding the messages or adverts designed by the companies. This method is efficient since customers are doing the work of the advertising company by sharing information with their friends and families (Frey & Rudloff, 2010).

2.8 Social media sites

There are a great number of social media sites where advertising can take place. Ryan and Jones (2009) as cited in Efendioglu and Igna (2011) define social media as “the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction” (p. 8).

The social sites chosen for this study are Facebook, Twitter and websites. They are vital for this study because they are commonly used by young people each and every

day. Advertisers opt to use these sites every day so that they can reach a vast number of customers.

2.8.1 Facebook

According to Naidoo (2011, p. 11), “Facebook is an exceptional marketing and advertising tool for people searching to get a product concept which is either visual or physical.” Facebook was founded in 2004 (Naidoo, 2011) and it has a major impact on advertising. Facebook is the best platform for advertisers to engage with consumers. It is, therefore, vital to engage with consumers on Facebook because the platform will help to retain the existing consumers and ‘increase brand credibility’ (Naidoo, 2011).

Companies or organisations use Facebook to win the trust of customers during their engagement, and this results in a vast amount of credibility among consumers (Naidoo, 2011). However, Facebook also creates a greater opportunity for advertisers to maintain a good relationship between them and customers. This platform assists in creating a strong bond between the advertisers and customers because they know customers’ trends and preferences, and they advertise their products depending on the trends and preferences of the customers (Naidoo, 2011). This, therefore, wins the hearts of the customers, which leads to them buying products they have seen on this platform, because they have trust in the brand and company. In addition, advertisers find good opportunities to advertise their new products or products on sale. This platform makes it easier for the advertisers to reach a large number of customers in a short period of time.

Facebook is one of the social sites that is used on a daily basis by young people. It is for this reason that it is important for this study because it is used by the two

telecommunications providers under study to advertise their products. Customers are reached on Facebook via advertisements of new products.

2.8.2 Websites

According to Schullstrom (2013), there are different online advertising and the difference depends on the format, design and objectives. Websites are used by many advertisers to reach a large number of audiences. The most commonly used websites are web portals, online newspapers and search engine result pages (Schullstrom, 2013). Schullstrom (2013) further states that websites are crowded with information to prevent the audience from recognising the adverts on their first click, because they may close the page without reading through the advertisements. Furthermore, the audience first read the information they are looking for, and in the middle of reading, an advertisement may pop up. Customers are not likely to ignore or close the advertisement, but they rather read through and this is done to catch the audience's attention.

The above social media sites are used in this study. It is from these sites where the researcher gathered data for analysis purposes. There are other social media or social networks, but only the above were chosen purposely for this study.

2.9 Formats of online advertisements

According to Tavor (2011), there are five different formats of online advertisements: sponsorship, commercial sites, keyword linking, pop-up advertising and banners. These formats are discussed below:

2.9.1 Sponsors

Tavor (2011) highlights that online sponsorship increased from 24% to 37% in recent years. However, sponsors appear on certain sites in order to give advertiser discernibility for advertising purposes. Advertising companies sponsor some advertisers in return for creating traffic for them online. Sponsorship can be for certain events, programmes or even education. Advertisements will appear on the page of the companies or advertisers who are advertising for them, and once the audience click on the link in the advert, it will link them to the website of the sponsoring company.



This kind of advertisement may appear on another website of advertisers, but once the person presses on the red alert written “*Find out more*”, it will direct the customer to the website of the sponsor and in this way it creates traffic for the sponsoring company.

2.9.2 Sponsored link words

According to Tavor (2011), advertising companies pay for their key words to be added to the first places of search engines. However, advertisers make sure that they pay so that when customers write a word in the search engine box, their words are among the top lists.

Customers are likely to view them more easily (Tavor, 2011). Advertising companies use catchy words, like adjectives, which may attract the attention of the customers when they enter key words in the search engine box.

2.9.3 Commercial sites

These are websites used by the companies to communicate or advertise their products or services. (Tavor, 2011). One may say that the purpose of these sites is solely to communicate with customers, to show new products or services or just to create a good reputation for the company or brand. Advertising companies use their websites as the best platform to share any information of their company with the customers.

Once customers have more knowledge about the companies' products, they are likely to be attracted to buy the products of those particular companies. This is what is happening with the two telecommunications providers which are under study.

2.9.4 Pop-ups

These are advertisements which just pop up while the consumer is searching on the net. They are divided into two parts: pop-up and floating advertisements. Tavor (2011) explains that "floating advertisements appear on the front page of the browser when one switches to another window and then one must wait a specified time interval before the advertisement turns off" (p. 122). This means that it just comes by without being clicked. This might irritate or benefit the consumer since the advert is just presented to customers without their request.

Pop-up advertisements open unexpectedly in a new window once the web page is loaded (Tavor, 2011). However, the reader has to click somewhere on the Web to get rid of the advertisement or to bring forth the requested window (Tavor, 2011). One

may say that pop-up comes on the page even if it is not required or needed. This means that the pop-up advertisements can agitate the online users because these advertisements are intruding their searches.

2.9.5 Banners

Tavor (2011) explains that banners are signs that are placed on the border of the web page and when these are clicked by online users, they direct them to the advertising website. Schullstrom (2013) states that banners are placed horizontally on the web page. Moreover, banners are divided into two parts: a dynamic commercial and a static advertisement. Dynamic commercial banners are more experiential because they are made up of animation, music, colour, motion (Tavor, 2011). Schullstrom (2013) also explains that animation disturbs consumers while searching for important information. Schullstrom (2013) also believes that animations diminish advertisements and force customers to ignore them. However, static banners are static or stable because there are no movements involved (Tavor, 2011). One may say that banners are less irritating since they only appear on the top of the page and it is up to the customers to click on them, unlike pop-ups that cannot be controlled.

Apart from the above format of online advertisements, Mrakova (2014) highlights skyscrapers as another format of advertising. He states that skyscrapers are almost the same as banners, but they are placed on top of the web page, and they are placed vertically alongside the web page. Formats of advertisements are relevant to the current study, because some of them are used by the two telecommunications providers (MTC and TN mobile) to advertise their products.

2.10 Manipulation through advertising

Advertisers use different techniques to manipulate customers to buy their products. According to Danciu (2014), persuasive advertising is divided into two components: manipulative and non-manipulative advertising. Non-manipulative advertising is when advertisers present products the way they are to the customers in order to persuade or inform them about the product (Danciu, 2014). Advertisers give facts and the truth about the product or service (Danciu, 2014). One can say that the main purpose for non-manipulative advertising is just to inform customers about new products or services so that they can decide whether to buy the product or not depending on their needs.



The above advertisement is an example of a non-manipulative advertisement. The advertiser of this product is informing customers about the new belt that has arrived in the market. It is up to the customers to choose whether to buy the belt or not. Customers are persuaded to buy a Samsung belt because a great number of customers trust Samsung products.

Danciu (2014, p. 21) also explains that sometimes advertisers use “informative facts and emotional games” to persuade customers. This is done solely to win the hearts of the audience by letting them do what advertisers want them to do. This is called manipulative advertising. This type of advertising lacks truth and, in most cases,

advertisers use facts to manipulate customers, but the conveyed messages have no truth per se. One example is of a well-known artist, Lady May, who is used in an advertisement to attract customers. Customers may identify themselves with Lady May, because they want to look like her and they will end up purchasing the product. Moreover, Danciu (2014) calls this type of advertising deceitful or false advertising, because the advertiser is using facts to deceive the audience.

In addition to that, advertisers also use emotive persuasion that may threaten customers or assure them best results. The common example of emotive persuasion in Namibia is advertisements of weight control products. Customers are often advised through adverts to use products to lose weight in a short period of time. This is done by making use of emotive words and pictures with false information, because once customers use the product, they may not receive the best result as it was promised by the advertiser.



Customers may use the *wonder herbs* advertised in this picture, but may not get the results as shown in the advert above. This is manipulative because customers are triggered by the advert to buy the product, but it is not giving the results as promised in the advert.

A great number of advertisements include manipulative language or tactics. However, the current study also focuses on manipulation through advertisements because

telecommunications providers use manipulative language in their advertisements to attract a great number of customers to buy their products.

2.10.1 Commonly used visual techniques of manipulation

2.10.1.1 Photoshop

Photoshopping is commonly used in online advertising to attract customers. Danciu (2014, p. 27) defines photo shopping as “a technique where photos or photographs are edited in ways in which they create an illusion or a different look and feel of the raw image and making it interesting for advertisements.” Famous people, like artists and models, used in advertisements, and customers are presented with images before and after using the product.

Photoshop usually attracts the attention of customers because they think the celebrity has used the same product and is looking attractive. The photo shopped pictures contain false information which deceive customers and persuade them to purchase a product without their knowledge. Often, celebrities used in advertisements may not even have tried the product advertised, but once customers see advertisements, they may buy the products to identify with the celebrities. Products that are commonly advertised in this way are foundation and lotions which are used to remove pimples or spots on the face.



Customers with skin problems may buy the product used by the lady in the picture thinking that they will have the same results; they assume that the pimples and spots will disappear after using the product for some time.

2.10.1.2 Colours

Colours are also exaggerated in pictures to attract the attention of customers (Danciu, 2014). Colours of products are made brighter or lighter in online advertising. Customers may then purchase products through online shopping, but when the products are delivered, the colours may not be the same as they appear in the pictures. The colours are either too bright or much lighter than what appeared in the advertisement.

2.10.1.3 Mixture of amusement with ads

According to Danciu (2014), some advertising companies use what is called the mixture of amusement with ads. Danciu (2014) states that companies hide behind products, but entertain the audience via the advert. Customers may buy the products, because of the amusement used in an advertisement, but they may not even need the product.



Customers may be pulled by the product in this picture especially by the laughter of the people used in the picture. Parents may buy it so that they enjoy the product together with their children and be happy like the people in the picture.

2.10.1.4 Size and price

Danciu (2014) also highlights that advertiser's use manipulation of size and price. Advertisers may enlarge pictures of the products and claim that products are cheap and big in size. One example can be of products such as body lotions which are advertised and purchased online. Customers are deceived by sizes and prices. Customers may not have any other choice, since they purchased the product already and are not able to courier back the products to the advertising companies.



The skin cream in the picture is showing a large container which is full to the brim, but that is not how it looks like in reality. A customer may order the cream online and when it comes, it is not full to the brim and it may not be smooth as advertised.

2.10.1.5 Graphs

Misleading by graphs is used to manipulate customers (Danciu, 2014). Some advertisers use graphs to represent certain products or statistics about the use of

products worldwide just to mislead the customers and persuade them to purchase the product. However, this method might not be common in the advertisements of the two telecommunications providers under study.

Advertisers use manipulation through the use of visual techniques, such as photoshop, colours, mixture of amusement with ads, size and price and graphs. In general, manipulation through visual techniques are more common in online advertisements than in any other form of advertisements. The current study is informed by the above techniques because the two telecommunications providers (MTC and TN Mobile) include these techniques in their advertisements. Photoshop and colours may play a role in their advertisements when they are compared to other visual techniques.

2.11 Advertising components

The online advertising components show the format of an advertisement like print advertising. The online advertising components also inform the current study since they show the structure or the format of an online advertisement. It is important for the researcher to focus on the format of online advertising because it is one aspect that the two telecommunications providers employ when designing their advertisements. This is done to make sure that all the components are employed to attract the attention of customers.

2.11.1 Layout

Salda (2009) indicates that advertisers use layout in advertisements that includes visuals, captions, headlines, copy, signature and white space. It is the layout of an advertisement that usually attracts the attention of the customer.

Salda (2009) also states that advertisers use the right composition of text and images in an advert and advertisements which are placed at certain places in an advert where they are visible to the customers. This is done to attract the attention of the customers. Too much information on an advertisement may bore the customers, who may then ignore that particular advertisement. Young people prefer advertisements with few words and some visuals. The two telecommunications providers use few words and some visuals in advertisements to attract young people.

2.11.2 Slogans

Advertising involves many components and one component is the use of slogans. Vaičėnonienė (2006) states that often slogans are short; they are written in simple sentences and often contain ellipses. Vaičėnonienė (2006) further highlights that slogans are usually eye-catching, and this makes it easy for consumers to remember them.

Sindano (2014) points out that a slogan is vital, because it will remain in people's minds. Slogans are meant to captivate and stimulate people's interest. Sindano (2014) also states that slogans are catchy and they are usually written in short phrases or sentences to attract the attention of the customers. Furthermore, Salda (2009, p. 19) highlights that "an effective slogan should be brief, easily memorable and sententious." If the slogan is too long, customers are not likely to remember. That slogan may not serve its intended purpose in a particular advertisement. An example of a long slogan is "*Formula Feeding is the longest lasting uncontrolled experiment lacking informed consent in the history of medicine*". Sindano (2014) adds that

advertisers sometimes diverge from Standard English to make the slogan unforgettable.

Sindano (2014) also believes that slogans are used to prompt the audience to think about the product again and again. In addition, advertisers use schemes, tropes and layering of figures when formulating a slogan. This is done to attract the attention of the customer to the products or service (Christopher, 2013).

2.11.3 Headlines

Lazovic (2014) explains that headings are always highlighted by capitalisation, a combination of different letters, different fonts, colours and sizes and they arise associations. Salomo (2015) states that headings can be divided into two parts: the main heading and subheadings. According to Salomo (2015), most advertisements use headlines to attract the attention of customers as “headlines mostly give an outline of a problem or need, using questions and commands in direct address to the consumer” (p. 21).

Headlines in advertisements are important because they attract customers. Headings are usually short and catchy. Headlines are also used by the two telecommunications providers under study to attract customers’ attention.

2.11.4 White/open space

White space is another important aspect in advertising, and advertisers are likely to use it when designing advertisements. According to Olsen, Pracejus and O’Guinn (2011, p. 858), white space is used for “visual and graphic design, to draw attention to the customers and to convey meaning about the product or company”.

Many customers do not have time to read longer pieces. It is therefore imperative for the designers to keep in mind the white/open space, so that advertisers attract customers when they only use part of the page to advertise products. Open space is common in the advertisements of the two telecommunications providers under study.

2.11.5 Images

According to Christelle (2012), the language of advertisements is often accompanied by images. Images attract the attention of the customers. Christelle (2012) further states that “images evoke situations and realities in our lives or encourage us to dream about things that we would like to have or do” (p. 26).

Salomo (2015) posits that images are used frequently to catch the attention of the customers. It is important for advertisers to use images when designing their advertisements, because images may draw the attention of customers.

2.11.6. Incentives

Sindano (2014) highlights that some advertisers offer discounts or incentives to customers. This attracts the customers to buy products, because customers may think that they will save money when they receive a discount on certain products. Sindano (2014) also states that some of the advertisers do not show the exact price of the product, but only the discount for that particular product.



The above advertisement shows 40% off the phones but it does not indicate their prices. However, the incentive invites customers to purchase the products.

In addition to that, Lazovic (2014) states that advertisers use trigger words which have a big impact on the customers. Trigger words promise customers the saving of money, because of the discount given, or the low cost or extra products given, as well as bonuses. These words may attract the attention of the customers because every person wants to save money to use for other things.

2.11.7 Brand image

Aaker (1991, p. 138) defines brand image as a “set of brand association that are anything linked in memory to a brand, usually in some meaningful way” and can be defined as the perception about a brand as reflected by the cluster of associations that consumers connect to the brand name in memory. Advertisers use popular brand names when they advertise their products.

Advertisers may also do research of different products. This can be done by making use of questionnaires or interviews. Research is done by advertisers to have knowledge of the most loved product in the market. Brand imaging is common in the two telecommunication providers’ advertisements especially on advertisements of mobile products.

2.12 Foregrounding

Smit (2012) defines foregrounding as “a form of textual patterning which is motivated specifically for literary-aesthetic purposes” (p. 56). Furthermore, Akhter and Hayat (2012) state that foregrounding “involves a defamiliarisation, deautomatisation or highlighting of some kind in the lexemes or syntax of some discourse” (p. 749).

In addition, Simpson (2004) points out that foregrounding occurs “either through an aspect of the text which deviates from a linguistic norm (called ‘deviation’) or, alternatively, where an aspect of text is brought to the fore through repetition or parallelism” (p. 50). Foregrounding was commonly used in literature in the past; however, it is also used in advertising nowadays. Foregrounding is important for this study, because online advertisements also have foregrounded texts or information, and it is usually employed in advertisements of the two telecommunications providers.



The above example shows how MTC diverted from the norm when the name *Aweh* is written with a small letter at the beginning of the word. The font sizes of the words in the advert are also different.

2.12.1 Parallelism

Parallelism is a form of foregrounding. It is defined as “the repetition of words, sentences, phrases or expressions” (Chetia, 2015, p. 983). Sometimes repetition can be of sound or pattern.

It is an effective technique in advertisements because customers are likely to memorise the words, phrases or sentences easily. Therefore, this may lead to the persuasion of customers to buy the product they remember the repetition of words. If an advertiser

is advertising a plane, he/she may use parallelism like “Flying is fast, comfortable and safe”. The repetition of “f” makes it memorable because it rhymes in that phrase.

2.12.2 Deviation

According to Akhter and Hayat (2012), “language deviation, itself, means the use of language that does not follow the ordinary rules of the language use” (p. 4). Anantha (2014) interprets deviation as “the disruption of the communication process that causes difficulties on understanding the text” (p. 5). In simpler terms, deviation is a way of moving away from what is regarded normal to the masses. One may come to the conclusion that deviation is the method of not following the normal Standard English rules. Deviation is a favourite feature for many advertisers which is likely to be employed by most of the advertisers when designing advertisements. Deviation is divided into eight levels: lexical, grammatical, phonological, graphological, semantic and dialectical deviation, deviation of register and deviation of historic period (Leech 1969, p. 42). However, for the purposes of this study, only a few, such as grammatical, lexical, phonological and graphological deviation were scrutinised.

According to Mbatiah (2012), grammatical deviation is when one diverts from the grammatical norms, especially at syntactic level. This involves unfamiliar ways of using punctuation, overusing of ellipses, the use of incomplete sentences, the unusual exaggeration of words and unfamiliar arrangements of words in a sentence or phrase. Advertisers use capital letters to attract customers or they may use a great number of exclamation marks in one sentence, i.e. “Get it or have it!!!!!!!!!!!!” Lazovic (2014) explains that ellipses are used by advertisers to save space and also to make the message more effective. Moreover, ellipses attract the attention of customers because

they will be wondering about the missing word or letter and thus pay extra attention to the advert.



The above advertisement is an example of grammatical deviation where advertisers use unfamiliar punctuation. Names or abbreviations are written with capital letters but MTC in this advertisement is written in lower case. There is also an unfamiliar phrase, “Your phone, just more”; in this phrase, there are some words omitted to make a sentence; however, it is still an understandable phrase.

Another important type of deviation is lexical deviation. Mbatiah (2012) explains that lexical deviation has to do with the formation of new words or a new way of using existing words. The main focus of lexical deviation is on affixes and compounding. One example of lexical deviation is ‘AwehGig’ or ‘SuperAweh’ which are used by MTC in their advertisements. Another example of lexical deviation is ‘MEGAMIND’. Mega means large and mind means the part of the person that thinks or remembers. The two words are combined to form a new word MEGAMIND that means a large mind. CELL © is one of the telecommunication providers in South Africa, so it uses the word MEGADATA when designing their advertisement; MEGADATA is one example of lexical deviation.

Phonological deviation focuses on the utterance of words. This is reflected in spelling (Mbatiah, 2012). The spelling of words is manipulated by the advertiser to catch the attention of the audience. One example of lexical deviation is “Fest come fest serve”

instead of “First come first serve”. Another example is the use of letters together with the numbers to represent words. Example: ‘Do not be *L8*’, this phrase means the person must not be late. The use of the combination of letters and numbers makes it unique and it is for this reason that it becomes easy for the customers to remember.

Graphological deviation focuses on the form of the language. Anantha (2014) explains that syntax determines the grammatical form, such as spelling, capitalisation, hyphenation, italisation and paragraphing. The main use of graphological deviation in an advertisement is to catch the attention of the customers when they see the unusual use of capital letters, punctuation and others. The advert below is an example of graphological deviation:



The designer used graphological deviation when he/she uses capital letters at the beginning of most words in the advertisement. For example, weight, easy and way. ‘Lose Weight the Easy Way’ is used to shout to the audience.

2.13 Rhetorical devices

Aristotle (322-320 BC) defined rhetoric “as the art of discovering all the available means of persuasion in any given case” (Chetia, 2014, p. 980). Chetia (2014) further states that rhetoric is vital in advertisements, and for an advertisement to be successful, a great variety of rhetorical devices are used.

2.13.1 Gender consideration

It is imperative for advertisers to consider gender when designing an advertisement. Women and men have different preferences when it comes to certain products. Therefore, advertisers use different aspects to make sure that they include both males and females in an advertisement. Popova (2010) highlights that advertisers abuse femininity and masculinity when it comes to advertisements.

Traditionally, there are gender roles for both women and men. However, roles for women in a society might be different from the roles for men. Women and men have different preferences too. Advertisers are careful when they design their advertisements. One example for gender consideration is the use of colour. Generally, most young women prefer light colours such as pink while men prefer dark colours such as blue. When an advertiser is designing an advertisement of a Samsung S5 cellphone, the back covers of the phone may have light colours for women and dark colours for men. In this way each gender is catered for. However, there are exceptions for certain individuals because you may find some men who prefer light colours and some women who prefer dark colours.

2.13.2 Scheme

A scheme “is an artful deviation of the normal arrangement of words” (Vaičėnienė, 2006, p. 47). Vaičėnienė (2006) further states that a scheme includes figures of repetition, such as sounds, syllables and keywords, enumeration and synonymy. A scheme also includes figures of omission such as the intentional omission of words and phrases and figures of composition such as puns and wordplay.

When advertisers use a scheme in their advertisements, this scheme causes emotions in the audience and sometimes disturbs the audience. In this case consumers will be aggressively persuaded to buy the product.

2.13.2.1 Pun

According to Smit (2012), “a pun is a form of wordplay in which some features of linguistic structure simultaneously combine two unrelated meanings” (p. 172). Chetia (2015) states that there are three ways of using puns in advertising. They can be utilised by making use of a word ambiguously, using a word more than once in different ways and also by using words with similar sound but different in meaning.

One example of a pun in advertising is:



This advertisement indicates how advertisers can play around with words to attract the attention of customers. However, this advertisement can also be related to phonological deviation.

2.13.3 Trope

According to Vaičėnienė (2006), a trope is another rhetorical device that is used in advertising, and it includes the use of metaphor, personification, rhetorical question,

simile, euphemism and overstatement. A trope is used “to express ideas in an imaginative and more economical way which contributes to enhancing the effect of persuasion” (Vaičėnonienė, 2006, p. 48).

2.13.3.1 Euphemism

Euphemism is a way of using pleasant words instead of unpleasant words. According to Sindano (2014), euphemism is used in advertisements to reduce a negative view of second-hand products, such as cars, and also to create new images about particular products.

Sometimes euphemism is used to soften things so that they will not scare people about certain situations. An example of euphemism is *pre-owned Samsung phones*. An advertiser may use the word “*pre-owned*” instead of “*used*”.

2.13.3.2 Simile

Chetia (2014) defines a simile as a device that compares two things by making use of words such as “like” and “as”. It is likely to compare two different things.

Similes are used in advertisements and they challenge customers to think of the things which are being compared. Similes persuade customers to buy the products, because they force the audience to think critically. Some customers may buy products out of curiosity just to see what is implied in the advertisement. Chetia (2014) states that “similes communicate symbolic ideas in an advertisement” (p. 980).

2.13.3.3 Personification

Personification is when inanimate objects or things are represented as human beings (Chetia, 2015). It can also be defined as the process of giving human characters to non-

human things or objects. Personification in an advertisement gives the products emotion and liveliness. This attracts the audience and they are likely to trust the product because it takes on human characteristics. A good example is “A jean that built the nation”. Customers are likely to buy that jean that is being advertised.



This is another example of a personification where water is given the characteristics of a human being. Water cannot drink as stated in the advertisement.

2.13.3.4 Epizeuxis

According to Chetia (2015), epizeuxis “is the repetition of words in immediate succession, for vehemence or emphasis” (p. 982). Advertisers use epizeuxis intentionally to catch the attention of customers. Customers may believe the product, because of the description of the product given.

One example of epizeuxis is the ‘deep heat’ product being advertised. The advertiser might say “The fastest fastest pain relief”, this may catch the attention of the customer who is in muscle pain comparing to the other products that are described as pain relief.

2.13.3.5 Rhetorical questions

Kubicova (2013) states that rhetorical questions are used to build trust between customers and the advertiser. Rhetorical questions are common in speech writing. However, they are also used in advertisements nowadays. These kinds of questions

became a popular device which a great number of advertisers prefer to use when designing advertisements.

Sindano (2014) highlights that rhetorical questions are used to appeal to the emotions of the audience which will force the audience to create an answer to the questions in their minds and this will persuade them to purchase that particular product. An example of the rhetorical question is:



The question “Do you want to lose 20 pounds in two weeks???” in this advertisement, causes customers to have answers to the question in mind. This question attracts the attention of people who want to lose weight and they are triggered to purchase the advertised product.

2.13.3.6 Hypophora

Rhetorical questions are not the only questions used in advertisements, but advertisers also use what is called hypophora. Hypophora is when someone asks a question and also gives the answer.

This is used in many advertisements to catch the attention of customers. Customers may think that the advertisers have answers to all their questions (Chetia, 2015). An

example can be: “Do you want to remain poor? NO!” This may catch the attention of the audience to buy the product, because no one wants to remain poor.

2.13.3.7 Hyperbole

Chetia (2015) defines hyperbole “as a deliberate overstatement or extravagant exaggeration of facts used for producing comic effect” (p. 982). Chetia (2015) also states that hyperbole puts emphasis on the features of the products.

A business person who owns a printing shop may advertise his /her products like: “We do printing with the colour that stays forever”. This advertisement may attract the attention of many customers, because it creates trust and it gives a profound impression to the audience. Therefore, customers may believe it has quality, because it is claimed to last forever. This device is also important for the current study, because the two telecommunications providers also employ it in their advertisements.

2.13.3.8 Fallacies

Ad hominem is one type of fallacy that gives a bad impression about a person or a certain product (Kenechukwu, Asemah & Edegoh, 2013). It is employed in advertisements to put down other products or people.

An advertiser of OMO products can advertise their washing powder and claim that the Sunlight product is of low quality, because it leaves stains and holes on clothes, as it was advertised in newspapers. This is done on purpose just to grab the full attention of the customers and persuade them to buy OMO products and hate Sunlight products. However, this techniques may not be commonly used by the two telecommunications providers under study.

2.13.3.9 Testimonials

Testimonials are used by many advertisers to catch the attention of customers. An advertiser may use a celebrity as an example to the audience and claim that the product is of good quality and that is why it is used by that particular person (Kenechukwu et al, 2013).

One example is Gazza, a well-known artist in Namibia. He is used on a variety of advertisements to attract a great number of customers. As customers admire him, they will pass on the same feeling to the product. The two telecommunications providers under study also use testimonials when designing advertisements. This technique invites a great number of customers to buy the product.

2.13.3.10 Bait and switch

Bait and switch is another technique used in advertisements to attract customers. Advertisers use lower prices during advertisements and change them back to higher prices later (Kenechukwu et al. 2013). Advertisers change the price at the till and claim that the products on sale are out of stock. They were sold to the customers who came first.

Bait and switch happens mostly in food and clothing shops. However, telecommunication providers also use it as a method of attracting a number of customers.

2.13.3.12 Metaphor

A metaphor is a direct comparison of things. Smit (2012) defines a metaphor as a “change or transfer in significance from one object to another” (p. 158). Metaphors are

divided into different parts. However, conventional and creative metaphors were used for the purpose of this study.

“Conventional metaphors are metaphorical usages which are found again and again to refer to a particular thing” (Smit, 2012, p. 161). Conventional metaphors can be used over and over by different disciplines and in different cases. An example of a metaphor is “The day rolled on”. This means that the day continues. The other kind of metaphor is creative (novel) metaphors. Smit (2012, p. 161) defines creative metaphors as “metaphors that a writer constructs to express a particular idea or feeling in a particular context”. In terms of advertisements, customers are expected to figure out the meaning of the metaphor. However, this might be tricky for customers, but it attracts the attention of customers and persuades them to purchase products. An example of creative metaphor is:



Different customers may understand the advertisement differently and also react differently to it. Telecommunications providers also employ metaphors in their advertisements; that is why metaphors are important for this study. Salda (2009) highlights that “consumers see the connection between the literal and figurative meaning of an item” (p. 19). This helps customers decide on whether they will buy the product or not.

2.13.4 Identification

Identification is when one relates to another person based on interest, class or attitude. This is an important aspect in advertising. Advertisers use role models or important people in the society in advertisements to attract the customers' attention. According to Burke (1969), people are born as separate beings and yet they want to belong to one group or another, despite their differences. Identification is important in the current study, because customers of the two telecommunications providers (MTC and TN mobile) also identify themselves with the people used in advertisements.

2.13.5 Propaganda

According to Smit (2012), propaganda is “something written or spoken with the intention of making people believe what the writer wants them to believe” (p. 229). She further explains that the purpose of propaganda is to “persuade, and it uses some questionable techniques to do so” (p. 229). Propaganda is usually used in speeches by politicians to persuade the listeners. However, nowadays advertisers also use propaganda in their advertisements to win the hearts of people, especially young people who are attracted to new things.



The advertiser uses propaganda in this picture to invite a number of people to join the army. Readers may join the army because they associate themselves with the famous

character used in the advertisement. The audience may also feel that the words accompanying the picture are directed to them.

2.13.6 Bribery

According to Kubicova (2013), bribery is another technique used where customers are given free gifts when they purchase certain products but the prices of the free products have already been included in the main price. Bribery is common in advertising and many of the customers are not aware of it. Customers are persuaded to buy cellphones and promised to get free airtime or an extra free cellphone. This example is commonly used in advertisements, because customers want to save money.



The above advertisement may persuade customers to buy these phones despite the price so they get an extra phone. Customers are bribed without them knowing.

2.13.7 Summary

This chapter focused on literature about advertising that was reviewed. The chapter includes the linguistics-stylistic theory, as well as linguistic and stylistic components in details as this study aimed to analyse the language used by the two telecommunications providers (MTC and TN mobile) in Namibia. The following chapter will focus on methodology used in the current study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The main purpose for this study was to critically analyse the English online advertisements of MTC and TN Mobile. The advertisements were analysed from a linguistic-stylistic point view. This chapter gives a description of the procedures and methods used to collect data for this study. This study was a desktop study which was conducted by making use of the accessible information.

3.2 Research design

A qualitative approach is defined by Hennink, Hutter & Bailey (2011) as an approach used by researchers in order for them to gain a detailed insight of underlying reasons, beliefs and motivation (p. 17). In addition, they also state that a quantitative approach is used by the researchers to test an existing theory.

For the purpose of this study, a qualitative research approach was used as the researcher gained new understanding of stylistic components found in advertisements. According to Leedy and Ormrod (2010), a qualitative approach allows the scholar to gain new understandings about a certain phenomenon and to ascertain the problems that occur within the phenomenon. The study was a desktop study, because there was no field work conducted, and the researcher used the data that was available online. Kothari (2004) defines a research design as “the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in produce” (p. 31). He further states that “the function

of the research design is to provide for the collection of relevant evidence with minimal expenditure of effort, time and money” (p. 31).

The research design is very important in research and a research cannot be conducted without research designs. The designs are important because they include the “outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data” (Kothari, 2004, p. 31). Furthermore, the research design can be important because it enables the researcher to answer specific questions. This statement is supported by Bhattacharjee (2012) who states that a research design is a “blueprint for empirical research aimed at answering specific questions or testing specific hypotheses, and must specify at least three processes: (1) the data collection process, (2) the instrument development process, and (3) the sampling process” (p. 35). Babbie (as cited in Griffie, 2012, p. 43) postulates that research design is determined by the topic to be studied, the targeted population and what research methods will be used. This is why the research design is very important in research. Lastly, the research design is important because it includes the approaches to be used: qualitative, mixed or quantitative.

The researcher used content analysis to analyse the data, because it focuses on “any verbal, visual or behavioural form of communication” (Leedy & Ormrod, 2010, p. 146). Leedy and Ormrad (2014, p. 151) define content analysis as “a detailed and systematic examination of the contents of a particular body of material for the purpose of identifying patterns, themes, or biases”. Content analysis was used to analyse advertisements as it is used in analysis of books, newspapers and videotapes of human interactions (Leedy & Ormrad, 2014). The researcher of this study was prompted to

use content analysis during data analysis of the selected advertisements. The researcher used the content analysis because she analysed the language and the format that appeared in the selected advertisements.

3.3 Population

Bhattacharjee (2012) defines population as “all the people or items (unit of analysis) with the characteristics that one wishes to study” (p. 65). Population is vital in research because the researcher should have a specific people or things to study. The population has to be chosen for the researcher to have people or unity to which she will generalise the conclusions. The population of this study was all the English online advertisements from all the telecommunication providers in Namibia.

3.4 Sample

Bhattacharjee (2012) defines sample as “the actual units selected for observation” (p. 65). In simpler terms, a sample is a way of selecting a small amount from the large population. It is difficult and time consuming to study the whole population. However, sampling makes it easier for the researcher to do an in-depth analysis because much attention will be given to each selected unit.

For the purpose of this study, thirty advertisements from two telecommunication providers (Mobile Telecommunication Limited and TN Mobile) in Namibia were chosen as the sample of the study. Fifteen advertisements were chosen from each company based on the availability of the advertisements. The available online advertisements were collected dated from January 2015 to December 2015, because they were the most recent ones that appeared online during data collection. A sample was chosen since the advertisements were a lot and they would take time to study if

they were all used for the study. Moreover, 30 advertisements were chosen, because they were manageable.

This study used purposive sampling to make sure that the researcher obtain the needed information for the study. Easterly-Smit, Thorpe and Jackson (2015) define purposive sampling as “a form of non-probability sampling design where the criteria for inclusion in a sample are defined, and entities are first screened to see whether they meet the criteria for inclusion, and those entities that meet the criteria are included in the sample” (p. 339). In addition, Cooper and Schindler (2014) state that with purposive sampling, “the researcher has a clear idea of what sample units are needed according to the purpose of the study, and then approaches potential sample members to check whether they meet eligibility criteria ” (p. 87). The samples that meet the requirements of the researcher are chosen for the purpose of the study and those that do not meet the requirements are ignored (Cooper and Schindler, 2014).

The above definitions of purposive sampling were crucial for the current study, because the researcher chose the criteria of purposive sampling. This was done by going through the available advertisements and choosing those that are applicable to the current study. The researcher ignored the units or samples that did not meet the requirements for the study.

Cousin (2011) defines “purposive sampling as the recruiting [...] on the basis of a shared characteristic which will help in your inquiry” (p.79). This study was linked to this definition because the two telecommunications providers share the same characteristics or themes when using linguistic-stylistic components and rhetorical devices. This helped the researcher obtain the desired information for this study.

3.5 Research instruments

The researcher constructed a checklist that was informed by literature reviewed for the purpose of data collection. The primary sources were analysed, and secondary sources were employed to inform the study.

3.6 Procedure

The researcher collected and printed thirty online advertisements, fifteen from each telecommunication providers from their websites, Face-book pages and Twitter accounts. The study used advertisements published between January 2015 and December 2015. The researcher was aware that online advertisements are often accompanied by animation, but for this study the adverts with animation were not considered or selected.

The researcher analysed the advertisements critically by scrutinising the linguistic-stylistic components used by the telecommunications providers. Furthermore, the researcher looked at the significance of advertising techniques such as bribery, association, humour and layout in advertisements that includes visual, caption, headline, copy, signature and white space in MTC and TN Mobile's adverts. Moreover, the researcher looked at how the Namibian telecommunication providers use rhetorical devices such as Aristotelian's proofs of persuasion, foregrounding and deviation to target the youth and also looked at the AIDA principle.

3.7 Data analysis

Data was analysed by making use of the linguistic-stylistic theory which focuses on language use. The researcher studied 30 advertisements to determine the use of stylistic features such as slogans, repetition, metaphors, puns, wordplay, ellipses,

alliteration schemes and tropes. Aristotle's proofs (ethos, logos and pathos) and the AIDA principles (attention, interest, desire and action) were used to analyse, categorise and interpret the advertisements. Emerging themes were categorised, analysed, and interpreted. The data was summarised according to the themes and they were recorded in paragraphs.

3.8 Research ethics

Bhattacharjee (2012) defines ethics as "conformance to the standard of conduct of a given profession or group" (p. 137). However, it is important for one to abide to the standards set. Research ethics is important in research, because "science has often been manipulated in unethical ways by people and organisations to advance their private agenda and engage in activities that are contrary to the norms of scientific conduct" (Bhattacharjee, 2012, p. 137).

The data collected and their analysis were used solely for this study. The researcher was objective in the data analysis and avoided compromising the names of the telecommunications providers used in the study. In addition, the researcher obtained permission from the University of Namibia to conduct this study and abided by the rules and regulations of the university during this study.

3.9 Conclusion

This chapter presented methods, procedures and strategies used in the study. Methodology included research design, population and sample. Moreover, research instruments, procedures, data analysis and ethical consideration were also discussed in this chapter.

The following chapter will be focusing on the findings of the study. It will further present what was collected from the 30 advertisements selected for this study.

CHAPTER 4

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter focuses on the analysis of data collected for this study. MTC's and TN Mobile's online advertisements are analysed. The data collected are critically analysed and interpreted according to the research questions of the study:

1. How do Namibian telecommunications providers use linguistic-stylistic devices in advertising to target young adults?
2. How do Namibian telecommunications providers use rhetorical devices in advertisements when they target young adults?
3. How do the advertisements of these telecommunications providers incorporate non-verbal elements to persuade young adults?

4.2 Linguistic devices

Linguistic devices are commonly used by advertisers to accompany the images to persuade young people to purchase products. However, advertisers intentionally use a greater number of linguistic devices to manipulate the youth to purchase the advertised products or services. The commonly used devices in the 30 selected advertisements of the two telecommunications providers are imperative verbs, adjectives, adverbs, nouns, pronouns, phrases and run-on sentences.

4.2.1 Adjectives

Adjectives are words that modify nouns, other adjectives and adverbs. The advertisers of the two telecommunications providers often incorporate adjectives on their advertisements to motivate young people to purchase advertised products. In the 15 selected advertisements, MTC has used adjectives in all the advertisements to impress young people to believe what they are advertising. Young people are brainwashed by words like “new” and “free” which are commonly used in these advertisements. However, there are other adjectives used to captivate the young adults to purchase the products or services which are advertised. A good example of these adjectives is “virtual” in advertisement 5.



Advertisement 5

The word “virtual” is used to describe the noun “artist”. The word virtual can be interpreted as effective or as something that does not exist physically, but made by the software. Young people are left to think critically about the meaning of this adjective and this creates desires in them to find out more information about the product. In

addition, the adjective “large” that is used in the sentence “I’m large in terms of followers, friends and retweets” also prompts young people to register for “Aweh Gig” because they want to identify themselves with it as they would love to have a great number of followers, friends and retweets online.

Another example of an MTC advert that use adjectives is advertisement 9 below:



The superlative form of the adjective is used in this advertisement. The superlative form is usually formed by the inflectional morpheme “est” or by using the word “most”. In the sentence, “The fastest internet in Namibia,” the customers are made to believe that this product has the fastest internet in Namibia. The advertiser has used this adjective carefully to impress young people to purchase the advertised product. A great number of young people are addicted to internet, so they would love to have the internet that is fast to do their transactions as fast as possible. In addition, the phrase “New Netman” contains the adjective “new” which the advertiser has used to make the Netman more attractive and persuasive to young people. This adjective influences young people who like new things. As technology is always advancing each and every day, the young people prefer the new products so that they will be up to date with

others around the world. Moreover, the advertiser has used another adjective “postpaid” from the phrase “Postpaid Packages.” This adjective attracts the attention of the young people since it is a compound adjective and it implies that they are able to pay for their packages later.

TN Mobile advertisers have used a great number of adjectives in their advertisements too just like MTC. This is done to make the advertisements more attractive and convincing to young people. Adjectives are powerful and colourful words which are always used by advertisers to manipulate the audience and lead them into purchasing the advertised product. Out of the 15 selected advertisements of TN Mobile, 12 advertisements have a great number of adjectives. However, 3 advertisements do not have adjectives in them. This leads one to a conclusion that the use of adjectives has a very big influence on the minds of the young people. The good examples of adjectives used by TN Mobile are seen in advertisement 20 below:

Find us on...
f e
Visit us at
www.telecom.na

BFF

Best Friends Forever!

Make free unlimited On-net calls to your favourite
Fixed-Line numbers Once-off Activation fee of
N\$ 13.75 on all packages

BFF Package 1	
Monthly Rental	N\$ 29.00
Fixed-Line Numbers	2
On-net Mobile Numbers	N/A
Off-net Mobile Numbers	N/A

BFF Package 2	
Monthly Rental	N\$ 40.00
Fixed-Line Numbers	1
On-net Mobile Numbers	1
Off-net Mobile Numbers	100 min/pm

*Terms and Conditions apply.

sharing your world **telecom**
NAMIBIA

In the sentence “Make free unlimited on-net calls to your favourite fixed-line numbers”, the advertiser has used the adjectives to make the advert more attractive and convincing. The adjectives like “free unlimited on-net” create desires in the customers and persuade them to purchase the advertised product. “Favourite fixed-line” are adjectives that are used to describe the numbers to be called in the advert. These adjectives are more attractive and convincing for young people because they like products which are free and not limited so that they will be online as much as they want.

In advertisement 21, the advertiser has used powerful adjectives to target the young people by manipulating them with colourful words and make them desire to purchase the advertised product. In the phrase “Fast and unlimited internet access”, the advertiser has used adjectives such as “fast” and “unlimited” to convince the young

people to buy this product. In addition, these adjectives are also promising the audience that the advertised products are efficient. In return, this creates trust between the advertiser and the audience. Moreover, words such as “weekly, “unlimited” and “prepaid” in the phrase “Weekly unlimited prepaid data” are also adjectives that the advertiser has used to make the advert more convincing. The word weekly is used to convince the young people that they have the data that is available every week and it is unlimited so they can have as much fun as they like online.

The young people are targeted purposely using adjectives, because they are the ones who are impressed easily and they like following new fashions or technologies. The young adults are targeted differently unlike the adults or elders who do not care really more about fashion or technology. Moreover, young people are more influenced by their peers on social media. Therefore, advertisers take advantage of that and create advertisements that are more manipulative to brainwash the young people. Advertisers make sure that young people are convinced to believe what they put on their advertisements. TN Mobile uses a greater number of adjectives than MTC to accompany the images and make the advertisements more persuasive.

4.2.2 Verbs

The advertisers incorporate imperative verbs in the advertisements to draw the attention of the youth. Imperative verbs are words that command or order. Customers may feel that the designer is talking to them directly. A great number of young people do things because they are commanded to do so. This happens in our everyday lives and it gives a good platform for the advertisers of the two telecommunications providers under study, to use imperative verbs to manipulate the young people. MTC

has used imperative verbs such as “get inspired”, “SMS”, “dial”, “download”, “click”, “buy” and “send” in their advertisements (refer to advert 1, 3, 7, 8, 9, 11, 13 and 15). In addition, out of 15 advertisements of MTC, 8 advertisements have imperative verbs and the other 7 advertisements do not have imperative verbs. However, imperative verbs are used in 12 advertisements of TN Mobile and only 3 advertisements do not use imperative verbs. TN mobile use imperative verbs such as “sign up”, “send”, “apply”, “visit” and “dial” to convince the young people to purchase the products (refer to advertisements 16, 17, 18, 20, 24, 25, 26, 27, 28, 29, 30 in the Appendix). This shows that imperative verbs are some of the best linguistic devices that the telecommunications providers use to persuade young people to purchase their products or services.

Advertisers also use infinitive verbs to manipulate the young people to believe what they are saying about the advertisement and also to create desires in them. Infinitive verbs are not commonly used in the 30 selected advertisements, but in the few advertisements where they are used they sway adults. Infinitive verbs are used to promise young people something and as young people love to receive gifts on top of what they are supposed to have, they are influenced by these words and they lead them into taking action by purchasing the product advertised. However, these words are also used to persuade the young people to enter competitions and win something. Infinitive verbs like “to win”, “to receive” are used in some advertisements to promise the customers that they may win if they enter the competition (see advert 3 in the Appendix).

4.2.3 Pronouns

In persuasive language, pronouns are used for identification purposes, trust and creating a bond. Most of the advertisers prefer to create identity in the audience, create trust and unity. The two telecommunications providers have used a great number of personal pronouns in their advertisements. The commonly used pronouns are *I*, *you*, *we*, *us*, *your* and *who*. *I* is used in 2 advertisements, *you* is used in 7 advertisements, “*your*” in 5 advertisements, “*we*” in 3 advertisements, “*us*” in 4 advertisements and “*us*” in 3 advertisements (see advert 1, 3, 7, 13, ,16, 17 and 20) about 6 advertisements did not use pronouns.

In advertisement 1 of MTC the advertiser has used *I* which refers to the First Lady Monica Geingos. This pronoun shows the commitment and purpose that the First Lady has in life and to the advertised event. This is done to draw the attention of the young people because they know that the First Lady is an influential person who is also a young adult, although she is a First Lady and a mother. In addition, the pronoun “*you*” is used in advertisement 7 to attract the attention of young people because they may feel that the advertiser is talking directly to them. Another pronoun that is used is “*your*”. This pronoun is also used for the same purpose as “*you*” but it is used together with the word *free* to manipulate the customers and also to make them feel loved and appreciated by the advertiser. The second person always creates a sense of identity and acceptance in the scope of the advertiser.

In advertisement 20, the advertiser of TN Mobile has used a pronoun “*your*” in the sentence “Make free unlimited on-net calls to your favourite fixed-line numbers”. This pronoun “*your*” is used to manipulate the young people to think that the advertiser is

talking to them directly. Moreover, this pronoun is also used to show the unity or relationship between the young adults and the advertiser. The young people also identify themselves with the advertisers and feel they are directly talking to them. In the sentence “Multiple ways to get in touch with your customers and friends in a fast, convenient and quick way”, a pronoun “your” is used to play around with the young people’s emotions and prompt them to identify themselves with the statement the advertiser. Moreover, the pronoun “your” is used three times in the advert to create a relationship between the advertiser and the customers also see advertisement 17. This is carefully done by the advertiser to draw the attention of the audience by them relating and identifying themselves with the advertiser.

4.2.4 Nouns

Advertisers use different types of nouns such as common nouns, proper nouns and compound nouns to attract the attention of the young people. New names which are funky, are created purposely for young people because they are exposed to the street and informal language when they are communicating to their peers.

4.2.4.1 Common nouns

A great number of common nouns are used in the advertisements. However, common nouns like Recharge Voucher, Starter Packs are used by the advertiser to attract the attention of the young people because they are written with capital letters at the beginning like proper nouns (see advertisement 11). Capital letters always shout to the audience so they are also shouting to the young people in this advertisement and they are prompted to purchase these advertised products.

4.2.4.2 Proper nouns

Proper nouns in persuasive language are used to show brand names to the audience. However, the young adults are targeted by the two telecommunications providers to buy brand names or branded products. Brand names are common nowadays in Namibia. Therefore, the two telecommunications providers use brand names such as Samsung, Nokia and Apple iPhone. Out of the 30 selected advertisements only 4 advertisements use brand names for mobile phones (see advertisement 10, 12, 9 and 22). However, the other advertisements such as 26, 27 and 30 have brand names of Wi-Fi or internet products and services.

4.2.4.3 Compound nouns

A compound word is used by the advertiser to attract the attention of young people in advertisement 7. The word “o-yeah” can be interpreted as an exclamation, because it sounds like an expression that is usually used to mean *yes or true* by young people. This can be an exclamation word but it does not have an exclamation mark at the end. However, it is used as the name of the product that is advertised to motivate young people to read the advertisement and find out more information about it. This is a cool word and every young person wants to be associated with this word. In addition, the advertiser of advertisement 5 has used the compound word “#cantfeelmythumb” to impress the young adults. This is the language that is trending on social media, so it will attract the attention of the customer and create desire in them to purchase the advertised product. MTC has used other compound nouns such as “#MTCGETINSPIRED”, “hotspot” and “auto-play”.

The designer used the compound nouns to impress the young people. Examples of compound nouns the designer used in Advertisement 20 are: “once-off”, “fixed-line”, “off-net” and “on-net”. These compound nouns are words that are joined together to convey a special meaning. The word “once-off” gives the young people confidence and trust on the advertised product. Moreover, the word “off-net” also promises the young people that they can use the advertised product even when they are not connected on the internet. This is targeted to the young people because they like new things and they prefer to pay the product once off. TN Mobile has used other compound nouns such as “homephone”, “Callmakercombospecial”, ShareUlimitedinternetAccess to impress the young adults and this leads them into taking action by purchasing the advertised product.

4.2.5 Adverbs

The two telecommunications providers have used adverbs in their advertisements to captivate the attention of the young adults. However, adverbs appear only in 7 advertisements out of 30 selected advertisements. The other 23 advertisements do not use adverbs to attract the young people. Adverbs such as “now”, “weekly”, “daily”, “today” and “fast” are used in the advertisement to create immediacy (see advertisement 2, 3, 4, 11, 17, 18, 21). Young people are manipulated to enter competitions, to buy products or attend events through the use of these words.

4.3 Rhetorical devices

4.3.1 Deviation

Deviation is a powerful weapon that most advertisers use to manipulate the audience. Different types of deviation such as lexical deviation, grammatical deviation,

graphological and phonological deviation are employed in the 30 selected advertisements of the two telecommunication providers.

4.3.2.1 Lexical deviation

Deviation is important in advertisements as the advertisers divert from of English norms. Deviation is usually used in advertisements to attract the attention of the customers. The advertiser has used lexical deviation by using this compound word “#MTCGETINSPIRED” to attract the attention of young people and make them reread the advertisement (see advertisement 1). The attention of the young people is drawn through the use of a new word that is formed with existing words. The advertiser has done this purposely to target the young people because they are exposed to these kinds of words on social media, unlike the elders who do not understand such words and their effects. Lexical deviation is used in a great number of advertisements for MTC. Other lexical deviation is seen through the use of words such as “#cantfeelmythumb”, “O-yeah” and “auto-play” (see advertisements 7, 8, 9 and 14). On the other hand, TN Mobile has used words such as “CallmakercomboSpecial”, “ShareUnlimitedInternetAccess”, “Gigaset” and “Outlook2SMS” to make young people to consider the products or services advertised (see advertisement 17, 18, 24, 25, 26 and 27).

4.3.2.2 Graphological deviation

Advertisers usually use bold letters, hyphenation, different font sizes, capitalisation and small letters for proper nouns to divert from the norms of the language. MTC advertisers also use the same elements to divert from the norm so that they grab the attention of young people. MTC advertisers use hyphenation in advert 1 and 14, bold

letters in advert 1 and capitalisation and different font sizes in all the advertisements. All these elements are used to impress the young people. Hyphenation is also used to attract the attention of the audience in the phrase “I am Monica, Mrs Monica Geingos-First Lady”. The hyphen is used to remind young people who Mrs Monica Geingos is (see advert 1). As she is a role model for many young adults, this persuades them to attend the event.

Below is an example of advertisement 2 which uses graphological deviation



Graphological deviation appears in this advert when the advertiser has used the small letter at the beginning of the word “awe” which is the name of the product. This is done purposely to attract the attention of the young people. Proper nouns are supposed to be written with capital letters at the beginning. This means that the advertiser diverted from the English norm. The word “prime” is also italicised to draw the attention of the audience. The name “awe prime” is supposed to be written with the same font

and style because it is one name but the designer designed it in an attractive way to make sure that it persuades the young people to purchase the advertised product.

On the other hand, TN Mobile has used the same graphological elements to influence the decisions of the young people about the new products and services. The font sizes of some advertisements are different throughout the advert. The main heading is usually expected to have a larger font size comparing to other words in the advertisement. However, the advertiser diverted from that norm because the subheading “Share Talk” has a larger font size than the main heading “TalkInternational”. The important information that the advertiser wants to bring out are written in large font sizes, (see advertisement 16).

4.3.2.3 Grammatical deviation

Grammatical deviation appears in the 30 selected advertisements for this study. However, it is not used often. One example of this kind of deviation is seen in advertisement 3. The advertiser uses an ellipse in the sentence: “The more you know about Aweh the better your chance to win.” The advertiser is supposed to use a comma between the clauses, but he/she has not used it. This is done intentionally to grab the attention of the young people and forces them to reread the sentence. However, this sounds cool to the young people since they are used to the street language they use every day (see also advert 7 for ellipsis). On the other hand, grammatical deviation is also used in advertisement 16. This appears when the advertiser uses an incomplete sentence “Call us Toll Free on 1100”. A word or a symbol is missing between *call us* and *toll free*. This will captivate the attention of young people and create curiosity in

them to reread the sentence or take an action of calling the number to find out more information about what is being advertised.

4.3.2.3 Phonological deviation

Out of the 30 selected advertisements for this study, only 2 advertisements have used phonological deviation (adverts 17 and 30). Phonological deviation has appeared in advertisement 17 when the advertiser used a combination of letters and numbers “Outlook2SMS” and “Web2SMS” to formulate new words. The number 2 used in the advert represents to. This attract the attention of the young people and create desires in them to find out more about the advert and the meanings of those words.

4.3.4 Gender consideration

The advertisers always consider gender when they design their advertisements. Out of the 15 selected advertisements for MTC, only 1 advertisement uses a picture of a woman (see advertisement 1). In addition, 4 pictures incorporate pictures of men. The colours used in the 15 advertisements are mostly blue, white, maroon, yellow and white. These colours are common colours for both women and men. They are used differently to attract the attention of young people. The blue and white colours are the company colours. That is why they are used in every advertisement for identification purposes. The use of the young men attracts the attention of both young men and women. Many are persuaded to purchase the advertised product of service so that they are at the same level as the other young men in the pictures. Moreover, the young women are attracted by young men with funky styles. Therefore, they are induced into purchasing the advertised products for the sake of the men used in the pictures.

On the other hand, TN Mobile has used more images of women than men. Out of the 15 advertisements of TN Mobile, only 4 pictures have images of men whereas the other 11 have pictures of women. Moreover, a great number of young men are attracted by beautiful ladies. Once they see their pictures, they are prompted to making a decision of purchasing the advertised products. In addition, young people are affected by peer pressure, once they see that other young women in pictures are using the products and are happy as portrayed in the pictures, they will try to get the same products to experience the same. In short, young women identify themselves with those women used in the selected advertisements.

4.3.5 Pun

Advertisers always play around with words to impress the audience. Young people are attracted by funky words, phrases or sentences. In advertisement 5, the advertiser has used an adjectival phrase “I’m the “I like it, tweet it, @ you, @ me, share a #selfie”, to describe the hipster. This phrase is purposely used to impress young people to purchase the advertised service. This service will give them an opportunity to have enough data so that they do what the young man in the picture does online. In the 15 selected advertisements of MTC only 1 advertisement has a pun and the other 14 advertisements do not have a pun. This is an indication that the advertisers for 2015 employ other devices to persuade young people. Moreover, puns are also common in both TN Mobile advertisements and MTC advertisements. In advertisement 17, the advertiser has used words like “Outlook2SMS” and “Web2SMS” to encourage young people to purchase the products. The young people’s minds are played with by the advertiser to figure out the meaning of the words. The young people’s attention is caught by using a combination of words and numbers to form other words. In addition,

adults and young children usually do not understand the words or phrases that are combined with numbers or other symbolic signs. Therefore, advertisers of these two telecommunications providers target young adults who are used to combinations of letters and numbers because they are able to understand the messages better.

4.3.6 Simile

Similes make advertisements more attractive and persuasive. However, only 1 out of the 30 selected advertisements has employed a simile. A simile is incorporated in advertisement 18 to motivate young people to purchase the advertised product. The simile “as little as N\$ 169 per month” is used to create desire in the audience. However, the advertiser see the amount as little for the young people to pay, that is why the word “little” is compared to N\$ 169.

4.3.7 Metaphor

It is ideal for the advertisers to use metaphors to make advertisements more attractive and persuasive. Out of the 15 selected advertisements of MTC for the study, only 3 advertisements have employed metaphors to attract young people (see advertisement 2, 5, 14). All the other 27 advertisements do not have metaphors in them. Advertisement 2 is a good example of how the advertisers use metaphors in advertisements:



Metaphors like “I’m a lover of conversation”, “a connector and a storyteller” refers to the product “Aweh prime” which is compared to a person. Young people love conversations, therefore, they are targeted by the advertisers through the use of this comparison. All the words in this advertisement are used metaphorically to grab the attention of young people. However, the young people may interpret the words from the beginning as the lyrics of the song that the young man in the picture is saying, but then the words refer to the advertised product. In addition, MTC has also used a metaphor in advertisement 14 to motivate young people to purchase the advertised product. This metaphor is “I am a comedian who flew to England in a container”. The container is a symbol of a plane, but it is used in a humorous way to attract the attention of the young people. This leads the young people to take a decision to attend the advertised event so that they will have fun at the event. Moreover, TN Mobile has not used any of the metaphors in their 15 selected advertisements.

4.3. 8. Personification

Advertisers attract the attention of the audience by giving human characteristics to non-human things or objects. This device is not commonly used in the 30 selected advertisements in that only 2 advertisements out of 30 incorporate personification. This shows that this device is not favoured by the two telecommunications providers when it comes to persuasion. Advertisement 5 below is an example of how MTC uses personification to target young people to buy their products:



The three sentences in this advertisement are all used as personification. They are giving human characteristics to the product “aweH Gig”. The sentence “I’m the “I like it, tweet it, @ you, @ me, share a #selfie” kind of hipster” is personification whereby the product “aweH Gig” is given the characteristics of human beings. The product is compared to the hipster, a person who follows the latest fashion or trends. The word “hipster” may arouse interest in the young people because they know hipsters and they want to be associated with them. These young adults are prompted to find out more

about the advertised product, which later lead them into taking action by purchasing the advertised product. In addition, the sentence “I speak in pictures, symbols and codes”, is also personification, because the product cannot speak, only people speak. So the product is given the characteristics of people to persuade the young people to purchase the products. Furthermore, the sentence “I’m all set to chat any time, day or night” is also personification whereby the product “aweh prime” is given the characteristics of a human being (see advertisement 2).

4.3.9 Epizeuxis

The attention of young people is sometimes grabbed by the use of repetition of words in sequence for emphasis. Epizeuxis can be memorable and advertisers prefer to use it in advertisements to evoke the emotions of the young people. Out of the 30 selected advertisements, only advertisement 1 incorporates epizeuxis to grab the attention of young people. It is used in the run-on sentence “I was Aweh Aweh now I am Aweh prime” to attract the attention of the young people. The advertiser of this advertisement uses the words “Aweh Aweh” to target the young people because they understand what it is unlike the young children and elders who have no idea what that is. The word “aweh” is used by young people to show that something is cool and the person using it is impressed by what was said. The young people use this product “Aweh Aweh” so the advertiser in this advertisement is introducing a new product to the young people so that they purchase it.

4.3.10 Rhetorical question

Rhetorical questions are favoured by most of the advertisers when designing their advertisements. Although the two telecommunications providers use some rhetorical questions in their old advertisements, only 2 advertisements out of 30 incorporate rhetorical questions. The rest do not use rhetorical questions. In advertisement 4, the advertiser uses a rhetorical question “Who inspires you?” to attract the attention of the young people. The advertiser does not expect the answer from the audience but rather grab their attention through the use of this question. This question creates answers in the minds of young people and persuades them to think about the main aim of the advertisement. Rhetorical questions do not need answers but answers are created in the minds of the audience. This question also causes the audience to identify themselves with the advertiser as they feel that the pronoun “you” refers to them when the advertiser is talking to them directly.

Another advertisement which used rhetorical questions is advertisement 8 below:



TIPS

Are your videos playing automatically when browsing your Facebook wall?
WANNA MAKE IT STOP?

STEPS FOR BROWSER:

- From the top right of Facebook, click and select **Settings**.
- Click **Videos** in the left menu.
- Click the dropdown menu next to Auto-play Videos and select **OFF**.

mic

Two rhetorical questions “Are your videos playing automatically when browsing your Facebook wall?” and “WANNA MAKE IT STOP?” are used by the advertiser to attract the attention of the young Facebook users. These questions make young people feel like answering the questions. The questions create desires in young people and prompt them to follow the steps given in the advert. Advertisers target the young adults because they are the ones who use Facebook most of the time. The question “WANNA MAKE IT STOP?” is also a hypophora because the advertiser has used a question and then answers it immediately. This leads the young people into following the steps given, so that they stop the videos on their walls automatically.

4.3.11 Hyperbole

A great number of advertisers use hyperbole to influence the decisions of the young people about the advertised products. Hyperbole is exaggeration of certain ideas or points. It is used in persuasive language to make people believe what the advertiser has said. Hyperbole gives the products greater importance, which is why the advertisers for the two telecommunications providers use it to impress the young people to purchase the advertised products. Advertisement 5 below shows an example of how hyperbole is used by MTC to impress young adults:



The advertiser of this advertisement uses the hyperbole to attract the attention of young people. Hyperbole is used in the first sentence “I’m a virtual artist who never sleeps”. All the human beings need to sleep. The advertiser exaggerated at this point because it is not possible for someone to live and not able to sleep. The word “never” shows the exaggeration of the whole idea behind this sentence. Another peculiar sentence used by the advertiser to attract the attention of customers is “I’m the “I like it, tweet it, @ you, @ me, share a #selfie” kind of hipster.” The advertiser has used the above sentence to create desires in young people to purchase the advertised product. The product is compared to the hipster, a person who follows the latest fashion or trends. Furthermore, the sentence “I speak in pictures, symbols and codes” can also be a hyperbole that is used to attract the attention of the young adults. Another example of a hyperbole is seen in advertisement 9 in the sentence “The fastest internet in Namibia”. This is a hyperbole because this internet is compared to all the other internets in Namibia while there was no research done to prove that is the fastest of

all. This claim is done to motivate the young people to purchase this product. Young people are manipulated through the use of that sentence without their knowledge.

On the other hand, TN Mobile has used hyperbole in advertisement 20, 25, and 29 to grab the attention of the young people. This means that out of 15 advertisements of TN Mobile only 3 incorporated the hyperbole. Moreover, below is an example of how a hyperbole is used in advertisement 20 to target young adults:

BFF
Best Friends Forever!
 Make free unlimited On-net calls to your favourite
 Fixed-Line numbers Once-off Activation fee of
 N\$ 13.75 on all packages

BFF Package 1	
Monthly Rental	N\$ 29.00
Fixed-Line Numbers	2
On-net Mobile Numbers	N/A
Off-net Mobile Numbers	N/A

BFF Package 2	
Monthly Rental	N\$ 40.00
Fixed-Line Numbers	1
On-net Mobile Numbers	1
Off-net Mobile Numbers	100 min/pm

*Terms and Conditions apply.

telecom
NAMIBIA

The advertiser of this advertisement uses the sentence “Make free unlimited On-net calls to your favourite Fixed-Line numbers” as a hyperbole to persuade the young people to buy the advertised product. This is exaggeration because the calls are not free since customers have to pay a weekly or a monthly fee for that particular product. Another hyperbole used is on the heading “Best Friends Forever”. The advertiser claims that once one purchases the advertised product, he/she can be in touch with

his/her friends forever. Friendship cannot be measured and no one knows how long the friendship will last. The heading is used to fascinate the young people and make them believe that this product will prolong their friendships. Young adults are targeted through this advertisement because they like to be online with their friends unlike elders and young children.

4.3.12 Testimonials

Testimonials are used in advertisements to manipulate the audience. However, the advertisers make sure that they target the audience through the use of celebrities. Testimonials are not commonly used on the 30 selected advertisements. Moreover, the MTC advertiser uses the First Lady, Monica Geingos to grab the attention of the young people and persuade them to attend the advertised event (see advertisement 1). In addition, the advertiser also uses a famous actor, Nkem Owoh, to advertise the Masters of Success event. The young people will identify themselves with the two celebrities and decide to attend the event. On the other hand, TN Mobile does not use celebrities in their 15 selected advertisements but uses pictures of young people to motivate the young people to buy the products.

4.3.13 Bait and switch

Advertisers use the technique of bait and switch to attract the attention of the audience in advertisements. However, this technique is not commonly used in the 30 selected advertisements. In advertisement 12, the advertiser uses the discount of 30-70% off to attract a great number of young people. However, when these young people are going to the shop, the prices are switched back to the normal prices. In most cases customers

use their cards to swipe so they might not realise that the price was changed back to the normal price.

4.3.14 Identification

Young people are attracted by their peers. However, the advertisers of MTC and TN Mobile use pictures of happy people in the pictures to influence the decisions of young people in Namibia. Advertisement 1 and 14 have incorporated the First Lady, Monica Geingos, and the famous comedian, Nkem Owoh, to persuade young people to attend the event of Masters of Success. Young people identify with these people. Moreover, the young people identify themselves with the young women and men who are used in all the selected advertisements and this leads them into purchasing the advertised products.

4.3.15 Bribery

Advertisers always target the audience by making use of free gifts. The audience is promised something for free on condition. The two telecommunications providers use bribery in their advertisements. Out of 15 advertisements of MTC, 5 advertisements promise young adults free gifts, if they buy the advertised products (see advertisements 7, 10, 12, 13, and 15). In advertisement 7, the advertiser uses bribery in the advertisement to motivate the young people to buy the product. This can be seen in the sentence “For your free minutes SMS’s & data, use the slider and create your own package”. The advertiser is promised free minutes, SMSes and data when purchasing the advertised product. These free incentives attract the attention of the young people and persuade them to buy the product. In addition, bribery is also used in advertisement 13. The “free Huawei Bluetooth speaker” is bribery because young people are advised

to purchase an expensive product to receive free gifts. Young people are manipulated without their knowledge because the free product's price is also included in the price of the main product.

On the other hand, bribery is used in most of TN Mobile's advertisement. 10 out of 15 advertisements incorporate bribery. This is an indication that they use bribery more often to captivate the young people into purchasing the products. Furthermore, the advertiser of advertisement 18 uses bribery throughout the advertisement. This is used when the advertiser uses phrases like "Free unlimited calls", "Free 50 minutes anytime fixed to mobile calls", "Free GIGASET" and "Free Line Rental". Young adults are prompted by the free gifts to purchase the product and they will end up buying the product for the sake of getting free gifts. This is done purposely to target the young people because they are impressed easily by new products and services.

4.3.16 Alliteration

The repetition of letters, words or phrases is one of the powerful weapons to impress young people with advertisements. Alliteration helps young people to remember certain words and products. Certain words will keep on popping up in their minds. Alliteration creates rhythm and makes the products to be cool to young people. Alliteration is not commonly used in the MTC advertisements. Only 5 out of 15 advertisements incorporate alliteration to persuade young people to buy products. In addition, 10 out of 15 advertisements do not incorporate alliteration. This is a clear indication that this device is not as vital as other devices in terms of influencing young people. Advertisement 9 has examples of alliteration such as "New Netman", "Postpaid Package" and "Turbo Boost Bundle". The rhyme of the letters at the

beginning of the words draws the attention of the young people and forces them to read the advertisement over and over, and later forces them to purchase the product because it will keep on rolling in their minds. Another alliteration is used in the sentence “I was Aweh Aweh...”. The name Aweh Aweh will pop up in the minds of the young people because it is a cool name and this triggers them into purchasing this product because it sounds cool (see advertisement 2). On the other hand, TN Mobile uses alliteration in 12 advertisements out of 15. Furthermore, only 3 advertisements do not use alliteration (see advertisements 17, 19 and 29).

4.4 Aristotelian proofs and AIDA principle

The Aristotelian proofs of persuasion are intertwined with the AIDA principle. It is of a great importance for the advertiser to consider them when designing advertisements, especially advertisements for young people. Young people’s attention is caught through different ways such as design, the use of colours, pictures and through the use of emotive words. All the 30 selected advertisements conform to the AIDA principle and the Aristotelian proofs of persuasion.

4.4.1 Ethos

Pictures of people are used by the advertisers to influence the audience on certain products advertised. However, 16 out of the 30 advertisement use pictures of people to grab the attention of young people. In addition, 14 advertisements have only pictures of products. It is through the use of people’s pictures that most of the young adults are persuaded when they identify with people in the pictures.

MTC use pictures of young people in their advertisements to motivate their audience of young people who associate themselves with those people in the pictures and

purchase the advertised products. The advertisement below incorporates a picture of the First Lady of Namibia, Monica Geingos:



Young people are persuaded through the use of her personality. Many people in Namibia admire the First Lady, so they may decide to take action by attending the event advertised. The First Lady is an influential and young person, the audience is led by her picture into taking action by attending the talk show. This is because they do not want to miss out on the speech by the First Lady. The facial expression of the First Lady also impress the young people because it is full of joy and happiness.

Furthermore, the advertiser has used a picture of a young man in advertisement 7 below:



The marketer of this advertisement uses a picture of a young man holding a microphone. The young people are attracted by the picture and they may associate themselves with the young man because he shows excitement. Furthermore, this young man looks like an artist who is performing on stage. This attracts the attention of the young adults and leads them into taking action by purchasing the product, so that they may be happy like the man in the picture. In that way the picture conforms to the AIDA principles.

On the other hand, TN Mobile uses a great number of ethos in their advertisements to captivate the attention of young people. Out of the 15 selected advertisements of TN Mobile, 11 use pictures of people to influence the decisions of young people to buy the advertised products.

Below is advertisement 21 which is an example of how TN Mobile incorporate ethos in their advertisements:

tn mobile

GET UNLIMITED DATA ON TN MOBILE PREPAID

NO CONTRACTS

Weekly Unlimited Prepaid Data
Fast and Unlimited internet access for 1 week (7 days).
Only **N\$299** per week
Dial *130*299# to register on 085.

Monthly Unlimited Prepaid Data
Fast and Unlimited internet access for 1 month (30 days).
Only **N\$998** per month
Dial *130*998# to register on 085.

Take advantage of this promotion before 27 August 2015

Find us on:
Customer Care Line: 085 120 www.telecom.na

Powered by: **telecom namibia**

The advert conform to the AIDA principle through design and colours. The attention of the young people is caught through the use of two young gentlemen holding laptops in their hands. The expressions on their faces also tell the young people how comfortable and relaxed the young gentlemen feel. This leads the young adults to associate themselves with the gentlemen in the picture to purchase the advertised product.

This is another example of how TN Mobile incorporate ethos and AIDA principles in their advertisements. Advertisement 25:

Visit us on
 Visit us at
 www.telecom.na

speedlink

Home | Festive Specials

speedlink
1 Mbps
 FOR ONLY **N\$ 549**

Introducing
New speedlink
Festive Season
Packages

3 Mbps
 FOR ONLY **N\$ 1 099**

4 Mbps
 FOR ONLY **N\$ 1 399**

ShareUnlimited
InternetAccess
 Lightning fast internet for your Home!
 Enjoy free Wi-Fi internet access and **UNLIMITED**
DOWNLOADS. Packages include free email address, free
 fax2email numbers, and much more! at a flat rate.
 Visit your nearest teleshop or call us toll free on 1100
 or SMS Speedlink festive to 060123

Exciting
Festive
Specials

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sharing your world **telecom**
 namibia

The advertiser uses ethos when he/she displays a picture of a beautiful lady wearing a smile on her face. The lady is standing and using her hands to weigh options. Therefore, young adults are manipulated through this and they may choose one of the three options portrayed in the advertisement. Young people will identify themselves with the beautiful lady in the picture and take action to buy the advertised product. The use of a young person is vital in helping the advertiser to attract a great number of young people.

4.4.2 Pathos

The advertiser has used pathos in advertisement 1 to appeal to emotions of the young people. This can be seen in the use of the sentence “I am Monica, Mrs Monica Geingos- First Lady” in the advertisement. This conforms to the AIDA principle because the young people are attracted by the words when the First Lady is introducing herself. First Ladies are important people in countries and they are respected for their positions. Furthermore, the advertiser uses the phrase “Africans inspiring you”. This phrase appeals to the emotions of young people, because they may feel that the advertiser is talking to them directly. In addition, the advertiser has used advertisement 15 below to portray the use of pathos and AIDA principles in MTC advertisements:

SPECIALS
TOURISM EXPO 2015

SAMSUNG
J1 plus
FREE selfie stick

- Android
- 5MP Camera
- WiFi & Hotspot

N\$ **1599**

make the connection
mtc

All phones include a free Tango SIM Starterpack. While stocks last. Terms and conditions apply.

The advertisement conforms to the AIDA principle through the use of different colours. Colours attract the attention of young people and they also appeal to their emotions. The red colour brings out the headlines while the blue colour is used in the

open space of the advertisement and the white colour is used on the body copy to complement the other colours used in the advertisement. This is done solely to make the advertisement more attractive. The use of different designs also persuade young people to purchase the advertised phone. Furthermore, the brand name “Samsung” creates desires because a great number of customers have been using that brand and they trust it and want to own any new Samsung phones that are advertised. Selfie sticks are very common nowadays since young people like taking pictures. Therefore, the free selfie stick also captures the attention of the young people which leads into them taking action by buying the advertised product.

On the other hand, TN Mobile uses pathos and the AIDA principle when designing their advertisements. Pathos is commonly used in TN Mobile advertisements. Below are some examples of how pathos and the AIDA principle are incorporated in TN Mobile advertisements:

ShareValue
CallMaker Combo. Your prepaid service
Sign up for a CallMaker Combo now!

CallMaker Combo Package 1

Once Off Fee only NS449

Package Includes:

- 1000 min
- 1 Year Line
- 1000 min

Fixed:

- 1000 min

Mobile:

- Samsung S3 2015
- 1 Year Line with NS200
- 1000 min
- 1000 min Recharge Voucher
- Free SMS: 100

CallMaker Combo Package 2

Once Off Fee only NS899

Package Includes:

- 1000 min
- 1 Year Line
- 1000 min

Fixed:

- 1000 min

Mobile:

- Nokia N95 2nd Edition
- 1 Year Line with NS200
- 1000 min
- 1000 min Recharge Voucher
- Free SMS: 100
- Free MB: 100

Visit your nearest Teleshop. Call us Toll Free on 1100 or SMS CallMakerCombo to 060123.

sharing your world **telecom namibia**

Terms and Conditions Apply

The marketer plays with the emotions of the young people by using the combo of two phones. When customers see the combo and the price, interest and desires are created in them which persuade them to purchase the advertised product. The advertiser appeals to the pathos and logos of young people by making use of the phrase “Once off fee only N\$ 449”. In this case, young people are persuaded to pay N\$ 449 at one moment, not on a monthly basis. Another pathos used in this advertisement is “Your prepaid service”. The advertiser has played with the emotions of the customers by making them feel like he/she is talking to them directly.

Furthermore, the TN Mobile advertiser incorporates pathos in advertisement 19. The emotions of the young adults are evoked through the use of different colours and border lines in this advertisement. The borders are used as a frame for this advertisement. A well decorated gift box is used to create desires in customers so that they buy gifts for their moms. The word “mom” is a synonym for mother which is used by young people nowadays. It is used to prompt the young people to associate themselves with the advertiser and leads them into buying gifts for their moms, because moms are special people. The incentives of “500MB” and “10% off cash price” attract the attention of the young people, create desires and persuade them to take action by buying the products. The headings “TO ALL MOMS” and “WITH LOVE” appeal to the emotions and pathos of the young adults. The designer uses the heading “TO ALL MOMS” as a dedication to all the mothers out there and also the phrase “WITH LOVE” to attract their attention and lead them in deciding to purchase the advertised gifts (see advertisement 19).

4.4.3 Logos

Young people are targeted by the advertisers through the use of logic. Sometimes statistics are given to convince them so that they believe what the advertiser has advertised. Logos is not commonly used in the selected advertisements for this study.

The name “Masters of Success” appeals to the logic of the audience, because this means that Monica has become successful in a many ways. She is a businesswoman and the First Lady of the country. Masters of Success can also appeal to the logic of the audience because young people are persuaded to come and attend the event so that they learn more from the one who has a lot of success in life if they want to be successful. The phrase “free entrance” also attracts the attention of the young people and create desires in them and also leads them into taking action by attending the talk show (see advertisement 1). In addition, the sentence “Africans inspiring you” also appeals to the logic of the audience because the man who is used in the picture is an African man and he is well known and he inspires a great number of people (see advertisement 14).

4.5 Non-verbal elements

4.5.1 Slogans

Slogans are important in advertisements. Advertisers use them to remind the audience that the advertised products belong to that particular company. MTC uses its slogan in 13 advertisements. Only 2 advertisements (2, 5) do not use slogans. Slogans in these advertisements are used for identification purposes. On the other hand, TN Mobile uses slogans in 8 advertisements out of 15 for identification purposes. The other 7 advertisements do not have slogans (see advertisements 19, 21, 22, 23, 28, 29 and 30).

These slogans are used to remind young people that the advertised products belongs to the telecommunications providers and this creates trust between the advertiser and the young people.

4.5.2 Company name and logo

In both MTC and TN Mobile advertisements, the advertisers incorporate the company names and logos for identification purpose in all the 30 selected advertisements. The logos and company names are placed anywhere in the advertisement depending on the design of the advertisers.

4.5.3 Headlines

All the 30 selected advertisements have headlines and these headlines depend on what is communicated to the customers. Some headlines are product names and some are notices giving general information to the customers. Most of the headlines are short and attractive. The advertiser uses a headline “TO ALL MOMS WITH LOVE!” to attract the attention of the young people because they are fond of their mothers (see advertisement 19). The advertised products are dedicated to all the moms in the country. Therefore, the customers are persuaded to buy the products for their moms so that they are able to show them how much they love them. In addition to that, there are some examples of headlines that are seen in advertisements like advert 1 “MASTERS OF SUCCESS”, advert 2 “Aweh prime”, advert 5 “awehe gig”, advert 6 “Tickets will be available on the following date:” advert 10 “SAMSUNG J1 ACE” and advert 29 “Free money”.

4.5.3 White space / open space

The white/open space makes it easier for the young people to read through the advertisement. Most MTC advertisements have open space in blue colour which is the main colour of the company. This is done to attract the attention of the young people and also for identification purposes. On the other hand, TN Mobile uses different colours in the open space. Colours like white, grey, purple, orange and other colours are used to attract the young people. Nowadays young people prefer a variety of colours, therefore, TN Mobile tries to meet the desires of the young people (see appendix advert 17, 20, 25, 29).

4.5.4 Contact details

Another common element the advertisers use in the advertisement are their contact details and physical address or website for further information. All the advertisements have contact details, physical address except advertisement 2. Contact details are used in the advertisements to grab the attention of the young people and give them a chance to call for more information. In addition to that, the advertisers have used the physical addresses for the young people to have a chance to visit the shops and see if the products are exactly the same as they are advertised online. Once they confirm they will be prompted to buy the advertised products. Moreover, the websites also give chances to the young people to look for more information before they make a final decision of purchasing product.

4.5.5 Colours

Colours are always attractive and they grab the attention of the customers if they are well combined. All the 30 selected advertisements use different colours to grab the

attention of the young people. However, the commonly used colours are the main colours of the companies like blue, orange, red and white. These colours appear in almost all the advertisements and this is done for identification purposes. Pictures of products are used in many advertisements (see appendix advert 10, 13, 15, 19 and 22). Pictures of products are made attractive so that they draw the attention of the young people and persuade them to purchase the advertised products.

4.5.6 Images

Pictures of young people are used to persuade the young people to purchase the advertised products. However, the advertisers for the two telecommunications providers use pictures of people to capture the attention of young people. A great number of the selected advertisements use pictures of people with happy faces and smiles (see appendix advertisements 1, 2, 5, 7, 14, 16, 18, 20, 21, 23, 24, 25, 26, 28 and 30). In addition, the advertisers also use pictures of products such as phone or internet devices (advert 10, 13, 15, 17, 19, and 22). The brand name “Samsung” is also used to impress the young people since a Samsung brand is trusted by many customers (see also advertisement 30). Moreover, MTC advertisements use images of funky guys with musical instruments to impress the young people because young people are keen to see musical instruments and they enjoy music. Furthermore, TN Mobile goes for laid-back advertisements and the people in the images are calmer than the images of MTC.

4.5.7 Incentives

The young people are impressed by the use of incentives in the advertisements. They are promised to receive incentives once they purchase certain products. The two

telecommunications providers promise young people free airtime and data in most of the advertisements.

CHAPTER 5

DISCUSSIONS, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the conclusions and interpretations drawn from the findings of the data collected. Conclusions about this study are made based on the linguistic-stylistic theory and the three research questions:

1. How do Namibian telecommunications providers use linguistic-stylistic devices in advertising to target young adults?
2. How do Namibian telecommunications providers use rhetorical devices in advertisements when they target young adults?
3. How do the advertisements of these telecommunications providers incorporate non-verbal elements to persuade young adults?

5.2 Discussion

5.2.1 Linguistic-stylistic theory

According to Nnadi (2010), linguistics is based on applying linguistic techniques to a work of art (see 2.2.1). In this case, linguistic techniques are applied to online advertisements. Furthermore, the advertisements were analysed by means of examining how certain features (devices) of the language had been used in the advertisements to achieve a special purpose, which was to target young adults.

5.2.2 Linguistic devices

A great number of linguistic devices are employed in advertisements analysed in this study to target young adults. Vaicenoniene (2006) states that most marketers appeal to the emotions of the audience through extensive use of adjectives (see 2.2.1). Adjectives are commonly incorporated in the 30 selected advertisements for this study because they are used in 27 advertisements to motivate the young adults to purchase the advertised products. Adjectives such as “free” and “new” are often used and they make the advertisements more colourful and convincing (see 4.2.1). The findings of the study conform to the statement made by Vaicenoniene (2006) in Chapter 2 because some of the adjectives used appeal to the emotions of the audience. Thus, one may say that adjectives are frequently used by the telecommunication providers to best target the young adults. According to Vaicenoniene (2006), verbs are used to show the tense and it is the tense that attracts the attention of the audience (see 2.2.1). The advertisers use imperative verbs such as “send”, “buy”, “click”, “visit” and “dial” in the advertisements selected for this study. However, these verbs provoke young adults to take the action of buying what is being advertised. These imperative verbs are frequently used in the advertisements because about 20 advertisements employed more than one imperative verb each. This means that these verbs instruct the young people what to do and they may feel that the advertisers are talking to them directly. Infinitive verbs are also employed in these advertisements to promise the young people specific gifts when they buy certain products (see 4.2.2). Furthermore, most of the selected advertisements conform to what Vaicenoniene (2006) suggested about verbs in 2.2.1. Salda (2009) states that pronouns create a sense of solidarity and inclusiveness between the advertiser and the customer (see 2.2.1). Pronouns are commonly

employed in the selected advertisements to create identity, trust and unity (see 4.2.3). This means that some advertisements in this study have adhered to what Salda (2009) has suggested. In the selected advertisements, pronouns are used to manipulate the young people to identify with the advertisers. However, the most commonly used pronouns are *I*, *you*, *we*, *us*, *your* and *who*. The first and second persons are used in the selected advertisements to create a bond between the advertiser and the young people, and also to make it appear as if the advertiser is talking directly to the targeted people. Furthermore, different types of nouns are employed in the advertisements. They are frequently used to convey special meanings that attract young people to purchase the advertised products. In addition, new nouns are created to target the young people. Some existing words are used to catch the attention of the young people. A good example is of the exclamatory word “aweh” which is used as a name of the advertised product. This word may create comfort in young adults and influence them to purchase the advertised product (see 4.2.4).

Adverbs are frequently used in the selected advertisements to create immediacy (see 4.2.5). The use of adverbs, such as “now”, “weekly”, “daily” and “today”, grab the attention of young people to purchase the advertised products or services. However, some advertisements also entice readers to enter competitions and attend certain events. Adverbs are used minimally in the selected advertisements. One may say that the two telecommunications providers have not used adverbs frequently when targeting the young people.

The researcher came across some emerging themes during data analysis. These emerging themes are short phrases, short sentences, conditionals, run-on sentences,

fragment sentences, contractions and claims (see advertisements 2, 10, 14 and 18). These elements only appear in 4 advertisements out of the 30 selected. However, they are used effectively to target the young people to purchase the advertised products.

5.2.3 Rhetorical devices

The researcher has looked at 17 rhetorical devices in the analysis of data. However, parallelism (see 2.12.2), euphemism (see 2.13.3.1) and fallacies (see 2.13.3.8) are not used in the 30 selected advertisements contrary to expectations. Furthermore, devices such as alliteration, deviation (2.12.2) bribery (see 2.13.6), identification (see 2.13.4), and hyperbole (see 2.13.3.7) and gender consideration (see 2.13.1) are commonly used in the 30 selected advertisements. These devices are frequently used to target young adults to attend events or purchase the advertised products. Alliteration creates rhythm and makes the advertisements look ‘cool’ to the audience (see 4.3.18).

Akhter and Hayat (2012) define language deviation as the use of language without following the usual rules of the language (see 2.12.2). Different types of deviation, such as lexical deviation, grammatical, graphological and phonological deviation, are more frequently used in the 30 selected advertisements by the two telecommunication providers than any other device (see 4.3.2). This conforms to what Akhter and Hayat (2012) have suggested. However, graphological deviation was topping the list in targeting the youth (see 4.3.2.2). TN Mobile used more bribery and alliteration to influence the young people than MTC (see 4.3.17). In addition, devices such as bait and switch (see 2.13.3.10), testimonials (see 2.13.3.9), rhetorical questions (see 2.13.3.5), hypophora (see 2.13.3.6), epizeuxis (2.13.3.4), personification (see 2.13.3.3), metaphors (see 2.13.3.12), similes (see 2.13.3.2) and puns (see 2.13.2.1) are

employed minimally. However, these devices are used in advertisements to make them more persuasive.

5.2.4 Aristotelian proofs and AIDA principles

Aristotelian proofs of persuasion and the AIDA principles are employed in all the advertisements to target the young adults. The two elements intertwined. Wijaya (2012) states that AIDA principle explains how persuasive techniques work, especially in advertising (see 2.2.2). Ethos appears in 16 out of the 30 advertisements when the advertisers make use of pictures of people. It is through the use people's pictures that most of the young adults are persuaded when they identify themselves with the people in the pictures (see 4.4.1). In this case, interest and desire are created in the young adults to identify with the people in the advertisement and lead them to take action by purchasing the products. Ethos is an effective method to prompt a great number of young people through identification (see Appendix advertisements 1 and 14).

Furthermore, pathos is highly employed in the 30 selected advertisements. This is done through the use of different designs, colours and words, such as adjectives, and through the use of status positions, such as that of the First Lady and actors (see Appendix advertisements 1 and 14). This proof is effective since it has to do with the emotions of the audience, who are young people in this case. Young people's attention is grabbed when they read the advertisements and are led into taking actions of purchasing products (see 4.4.2 and 2.2.3). Logos is not frequently used in the 30 selected advertisements since it appears in only a few advertisements, such as 1 and 14. Advertisers appeal to the logic of the audience to convince them about the advertised product.

5.2.5 Non-verbal elements of advertisements

The two telecommunications providers employ elements such as slogans, company names and logos, in many advertisements. These elements are used for identification purposes (see 4.5.1 and 4.5.2). They show that those advertisements belong to MTC or TN Mobile. Furthermore, all the 30 selected advertisements have headlines and sub-headlines designed to grab the attention of young people. Salomo (2015) states that “headlines mostly give an outline of a problem, a need, using questions and commands in direct address to consumer”. Most of the headlines conform to Salomo’s statement. Moreover, Lazovic (2014) states that headlines are characterised by capitalisation, a combination of different letters, fonts, colours and sizes to produce association (see 2.11.3). Most of the headings in the selected advertisements also conform to his statement.

Open space draws attention, because most young people do not like to read longer pieces. A great number of advertisements use open space which is either in white or in any other colour that attracts the attention of young people (see 4.5.3). Furthermore, advertisers use a great number of images to influence the decisions of the young people regarding the advertised products. Advertisements 1, 2, 5, 7, 14, 16, 18, 20, 21, 23, 24, 25, 26, 28 and 30 incorporate pictures of people. Most of the young people usually associate themselves with these people in the pictures. In addition, the advertisers use pictures of products to illustrate what is available in the advertisements. Advertisers use pictures of products such as phones or internet devices (advert 10, 13, 15, 17, 19, and 22) to make the young people aware of the advertised products (see 4.5.6). Although 21 advertisements employ images, 9 advertisements do not incorporate images but only body copy. The brand name “Samsung” is also used to attract the

young people since the Samsung brand is trusted by many customers (see advertisement 30). The use of incentives is commonly employed in a great number of advertisements. Young people usually like free gifts. Therefore, this element is commonly used in the selected advertisements. All 30 advertisements incorporate body copy to accompany other elements so that the advertisements become attractive to young people.

Colours and contact details are recurring themes regarding non-verbal elements. Colours used are attractive and usually create desires in the young people (see 4.5.4 and 4.5.5). They are frequently used in the advertisements. Contact details attract the attention of the audience too, because they prompt them to call or visit the shops to find more information about the advertised products. Contact details are divided into physical addresses, websites and telephone numbers. They are used in all the 30 selected advertisements for this study.

5.3 Conclusions

This study aimed to analyse the English language used by MTC and TN Mobile in their advertisements in order to attract young customers. The language used is well designed to target young adults. The conclusion drawn from the data is that the two telecommunications providers commonly use linguistic devices, such as adjectives, imperative verbs, pronouns and compound nouns, to motivate young people to buy the advertised products. In addition, the researcher expected the advertisers of the two telecommunications providers to use all the parts of speech when targeting the young people, but parts of speech such as adverbs, prepositions, interjections and conjunctions, were not frequently used in the selected advertisements.

Rhetorical devices were also explored and the researcher found that alliteration, deviation, bribery, identification, hyperbole and gender consideration were commonly used in the advertisements of the two telecommunications providers. On that note, deviation, hyperbole and bribery are more commonly used by TN Mobile in comparison to MTC. In addition, it could be interesting to know if the advertisers of the two telecommunications providers could use parallelism, euphemism, fallacies and scare tactics to persuade the young people. These devices are crucial in persuasive language because they help the audience to remember the advertisements.

The AIDA principle and the Aristotle proofs of persuasion are highly employed in the advertisements. However, logos are used minimally. It could be important if the advertisers could use logos in more advertisements because most young people believe in statistics and proofs.

Advertisers have chosen non-verbal elements carefully to persuade the young people. The non-verbal elements most commonly used are colours, pictures, contact details, heading, body copy and open space. These elements are frequently used to make the advertisements attractive and persuasive. MTC appears to prefer using the company colours (corporate colours), such as blue and white, while TN Mobile appears to prefer using different colours. MTC maybe uses these colours for identification purposes while TN Mobile uses a great variety of colours to attract young people. Colours shout at the audience. Therefore, they might be attracted by different colours. In addition, the two telecommunication providers use pictures of products and people. MTC is associated with influential people, such as First Lady, Monica Geingos. However, MTC also uses trendy advertisements with funky people or people who are having fun,

holding musical instruments, such as a piano, microphone and trumpet. TN Mobile uses more laid-back advertisements where their people appear to be more sedate than MTC. These differences between the two telecommunications providers, leads one to the conclusion that the two companies target different groups of young adults.

The findings also reveal that the advertisements, especially those that are placed on the websites, are almost the same as print advertisements. Only a few advertisements are given sounds and animation when placed online. The conclusion is also drawn that the advertisers for the two telecommunications providers prefer to use social media sites such as Facebook and websites to target the youth. Formats of online advertisements, such as sponsorship, keywords linking, pop-up advertising and banners, can also be used by the two telecommunications providers but for the purpose of this study the researcher used the available advertisements from the social sites, such as Facebook and websites.

5.4 Recommendations

Research in the field of advertisement in Namibia is not carried out frequently. However, a comparative study of the telecommunications providers and other companies on how to advertise their products targeting young adults online can be carried out to explore this field. Another recommendation is to conduct a study of how sound, animation and movement impact advertisements. Furthermore, a similar study can be carried out to include the opinions of young people on how they view the advertisements by MTC and TN Mobile.

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Appendix:

Advertisement 1. MTC

The advertisement features a portrait of Mrs. Monica Geinges, the First Lady, on the left. She is wearing a white jacket and a pearl necklace. To her right is a graphic of two overlapping speech bubbles, one pink and one blue, containing the text 'mic MASTERS OF SUCCESS'. Below this is the hashtag '#MTCGETINSPIRED' and the slogan 'Africans inspiring you'. The main title of the event is 'I am Monica' Mrs. Monica Geinges - First Lady. The event details are: National Theatre of Namibia, 30 June 2015, 18:30 for 19:00, with free entrance. Tickets are available at NTN Theatre. Logos for Sun, NBC, and NTN are at the bottom. A small vertical photo credit 'Photo: Gert van der Merwe' is on the right edge.

Photo: Gert van der Merwe

make the connection
mic
MASTERS OF SUCCESS
#MTCGETINSPIRED

Africans inspiring you

'I am Monica'
Mrs. Monica Geinges - First Lady

Get inspired by Mrs. **Monica Geinges** this month at
MTC Masters of Success talk show:

National Theatre of Namibia
30 June 2015
18:30 for 19:00
Free entrance
Tickets available at NTN Theatre

SUN **nbc** **NTN**

Advertisement 2. MTC



aweh
Prime

I'm a lover of conversation.
A connector and storyteller. I'm up
for discussion, verbal percussion and
debate.

I'm all set to chat any time, day or night.
I was Aweh Aweh now
I'm Aweh prime

The advertisement features a man wearing a black fedora, a blue patterned shirt, a dark vest, and blue jeans, smiling as he plays a white and blue MTC keyboard on a black stand. The background is a bright blue sky with white clouds. The logo 'aweh Prime' is prominently displayed in the upper left, with 'aweh' in white on a red background and 'Prime' in blue script. Text on the left side describes the man as a conversationalist and storyteller, and mentions 'I was Aweh Aweh now' and 'I'm Aweh prime'.

Advertisement 3. MTC

Win
N\$ **10,000**
daily

aweH
competition

SMS "Aweh" to **10000** to receive the question

- Answer the easy question about Aweh and stand a chance to win N\$10,000 daily!
- The more you know about Aweh the better your chance to win. Now that's Aweh!

N\$3 per SMS.
Competition runs from 1-31 July 2015.

Visit mtc.com.na for more information.
Terms and conditions apply.

make the connection
mtc

Advertisement 4. MTC



Advertisement 5. MTC



aweH
Gig

I'm a virtual artist who never sleeps.

I'm the "i like it, tweet it, @you, @me, share a #selfie" kind of hipster. I speak in pictures, symbols and codes.

I'm large in terms of followers, friends and retweets. #cantfeelmythumb.
I'm Aweh Gig

Advertisement 6. MTC

**Tickets will be available
on the following date:**

DATE: 20 October 2015
TIME: 08:00 am
PRICE: Free
Venue: NTN Box office

PLEASE NOTE

- Tickets are free but limited.
- Tickets will be given on a first come first served basis.
- Only TND tickets per person.
- Kindly return the tickets if you decide not to come.

**MASTERS
OF SUCCESS**

Advertisement 7. MTC



Aweh
O-Yeah

Choose what you like and what to pay. For your free minutes sms's & data, use the slider and create your own package.

Download the new MTC App from MTC website or your app store and register for Aweh O-Yeah.

 www.mtc.com.na

Advertisement 8. MTC

Are your videos
playing automatically
when browsing
your Facebook wall?
WANNA MAKE IT STOP?

STEPS FOR BROWSER:

- From the top right of Facebook,
click and select **Settings**.
- Click **Videos** in the left menu.
- Click the dropdown menu next
to *Auto-play Videos* and select **Off**.

Make the connection
mic

Advertisement 9. MTC

New NetMan Postpaid Packages

20GB

Turbo Boost
N\$161*

N\$549^{p/m}

Dial ***682#** or send a blank SMS to **147** to buy your Turbo Boost Bundle.

*Promotional offer valid from 1 October to 30 December 2015.
T's & C's apply.

The **Fastest** internet in Namibia www.netman.com.na

Advertisement 10. MTC



Celebrate
beautiful deal

SAMSUNG J1 ACE

- 5MP Camera
- Android 4.4
- WiFi

N\$ 1699

+1699MB FREE

Available at a MobileHome or an MTC Dealer near you. While stocks last. Terms and Conditions apply.

make the connection
mic

Advertisement 11. MTC

NOTICE

MTC Prepaid Products.

Make sure to only pay the authorised retail price for Recharge Vouchers and Starter Packs at any outlet countrywide.

If this is not the case, send an SMS to **2020** with the retail outlet name and town.

make the connection
mTC

Advertisement 12. MTC



Advertisement 13. MTC

Music
to your ears

Buy the Huawei P8 and get a free
Huawei bluetooth speaker.

Cash **N\$ 7999**

Also available on
Select Packages.

FREE

White stocks last.
Terms & conditions apply.

make the connection
mtc

Advertisement 14. MTC



The advertisement features a black and white photograph of Nkem Owoh, an actor, wearing a traditional beaded patterned shirt and a grey cap. He is smiling and looking towards the camera. The background is white with colorful abstract shapes in red, yellow, green, and blue. The MTC logo is at the top right, consisting of two overlapping speech bubbles, one red and one blue, with the text 'mic' in a script font above them. Below the logo, the text 'MASTERS OF SUCCESS' is written in bold, uppercase letters. Underneath that, the hashtag '#MTCGETINSPIRED' is displayed. The main headline reads 'Africans inspiring you' in a bold, blue font. Below the headline, a quote in green text says: 'I am the comedian who flew to England in a container.' The name 'Nkem Owoh - Actor' is listed below the quote. Further down, the text 'Get inspired by Nkem Owoh this month at MTC Masters of Success talk show:' is written. The event details are: 'NTN Theatre', '25 March 2015', and '18:30'. The text 'Free entrance' is highlighted in blue, followed by 'Tickets available at NTN Theatre'. At the bottom, there are logos for SON, nbc, and NTN.

mic
MASTERS OF SUCCESS
#MTCGETINSPIRED

Africans inspiring you

'I am the comedian who flew to England in a container.'

Nkem Owoh - Actor

Get inspired by **Nkem Owoh** this month at
MTC Masters of Success talk show:

NTN Theatre
25 March 2015
18:30

Free entrance
Tickets available at NTN Theatre

SON nbc NTN

Advertisement 15. MTC

SPECIALS
TOURISM EXPO 2015

SAMSUNG
J1 *plus* **FREE** selfie stick

- Android
- 5MP Camera
- WiFi & Hotspot

N\$ 1599

make the connection
mic

All phones include a free Tango SIM Starterpack. While stocks last. Terms and conditions apply.

Advertisement 16. TN Mobile

TalkInternational

ShareTalk

Sign up for our TalkInternational, and get reduced call charges to selected international destinations. This package is perfect for residential customers who make calls overseas frequently. Simply visit us at the Windhoek show and get your package now!

Visit your nearest Teleshop. Call us Toll Free on 1100 or SMS TalkInternational to 060123.

Terms and Conditions Apply

sharing your world **telecom** namibia

The advertisement features a woman in a purple top smiling while holding a red telephone receiver to her ear. The background is a purple gradient with a white line-art cityscape. A large, semi-transparent orange and red graphic element contains the 'ShareTalk' text and promotional details. The Telecom Namibia logo is in the bottom right corner.

Advertisement 17. TN Mobile

Web2SMS/Outlook2SMS

Outlook2SMS

- Send messages from your Microsoft Outlook program to any mobile number
- Receive responses from SMS as emails
- Also automatically set it up to receive reminders for appointments from your Outlook program on your mobile as SMS

Web2SMS

- Send messages to one or multiple cellphone numbers at once from the Telecom website
- Receive responses as messages in your account's inbox on the website

Share Messages

Multiple ways to get in touch with your customers and friends in a fast, convenient and quick way.

Please visit your nearest teleshop, call us now toll free on 1100 or SMS "Web2SMS" or "Outlook2SMS" to 060123. Terms and conditions apply.

telecom namibia

Advertisement 18. TN Mobile

ShareTalk
Sign up for a Telecom TalkNet package today and get all these unbelievable benefits from as little as **N\$169 per month**.

Free Unlimited Calls
On-net calls during:
Weekdays: 7pm to 7am,
Weekends: All hours
Public Holidays: All hours

Free 50 minutes
Anytime fixed to mobile calls

Free Line Rental

FREE GIGASET A120

TalkNet Plus package also available with so much more benefits

N\$ 99 activation fee

For more information please visit your nearest TeleShop. Call us now toll free on 1100 or SMS "TalkNet" to 090123.

telecom namibia

*Terms and Conditions Apply

Advertisement 19. TN Mobile

tn mobile

TO ALL MOMS WITH LOVE!

Apple iPhone 5c 16GB
N\$7551.00 Vat incl.
500MB free until Mothers Day 2015
Also available on contract. While stocks last.

10% OFF CASH PRICE MOTHER'S DAY SPECIAL

Model	Price
Nokia Asha 206 Dual	N\$733.00
Nokia Asha 208 Dual	N\$819.00
BlackBerry Z30	N\$6 267.00
Sony Xperia Z	N\$5 669.00

Find us on: www.telecom.na
Customer Care Line: 085 120 www.24hoursupport.na

Powered by: **telecom namibia**

Advertisement 20. TN Mobile

BFF
Best Friends Forever!

Make free unlimited On-net calls to your favourite Fixed-Line numbers Once-off Activation fee of N\$ 13.75 on all packages

BFF Package 1	
Monthly Rental	N\$ 29.00
Fixed-Line Numbers	2
On-net Mobile Numbers	N/A
Off-net Mobile Numbers	N/A

BFF Package 2	
Monthly Rental	N\$ 40.00
Fixed-Line Numbers	1
On-net Mobile Numbers	1
Off-net Mobile Numbers	100 min/pm

*Terms and Conditions apply

shaping your world **telecom** namibia

Advertisement 21. TN Mobile

tn mobile

GET UNLIMITED DATA ON TN MOBILE PREPAID

NO CONTRACTS

Weekly Unlimited Prepaid Data
Fast and Unlimited internet access for 1 week (7 days).
Only **N\$299** per week
Dial *130*299# to register on O85.

Monthly Unlimited Prepaid Data
Fast and Unlimited internet access for 1 month (30 days).
Only **N\$998** per month
Dial *130*998# to register on O85.

Take advantage of this promotion before 27 August 2015

Find us on:
Customer Care Line: 085 120 www.telecom.na
South & NorthWest Area

Powered by: **telecom namibia**

Advertisement 22. TN Mobile

tn mobile

SOMETHING SPECIAL FOR TWO THIS VALENTINE'S DAY

N\$929
For two Nokia 1085
Two starter packs
N\$100 airtime each

Additional FREE GIFT Included

Find us on:
Customer Care Line: 085 120 www.telecom.na
Terms & Conditions Apply

Powered by: **telecom** namibia

Advertisement 23. TN Mobile

tn mobile

JIVA PLUS

for only **N\$30**

To register dial *130*777#
valid for 7 days

- 1GB FREE DATA
- 100 FREE MINUTES
- 700 FREE SMS's
- 500MB FREE FOR WHATSAPP ONLY

Send text messages

Send videos

Share pictures

More text messages

500MB FREE Whatsapp
Now that's what's up!

Customer Care 084 122 122

T & C apply

Telecel

Advertisement 24. TN Mobile

CallMakerSpecial

Apply for CallMaker
Now for **ONLY N\$249**
and get **ONE**
of these
PHONES FREE

Including **N\$100**
Free airtime
Offer available
while stocks last.

Share Connection
CallMaker. Your prepaid
homophone service

- No ITC credit check
- No monthly bills
- No monthly rental charge
- Reliable network
- Free phone
- Free Airtime
- Installation included

Visit your nearest Teleshop. Call us Toll Free
on 1100 or SMS CallMaker to 060123.

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sharing your world **telecom**
namibia

Advertisement 25. TN Mobile

speedlink
Home | Festive Specials

speedlink
1 Mbps
FOR ONLY **N\$ 549**

Introducing
New speedlink
Festive Season
Packages

3 Mbps
FOR ONLY **N\$ 1 099**

4 Mbps
FOR ONLY **N\$ 1 399**

ShareUnlimited
InternetAccess

Lightning fast internet for your Home!

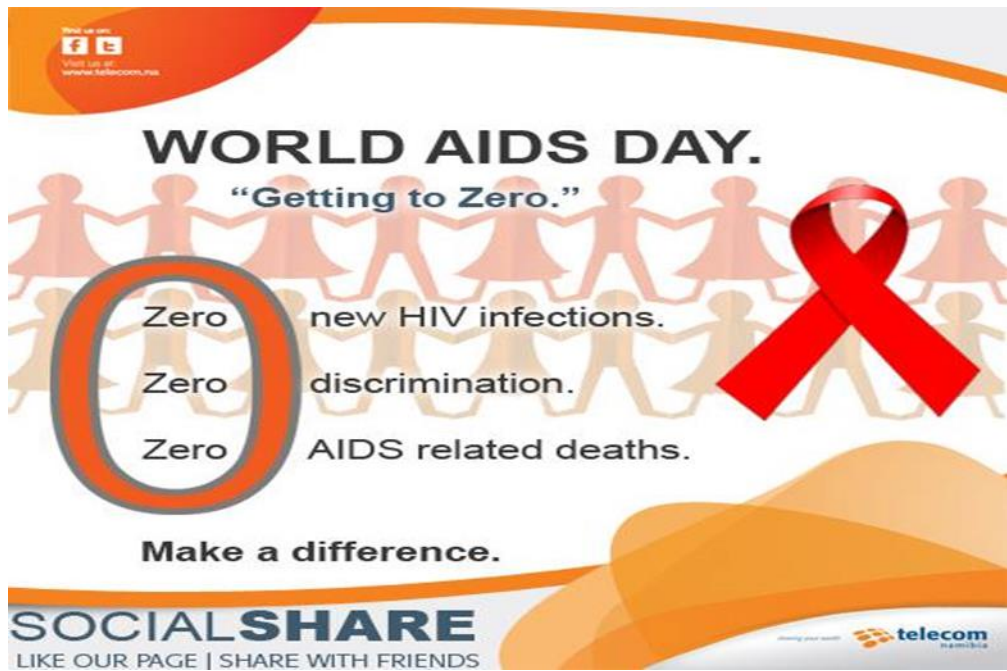
Enjoy free Wi-Fi internet access and **UNLIMITED** DOWNLOADS. Packages include free email address, free fax2email numbers, and much more! at a flat rate. Visit your nearest teleshop or call us toll free on 1100 or SMS Speedlink festive to 060123

Exciting Festive Specials

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Advertisement 27. TN Mobile



Think or scan
fb Visit us at
www.telecom.na

WORLD AIDS DAY.

“Getting to Zero.”

Zero new HIV infections.
Zero discrimination.
Zero AIDS related deaths.

Make a difference.

SOCIALSHARE
LIKE OUR PAGE | SHARE WITH FRIENDS

telecom namibia

Advertisement 28. TN Mobile

The advertisement features a woman in a grey business suit pulling a large orange tag labeled 'N\$10 FOR 20 Days' from a laptop screen. The laptop screen also displays a hand holding a smartphone with various social media icons floating around it. The background is a clean, white studio setting.

tn mobile

TAKE BACK THE NIGHT!

Simply dial *130*1# to subscribe and surf the internet between midnight and 6AM.

NIGHT SURFER

FOR UNLIMITED STREAMING & DOWNLOADS.

Find us on:   Customer Care Line: 085 120 www.telecom.na

Powered by: 

Advertisement 29. TN Mobile

tn mobile

FREE MONEY\$

MAKE EVERY RECHARGE COUNT TWICE

RECHARGE WITH ANY AMOUNT TODAY AND DOUBLE YOUR MONEY\$

Your FREE MONEY\$ will be valid until June 30th!
Use your FREE MONEY\$ for Voice calls, SMSs and Data for the internet.

Find us on:  

Customer Care Line: 085 120 www.telecom.na

Powered by: 

Advertisement 30. TN Mobile

tn mobile

Customer Care Line: 085 120 www.telecom.na
Terms & Conditions Apply

4G LTE on the go with
O85 POCKET Wi-Fi
use up to ten devices at once, anywhere!

N\$499
per month (x24)
4G Pocket Wi-Fi router, 4G SIM
10GB + Double Up 10GB FREE
Get your pocket Wi-Fi at your nearest Teleshop.