

**A STYLISTIC ANALYSIS OF LANGUAGE OF ADVERTISING BY  
GSM NETWORK PROVIDERS IN NIGERIAN NEWSPAPERS**

**BY**

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## CERTIFICATION

This is to certify that this project was carried out and written by ABATTA, ABIMBOLA FLORENCE with Matric No.ENG/13/1236 under the supervision of Dr. Wasiu Ademola Oyedokun-Alli and approved for submission to the Department of English and Literary Studies, Faculty of Arts, in partial fulfillment of the requirements of the award of Bachelor of Arts in English and Literary Studies, Federal University, Oye-Ekiti, Ekiti State, Nigeria.

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## **DEDICATION**

This research work is dedicated to the most important people in my life, my late dad, mum and siblings and to all language scholars.

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When I reflect upon my life as an undergraduate, I cannot but express my gratitude to everyone who supported me throughout my undergraduate days. First and foremost, my sincere gratitude goes to Almighty God, who has been my father, pillar, strength and hope. My gratitude also goes to my mum for her unwavering support, motivation and encouragement throughout my undergraduate days. Extra special thanks also goes to my wonderful siblings (Adeola and Rachel Abatta), they have really been the most amazing sisters. I would also like to thank my supervisor Dr. Wasiu Ademola Oyedokun-Alli for his dedication, guidance and support during this study. Special appreciation to my wonderful school family- Elder Abatan & family; Oladele Grace (school sister); school brothers (Ajayi Kunle, Obakunle Love, Ayoade Ben and Adeniran Joy), and TACSFON Oye-Ekiti chapter for their spiritual and emotional support even when I wanted to give up. My list would be incomplete if I fail to mention my best friends, Adeshote Mercilina and Olokunlade Jadesola for being there to teach me how to really value friendship. In addition, I would also like to appreciate all the lecturers who have positively and greatly contributed to who I am today. My gratitude also goes to my classmates for their direct and indirect support. An exceptional appreciation goes to Owoyomi Pelumi my unwanted friend and brother for his support and aid throughout this research. Finally, I would like to thank all my relatives and friends for their prayers, encouragement and support all through my undergraduate days.

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## ABSTRACT

*Advertising is a distinct form of communication and the language used for communicating adverts is distinctive and alluring. Advertising as a form of communication requires a lot of imagination, creativity and logical thinking for it to be effective and successful. The aim of this study is to analyse how GSM network providers employ stylistic features in advertising to the target audience. The study explores non-verbal elements such as slogan, colours, logo, celebrity endorsements, pictures, social media sites, contact details that were used by GSM network providers in their advertisements. The research also investigates stylistic features such as: graphology, foregrounding, lexico-semantics, syntactic, phonological and devices such as imperative verbs, positive adjectives, nouns, adverbs and personal pronouns, personifications in the four major GSM network providers in Nigeria. The research revealed that persuasive elements are eminent in advertising language. The findings of this study contribute to the field of research into or in advertising as it examined language, stylistic features and the effects of GSM network providers' advertising on the target audience.*

**KEYWORDS:** *Advertising, Language, Communication, GSM Network Providers, Stylistics, Newspapers.*

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

This chapter gives background information on the focus of this research work. This chapter concentrates on: definition of communication, advertising as a form of communication, telecommunication in Nigeria, media of communication and types of communication media in Nigeria. This chapter further introduces the aim and objectives of the study, statement of research problem, scope, significance of the study, research methodology and theoretical framework.

### **1.1 BACKGROUND TO THE STUDY**

Communication is an important aspect of the society. It is believed to be the life blood of human existence. It involves the interaction between two or more people and in some cases it involves one person (intrapersonal communication). Communication, especially modern means of communication has turned the world into a global village because in these modern times, an individual can communicate with another person with ease regardless of distance. Merriam-webster.com/dictionary defines communication as a process by which information is exchanged between individuals through a common system of symbols, signs and behavior. From this definition, it can be deduced that there are certain tools, mediums or means that enable communication to take place. These means could be verbal, written or non-verbal and they could be traditional or modern.

The two broad media of communication are verbal and non-verbal. Verbal communication involves communication through words and it could either be oral or written. Oral communication means transmission of messages through spoken words which could be

face-to-face or take place telephones, videoconferences, radio or television. Written communication conveys messages in writing through channels such

as: brochures, magazines, newspapers, flyers, internet, e-mails, journals, memos, articles, billboards, postcards etc. Non-verbal communication on the other hand is a form of communication that takes the following forms: body language (facial expression, posture, eye movement, gesture etc.), paralanguage means 'like language'. Suffice it to say that words convey meaning through paralanguage. It takes place through tone and pitch of voice. Another form of non-verbal communication is the use of sign language which involves visual signs and audio signs. Visual signs communicate through: carvings, pictures, drawing, paintings, maps, diagram, colours, posters, charts, graphs, slides etc. while audio signs convey messages through means such as: alarm clocks, siren, bells, ambulance etc. Non-verbal communication supports the notion that human beings do not communicate through words alone.

Language, whether verbal, written or non-verbal plays a vital role in communication. According to Sapir (1921:8), Language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols. Since communication is an act of transmitting or conveying ideas, thoughts or messages, it can be deduced that advertising is a form of communication. As language plays a key role in communication, so is language of paramount importance in advertising. Advertising is a form of communication because it involves the sender (advertiser), the message (the advertisement itself) and the receiver (the target audience). The advertiser uses persuasive and creative language to draw the attention of his audience.

Advertising is an audio or visual form of marketing communication that employs certain creative techniques or methods to 'promote' or 'sell' products and services (source: <https://en.m.wikipedia.org/wiki/Advertising>). In advertising, the choice of language varieties influences how advertisements are structured and conveyed to the audience. Okpaleke (1992:21) in Ezejideaku&Ugwu (2010) opines that the language

of advertising must be informative, instructive, distinctive, alluring and persuasive. Language has a strong influence over people and their behaviour. The language of advertising is usually positive and it emphasizes why a product stands out in comparison with another. Advertising is a form of communication and it persuades us with the aim of influencing our decision towards acquiring a particular product. The advertiser's choice of language to positively influence the attitude of the audience is very essential. Advertisement is communicated through various means such as: television, radio, magazines, e-mails, bill-boards, internet, flyers, posters, newspapers etc.

According to Leech (1966:25) in Ezejideaku&Ugwu (2010), the four characteristics of successful advertising are: attention value, readability, memorability and selling power. By attention value, this means that it must provoke the consumer's attention and curiosity. Readability of advertising means that the message must be easily grasped and assimilated. Memorability involves the features in advertising such as: brand names, slogans that make it to be memorable and easily remembered while selling power refers to grammatical features such as imperative clauses that make advertising saleable. From the foregoing, Advertising as a form of communication requires a lot of imagination, creativity and logical thinking for it to be successful and effective.

## **1.2 AIM AND OBJECTIVES**

The aim of this essay is to carefully examine the language features of network providers in the process of advertising their products. To achieve this aim, this research work would be hinged upon the following objectives.

(i) The choice of language used in advertising

(ii) The effects of the choice on the target audience

(iii) To examine the stylistic features of GSM network providers' newspapers advertisements.

### **1.3 RESEARCH QUESTIONS**

(i) What is the choice of language used in advertising?

(ii) What are the effects of the choice on the target audience?

(iii) What are the stylistic features of GSM network providers' newspapers advertisements?

### **1.4 STATEMENT OF RESEARCH PROBLEM**

Communication is an integral part of the society and since advertising is a form of communication, the domain of advertising is a domain where diverse researches have been carried out. Several scholarly researches have been carried out on the area of advertising language, forms of advertising and so on. For instance, Adegoju (2014) examined the verbal and visual signifiers in some GSM advertisements in Nigeria, Ezejideaku and Ugwu (2010) examine the linguistics of Newspaper advertng in Nigeria, Kannan and Tyagi (2013) also investigated the use of language in advertisements, Kadry (2015) explored the creative concept and its role in advertising design and even a stylistic analysis of English online advertisements by telecommunication providers has been carried out by Haulofu (2017). This

research work seeks to carry out a stylistic analysis of the language of advertisement of GSM network providers in selected Nigerian newspapers. This research work would focus on the four major GSM network providers in Nigeria: Mtn, Glo, Etisalat and Airtel.

### **1.5 SIGNIFICANCE OF THE STUDY**

This research work would be of immense value to those who have particular interests in Stylistics and mode of advertisement. Though diverse researches have been carried out on different modes of advertisements, this work is specific in that it focuses on the

advertisements of network providers. This present study would focus on four major GSM network providers in Nigeria. It would serve as a referential source for any scholarly research to be carried out in areas similar to the focus of this research work.

### **1.6 SCOPE AND DELIMITATION OF THE STUDY**

As highlighted earlier, there are numerous channels or means of advertisements such as television, radio, magazines, internet, newspapers, telephones, handbills etc. it would be impossible to use all these channels as primary source for the advertisements to be used for this project within the given time. To be able to complete this project in time, the primary source of data would be newspapers. This work would carry out both linguistic and literary stylistic analysis and different levels of stylistic analysis such as: graphology, syntax, phonology, lexico-semantics, references, cohesion, foregrounding, and deviation.

### **1.7 RESEARCH METHODOLOGY**

This study is structured within the methodological framework of stylistics. The sampling technique adopted for this research is the purposive sampling technique which is a deliberate

selection of data sources to cater for the requirements of the research. Hence, this research work would examine the four major GSM service providers in Nigeria which are Mtn, Glo, Airtel and Etisalat. Three newspapers advertisements on each GSM service provider would be selected, making a total of twelve sources of data for analysis.

## **1.8 THEORETICAL FRAMEWORK**

The essence of the theoretical framework in research writing is to backup the research work with theories that are appropriate to the study in order maintain the relevance of the study to scholarship. The theory to be used for the study is Halliday's Systemic

Functional Linguistics (SFL) which is a theory of language that centers on the view of language function

## **1.9 CONCLUSION**

This chapter has provided a general introduction into the concerns and focus of this study. It lays a foundation for identifying the progression of the study.



## **CHAPTER TWO**

### **LITERATURE REVIEW AND THEORETICAL FRAMEWORK**

#### **2.1 INTRODUCTION**

Having presented a general introduction to the study in the previous chapter, this chapter would focus on the review of related literature on this particular study. Studies which are based on advertising language, advertising as a form of communication, telecommunication in Nigeria, GSM service providers in Nigeria and levels of stylistic analysis would be reviewed in this chapter. Apart from that, the theoretical framework that is relevant to this study would be discussed in this chapter.

#### **2.2 DEFINITION OF KEYWORDS**

**Advertising:** This is a form of communication that employs persuasive language in order to induce the audience's behaviour into taking a positive action towards advertised products or services.

**Language:** This is a vehicle, medium or means that enables communication to take place.

**Communication:** This is the process of exchanging information, messages, and ideas between individuals. It is considered to be an integral part of the society.

**Telecommunication:** These are devices and systems that transmit electronic signals across long distance and enable people around the world to communicate and access information easily.

**GSM service providers:** GSM means Global system Mobile and GSM service providers are telecommunication officials who are responsible for

**Stylistics:** It is the linguistic study of style in texts. It studies features of texts such as grammar, phonology, graphology, cohesion, literary devices, and figuration and so on.

**Newspapers:** These are forms of print media usually published weekly or daily and which contain different news, articles and editorials and so on.

### **2.3 ADVERTISING AS A FORM OF COMMUNICATION**

Advertising is derived from the Latin word 'advertere' which means "to direct attention towards something". Advertising is a form of register in that it has its unique style, distinct language and mode of expression. According to Oxford dictionary, to advertise is to present or describe a product, service or event in the media in order to increase sales. Citing

(Boove 1992:7) in Taflinger, “Advertising is the non personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media”. From the above definitions, it can be construed or explained that advertising involves notifying, calling or drawing attention to or communicating products, services or ideas. Cook, Guy. (2008) affirms that advertising’s creative use of language makes it a rich domain for language and discourse analysis. Relating this assertion to the given definitions of advertising, advertising and language are interwoven.

Suffice it to say that advertising is a form of communication used to influence individual towards acquiring products and services. For any communicative event to take place there must be a language which could be verbal, written or non-verbal and the purpose of this language is to influence people and their behaviour. To support this fact, Oyedokun-Alli in *A Linguistic Exploration of Propaganda in Advertising in Nigeria* (2013:63) asserts that “language is man’s major means of communication and social intercourse. It is also used to influence the behavioural patterns of others”. It is a natural instinct that advertising must be communicated in a language which is comfortable to the audience and influences them in a positive manner.

Advertising often attempts to persuade potential customers to purchase or to consume a particular brand of product or service. According to Vestergaard and Schroder in Lapsanka (2006), communication involves six types of language function which are: expressive, directive, informational, contextual, poetic and interactional. The expressive function focuses on the addresser's feelings and wishes, directive influences the addresser's actions, beliefs or emotions, informational function deals with meaning, contextual and poetic functions are also associated with meaning (poetic uses poetic devices) while the interactions function of

language is mostly associated with advertising. This is so because it is used to express, terminate and maintain contact between the addresser and the addressee (Wejher, 2015).

Language has a powerful influence over people and their behaviour. The choice of language to convey messages with the intention of influencing people is paramount to advertising. Kannan and Tyagi (2013) highlight that the language of advertising is normally very positive and this helps to emphasize why a particular product stands out in comparison with another. In their work, they highlighted the features of advertising language such as: hyperbole, neologisms, long noun phrases, short sentences, ambiguity, and weasel words, the use of imperatives, euphemisms, colloquial language, syntactic parallelism, and glamourisation and so on. Advertisement must catch the attention of the reader or audience and identify the product. To achieve this effect, uncommon, surprising, interesting and fascinating texts with 'catchy' phrases or slogans are created.

According to Kenechukwu et al (2013), the language of persuasion is very important for a successful advertising campaign. Persuasion is the act of causing people to do or believe something. Persuasion means to induce people to take a desired action towards something. This persuasive language plays a key role in advertising because the main purpose of advertising is to induce the audience into taking a positive attitude

towards a product or service. Nweke(2001), cited in Asemah (2012) says Persuasion is a systematic and skillful method of creating awareness aimed at changing or strengthening opinions, attitudes, beliefs or values for a more positive outcome. Kruti and Alan (2009) explain that persuasive effect of advertising message is governed not only by what is said but also by how it is said. Persuasive advertising seeks to entice the audience into purchasing goods and services by appealing to their emotions and general sensibilities.

This view is further corroborated by Seiter (2010:33) in Jafari and Mahadi (2014), “persuasion is an umbrella term of “influence”; in the sense that persuasion can effort to influence an individual’s beliefs, attitudes, intentions, motivations, or behaviours”. Persuasion is aimed at changing an individual’s attitude or behaviour towards some event, idea, object or other person(s), by using written or spoken words to convey information, feelings, or reasoning.... It is a known fact that advertisements are perfect examples of persuasive texts because the aim of advertising is to influence the behaviours and attitudes of the audience towards a particular product or service through the creative use of persuasive language in advertisements. Jafari and Mahadi (2014) highlight that the text of advertisement must accomplish these tasks: to attract reader’s attention; to appeal to the reader; to generate desire for the product; and to arouse action. With this in mind, several persuasive means are utilized in advertisements by advertisers.

According to Kadry (2015), creativity is the soul of advertising; it is what gives life to advertising. Since creativity involves the ability to create, invent or produce something new or original, advertising tends to use creative means in words, images, colour, and so on in order to achieve the purpose of advertising. Citing Leech (1972:25) in Lapsanka (2006) affirms that the language of advertising belongs to "loaded language". This loaded language has the aim of changing the will, opinions or attitudes

of the audience. Leech (1966) in Vasilola identifies four major characteristics of advertising. They are: attention value, readability (simple, personal and colloquial style), memorability and selling power. It was observed by Lapsanka (2006) that the informal style of advertising language predominates over the formal style. Apart from that, another study by Robert (2013) has revealed that advertisers often use figurative expressions, simple diction – because it is

audience-driven, proper names to showcase the name behind the product and emotive expression to compel consumers to choose a particular product instead of others

According to Karlsson (2015), the primary parts of the process of persuasion are comprehension and acceptance. In his research, it was shown that viewer can be guided through comprehension and acceptance of the message by the usage of exophoric references and secondary participants. The advertisers try to impose their own concern on the viewer by creating an imagined interpersonal relationship with the viewer. From the above explanation, it can be inferred that advertising is a form of interpersonal communication. Although it is not a face-to-face kind of communication, it is believed it involves at least two people, the sender (the advertiser) and the receiver (audience). Generally, communication is the act of transmitting information from an encoder to the decoder. Merriam-Webster's dictionary defines communication as the act of using words, sounds, signs, or behaviours to exchange information or to express ideas, thoughts, feelings and so on.

## **2.4 CLASSIFICATION OF ADVERTISING**

Advertising according to (source: <http://www.managementstudyguide.com>) is classified into five parts which are: print, broadcast, outdoor, covert and public service advertising. In addition, advertising information or messages are communicated to the target audience through various media such as: print media, electronic media, and outdoor media and so on.

- (i) Print advertising: this form of advertising is communicated through the print media which are physical printed materials such as newspapers, brochures, magazines and so on.

- (ii) Broadcast advertising makes use of electronic media such as television, radio or internet for advertisements.
- (iii) Outdoor advertising makes use of outdoor media such as billboards, handbills, kiosks, tradeshows to advertise products and services.
- (iv) Covert advertising involves the inclusion of advertisements in a movie or TV serial
- (v) Public service advertising is for public causes. Important social issues such as AIDS, political integrity, illiteracy, poverty and so on are the focus of public service advertising.

As stated previously, print media advertising uses physically printed media such as: newspapers, magazines, etc. for advertising. It would therefore be essential to note that the primary source of this study is the print media and due to time limitation, this study would focus on only one of the forms of print media which is the newspapers.

## **2.5 GSM NETWORK PROVIDERS IN NIGERIA**

It is a common belief that every human society relies on some form of telecommunication. Communication defines a society because without communication, it would be impossible for any group of people to define their collective identities or make decisions. Telecommunication facilities in Nigeria were established in 1886 by the colonial administration. Telecommunication is the transmission of signs, signals, messages, words, writings, images and sounds or intelligence through electromagnetic systems. (Source: <https://en.wikipedia.org/wiki>).The history of Global System for Mobile Communication in Nigeria can be traced to the deregulation of the

Telecommunication industry which paved way to the GSM revolution from the year 2001. Audile (2000) described the Global System for Mobile Communication as part of the evolution of wireless mobile telecommunication.

The emergence of GSM revolution can be traced to the administration of former President Olusegun Obasanjo in 2001. It is also worthy of note that the advent of GSM communication in Nigeria has immensely improve the communication system and the rate of the development of the country. Unlike the previous times when traditional means of communication such as letter writing, town criers and so on are used for communication, GSM communication which is a modern form of communication has not only provided a platform of job opportunities for the citizens, but it has also made communication easier because one can communicate with others through the GSM communication system across distance barrier.

In Nigeria, there are four major top GSM service operators which are: Mtn, Glo, Etisalat and Airtel. These four major GSM network providers form the focus of the source of data.

**2.5.1 MTN Nigeria** is part of the MTN Group, a South Africa-based multinational and Africa's leading cellular telecommunications company. It operates in many African, European and Asian countries. On May 16, 2001, MTN became the first GSM network to make a call following the globally lauded Nigerian GSM auction conducted by the Nigerian Communications Commission earlier in the year. MTN is the biggest telecommunication service provider in Nigeria:

“Since MTN was launched in August 2001, it has steadily deployed its services across Nigeria. It now provides services in 223 cities and towns, more than 10,000 villages and communities... many of these villages and communities are being connected to



the world of telecommunications for the first time ever”  
(source:www.mtnonline.com).

MTN's prevailing mission is to be a catalyst for Nigeria's economic growth and development, helping to unleash Nigeria's strong developmental potential not only through the provision of world class communications but also through innovative and sustainable corporate social responsibility initiatives. As at April of this month, MTN had 58,121,427 users.

**2.5.2 Globacom Limited (GLO)** is a Nigerian multinational telecommunications company with its headquarters in Lagos. GLO is a privately owned telecommunication carrier which started operations on 29<sup>th</sup> of August, 2003(Wikipedia.com). It is owned by the Mike Adenuga Group. It was the fourth GSM operator to be launched in Nigeria and as at April of this year, GLO had 37,270,100 subscribers in Nigeria.

**2.5.3 Airtel Nigeria** is a private telecommunication service provider and it is a subsidiary of Indian telecommunications company, Bharti Airtel. It was formerly known as Celtel Nigeria and was established in 2000. On August 1, 2008, Celtel Nigeria was rebranded Airtel Nigeria. Airtel Nigeria currently covers over 1,500 towns and 14, 000 communities in Nigeria and it offers a series of voice, text and internet services. Airtel Nigeria had 34,336,802 subscribers according to the study conducted in April.

**2.5.4 Etisalat** was founded on October 5 1976 in the United Arab Emirates and operates in countries across the Middle East, Asia and Africa. In Nigeria, Etisalat began trading in October 2008. The mission of this telecommunication group is to extend to people's reach by developing advanced networks that support people and allow them to develop, learn and

grow. Etisalat had 19,045,686 subscribers in Nigeria as at April. Suffice it to say that Etisalat GSM network provider changed its brand name to 9mobile on the 13<sup>th</sup> of July, 2017. It was asserted in punchng.com that the name change follows the pullout of Mubadala Group, Etisalat's major investor from the United Arab

Emirates over some debts accrued by Etisalat Nigeria. For this study, Etisalat adverts in newspapers were analysed.

## **2.6 NEWSPAPERS IN NIGERIA AND FUNCTIONS**

The newspaper is a type of print media that has aided fast circulation of information before the advent of online media. Citing Habeeb (2012), the newspaper is a fraction of one of the means of mass communication which is the print media. It is usually sectioned based on subject matter and content. The most important news is usually displayed on the front page of the newspaper. A newspaper is a scheduled publication containing news of current events, informative articles, editorials, advertisements, politics, business, entertainment, crime, society, history and many more.

The history of newspapers in Nigeria can be traced back to the 1840's when European missionaries established community newspapers in order to circulate Christianity. In 1850, Nigeria posted its first newspaper called 'IweIrohin'. It was set up by an Anglican missionary, Reverend Henry Townsend. IweIrohin was Yoruba Africa's first vernacular newspaper. Its full name was "IweIrohin Fun Awon Ara EgbaAti Yoruba" which is translated to English language as "Newspaper in Yoruba for the Egba and Yoruba People". Initially, it was published in Yoruba language but later it became a bilingual newspaper published in

both Yoruba and English languages. IweIrohin did not contain editorial unit till 1862 and advertisements until 5 years after its establishment.

IweIrohin was a channel for the growth of other newspapers such as: Anglo-African in 1863, Lagos Weekly Times in 1890, Daily Times in 1926, The West Africa Pilot in 1937, Nigerian Tribune in 1949, The Comet Newspaper, The Messenger, Daily Service, The Guardian in 1983, The Concord Newspaper, This Day and so on. Some of the lists of newspapers that are currently published in Nigeria are: The Guardian, Independent, Mirror, Nation, Punch, Vanguard, Sun, This day, Tribune,

Daily Post and Triumph Newspapers and so on. The newspapers from which the four GSM network providers' advertisements were culled are: The Punch, This Day, The Vanguard and Tribune.

There are four major functions of newspapers which are to inform, interpret the news, to provide a service to readers and to entertain (source: <http://www.pdesas.org>).

- (i) To inform: Newspapers tend to be informative because the present facts that readers should have in order to be informed citizens and for the purpose of making decision.
- (ii) To interpret the news: Stories in newspapers tend to interpret, explain or give the meaning of news to the readers. Often, these stories contain the writers' opinions.
- (iii) To provide a service to readers: Newspapers provide information that helps reader solve their business, personal or daily living problems. For instance, advertising aids in informing readers about products and services.

- (iv) To entertain: Certain sections of the newspaper are designed to provide entertainment for the readers.

## **2.7 THE CONCEPT OF STYLISTICS, STYLE AND LANGUAGE**

Stylistics is the linguistic study of style in texts. Stylistics focuses on the function which a chosen style has fulfilled. Style may be regarded as a choice of linguistic means, as deviation from the norms of language use, as recurrent features of linguistic forms, and as comparisons. Style arises from the possibilities of choice among alternative forms. It is the study of the ways in which meaning is created through language in texts. Texts in this sense could be literary or non-literary, oral or written. Stylisticians use linguistic models, theories and frameworks as their analytical tools in order to describe and explain how and why a text works as it does, and how we come from the words to their meaning (Norgaard et. al 2010:1).

The goal of Stylistics is to describe the formal features of texts such as morphology, phonology, grammar, semantics, cohesion, coherence, foregrounding and so on and their functional significance for the interpretation or semantic relation of the text. Quoting Crystal (1989:66) in Zyngier's *Towards a Cultural Approach to Stylistics*:

“Style is seen as the (conscious or unconscious) selection of a set of linguistic features from all the possibilities in a language. The effects these features convey can be understood only by intuitively sensing the choices that have been made... and it is usually enough simply to respond to the effect in this way. But there are often occasions when we have to develop a more analytical approach... Here... our intuition needs to be

supplemented by a more objective account of style. It is this approach which is known as stylistics”.

From the above excerpt, it can be deduced that style arises from the possibility that there are numerous forms from which one could choose. The focus of stylistics is to analyse these forms used in texts and how they contribute to the semantic relation of the text. Hence, style is primary to stylistics.

Simpson (2004:2) asserts that Stylistics is a method of textual interpretation in which primacy of place is assigned to language. Simpson further says, “to do stylistics is to do language, and specifically, to explore creativity in language use”.

From the foregoing, it can be deduced that without language, stylistic analysis would be impossible. Stylistics focuses on the styles of language use in both literary and non literary texts. The units and levels of language analysis form the basis of stylistic analysis.

Furthermore, stylisticians help to establish and analyze various speaking and writing habits through stylistics. Through it, one learns why language is used the way it is in various situations. Style could be variation in language used in texts and this language variation as it occurs in texts is the focus of stylistics. It is believed that to do stylistics is to explore language that is, exploring creativity and invention in language. Language is so important to Stylisticians because the various forms, patters and levels that constitute linguistic structure are an important index of the function of the text. The text’s functional significance acts as a gateway to the interpretation of the text. Stylistics is therefore explores how readers interact with the language of texts in order to explain how we understand and are affected by the texts. Hence, stylistics and language are interwoven.

## **2.8 LEVELS OF STYLISTIC ANALYSIS**

Stylistic analysis attempts to provide a commentary which is objective and scientific, based on concrete quantifiable data and applied in a systematic way (<https://www.thoughtco.com/stylistics-language-studies.html>). When carrying out stylistic analysis, there are certain features that one would look out for. Texts whether written or spoken are organized through several distinct levels of language such as: phonology, graphology, lexico-semantics and grammatical. These levels of language form the basis of the stylistic analysis. The stylistic features to be highlighted and discussed are: graphology, phonology, grammar, semantics, lexis, cohesion, coherence, foregrounding etc. Below are the various levels of stylistic analysis which stylisticians aim at investigating when analyzing texts:

### **2.8.1 GRAPHOLOGY AND GRAPHETICS**

Graphology is the study of a language's writing system and the formalized rules of spelling in texts while graphetics is the study of written or printed shapes in texts.

Features such as punctuations, capitalizations, orthography, font style and size, spellings, pictures and images, emphatic devices such as emboldening, underlining, italics, block letters, quotation marks and colouring are the basis of graphological analysis.

### **2.8.2 PHONOLOGY**

This is the study of sound system of a language. Phonological analysis focuses on the analysis of sound patterns, utterance of different words and forming systemic use of sound in language in order to know the meaning, ideas, focuses, idiosyncratic behaviours in a text.

Phonological features that are analyzed here are: alliteration, repetition, consonance, assonance and onomatopoeia.

### **2.8.3 GRAMMAR**

Grammar is classified into morphology and syntax. Hence, the grammatical features of texts are divided into morphological and syntactic features. Generally, grammatical features include, word classes, phrases, clauses and sentences. Morphological components are word formation processes such as: affixation, neologisms, compounding, back formation, blending, abbreviation, coinages and acronym and so on. Syntactic features include phrases, clauses, and sentences. The essence of this level of stylistic analysis is to put through an analysis to discover what the norm is and what is in some way deviant against the norm.

### **2.8.4 LEXICO-SEMANTIC FEATURES**

This is the combination of both lexical and semantic qualities of texts. Focus is on words that is lexical relations and their meanings according to the context – types of meaning and change in meaning. Lexical-Semantic features include: simile, metaphor, irony, synecdoche, metonymy, denotation, connotation, collocation, synonymy, antonymy, polysemy, homonymy, hyponymy, homography and homophony.

**2.8.5 REFERENCE:** This is a relation of pronouns in texts used to achieve cohesion. An act by which a speaker or writer uses language to enable a listener or reader to identify something. In texts, reference is used to describe the functions of words like pronouns and determiners to designate a noun phrase they identify with in the immediate co-text that is the endophoric reference Wales (2011:360). Reference is subdivided into four parts which are: endophoric, exophoric, cataphoric and anaphoric.

**Endophoric reference** also known as the co-text is an item in a text that refers to something else in the text.

**Exophoric reference** refers to something outside the text and it is closely related with intertextuality.

**Anaphoric reference** is a co-reference by 'backward-looking'. It is a subsequent reference within a text which is used to refer to an already introduced concept.

**Cataphoric reference** it is a reference within the text but unlike the anaphoric reference, it is achieved by 'looking forward'. It helps to link sentence with sentence and simultaneously avoiding repetition.

**2.8.6 FOREGROUNDING:** This is an important concept in Stylistics that refers to the act of making certain features prominent in a text. Foregrounding are elements of a text which stand out or are deviant from or parallel to what one would expect or what is conventional (Norgaard, et al 2010:95). From the foregoing, it can be deduced that deviation and parallelism are the elements used to achieve deviation in texts. Citing Aklier and Hayat (2012), foregrounding involves a defamiliarisation, deautomatisation or highlighting of some kind in the lexemes or syntax of some discourse. Hence, it is the central means of defamiliarisation which is an act of making unfamiliar what is familiar. The term foregrounding relates to linguistic devices on all levels of language that somehow stand out against the background of the text in which they occur (Norgaard

et.al 2010:94). Deviation and parallelism are examples of foregrounding. Deviation refers to the movement away from a norm on all linguistic levels while parallelism is characterized by repetitive structures. Foregrounding enhances the meaning potentials of a text. Also, an



object may be foregrounded through words or visually through features such as size or colour which can make it prominent in contrast to other representational elements.

**2.8.7 COHESION:** This refers to a text's grammatical connectivity. It relates to how words and sentences in a text are held together lexically and grammatically as a whole. Cohesion is an important aspect of advertising text. The essence of cohesion is to achieve unity, continuity and fluency of the text. English sentences can be cohesively linked in various ways. The various methods of achieving cohesive ties in texts are:

**Referential cohesion:** occurs when linguistic items 'make reference to something else for their interpretation' (Halliday and Hasan, 1976:31 in Norgaard, et al 2010:54). Examples of reference are pronouns such as 'she', demonstratives such as 'this' and articles such as 'a, the'. Suffice it to add that, the referent (the element referred to) may precede the referring item (anaphora), or follow it (cataphora).

**Conjunctive cohesion:** This is achieved through the use of conjunctions such as 'but, or, then, accordingly' by clearly signaling how different parts of a text relate to each other.

**Elliptical cohesion:** this type of cohesion is achieved through ellipses and it links different parts of a text by means of omission such as in 'I could offer her a lift. But no, I won't\_ ' where a cohesive tie exists between the empty slot following 'I won't' and 'offer her a lift' in the first sentence.

**Substitutive cohesion:** this is closely related to elliptical stylistics. Using the above sentence, substitutive cohesion can be achieved by substituting some lexical items with

the empty slot to link the two sentences together as in, 'I could offer her a lift. But no, I won't do so'.

**Lexical cohesion:** this is divided into three subcategories which are: repetition, synonymy and collocation. Repetition occurs when a lexical item is repeated in its identical or near identical form e.g. ‘sleep/sleep or sleep/sleeping’. Synonymy involves the case in which a lexical item is reiterated or repeated by some kind of synonym such as hyponymy, meronymy and antonymy. Collocation is cohesion created by means of words that have the tendency to co-occur such as ‘freezing and cold’, ‘make and decision’.

## **2.9 THEORETICAL FRAMEWORK**

This sub-section presents the theoretical frameworks used in the analysis of this research work. The theory on which this study is hinged is Systemic Functional Linguistics. This theory is chosen due to its relevance to this study.

### **2.9.1 SYSTEMIC FUNCTIONAL LINGUISTICS**

Systemic functional linguistics (SFL) is a theory of language that centers on the notion of language function. It is an interface between choices of words and how they are structured and the meaning made by those words. Systemic functional linguistics (SFL) accounts for the syntactic structure of language and places the function of language as central (what language does and how it does it). Systemic functional linguistics (SFL) looks at how language acts upon social context and how it is constrained by it. It explores how language is used in social contexts to achieve particular goals. Systemic functional linguistics (SFL) grew out of the work of JR Firth, a British linguist of the 30’s, 40’s and 50’s but was later developed in the early sixties by M.A.K. Halliday who studied under him. SFL attempts to understand the manner by

which language is utilized for various reasons and in various scenarios thus serving as a communicative motivation in the learning of language.

A central notion of Systemic functional linguistics (SFL) is “stratification”. This implies that language is analysed in terms of strata which are: context, semantics, lexico-grammar and phono-graphology. This study aims at analyzing the network providers’ language of advertising based on the models of language stratification mentioned above. The context of the advertising language of network providers in this study is ‘newspapers’ and as the advertisements are presented in newspapers, the semantic, lexico-grammatical and phono-graphological components of the newspaper advertisements.

## **2.10 CONCLUSION**

This chapter examined and analysed various researches that have been done in the field of advertising and it also gives a detailed explanation of the theoretical framework employed in the analysis of the research data.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

The previous chapter reviewed related literatures to this study and also presented the theoretical framework of the study. Consequently, this chapter would concentrate on the research method and methodology with focus on sub-sections such as: research sample, method of data collection, method of data analysis, sampling techniques, source and types of data.

#### **3.2 RESEARCH SAMPLE**

Citing Bhattacharjee (2012) in Haulofu (2017), sample is defined as “the actual units selected for observation”. Sampling is a way of selecting a number of things from a larger group for the purpose of getting invaluable information. For the purpose of this study, focus is on the advertising language of the four major network providers in Nigeria which are: Mtn, Glo, Airtel and Etisalat. Three advertisements in Nigerian newspapers were chosen from each GSM service providers making a total amount of twelve research samples.

#### **3.3 METHOD OF DATA COLLECTION**

This study would use purposive sampling technique to ensure that the researcher obtain the required information for this study. The newspapers to be used are: because they contain the required samples for this study. Purposive sampling technique is a non-scientific sampling technique which implies the deliberate picking of samples to cater for the researcher’s need.

Citing Easterly-Smit, Thorpe and Jackson (2015:339) in Haulofu (2017), “purposive sampling technique is defined as a form of non-probability sampling technique 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”. To support this definition, Cooper and Schindler (2014:87), 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”. This implies that the samples that rally up with the requirements of the researcher are adopted for the study. Hence, the researcher initially scrutinized the Nigerian newspapers for GSM service providers’ advertisements and those that meet the requirements of the study are chosen.

### **3.3 METHOD OF DATA ANALYSIS**

The researcher analysed the advertisements of GSM service providers in Nigerian newspapers by carefully examining the general stylistic features of the advertisements. The basis of the analysis is on the different levels of stylistic analysis such as: phono-graphology, lexico-semantics, morpho-syntactic, cohesion, reference and foregrounding. Suffice it to say that these levels of stylistic analysis have been discussed in the previous chapter.

### **3.4 TYPES OF DATA**

This section would highlight the primary and secondary sources of data for the purpose of this study.

**Primary data:** This is the exact main text that would be analysed in this study. It serves as the basis of the study because without the primary text or data, it would be impossible to

carry out the study. Hence, the primary data for the present study is the newspapers which contain the four network providers' advertisements. The newspapers from which the data are retrieved are: The Punch, This Day, The Vanguard and Tribune.

**Secondary data:** These are other materials such as textbooks, online resources, articles, journals, theses, dictionaries and so on which help to support and provide referential sources for the study. These secondary texts serve as reference materials for the ease of the research.

### **3.5 CONCLUSION**

This chapter has provided information on the data for this study. It gave insight into the method of data analysis and it also supplied relevant information about the source of data.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSIONS

#### 4.0 INTRODUCTION

This chapter comprises of the presentation and analysis of research data. It encapsulates the application of the theoretical framework in the analysis of the data which results in the understanding of the stylistic features of network providers' adverts on newspapers pages.

#### 4.1PRESENTATION AND DISCUSSION OF MTN ADVERTISEMENTS

##### 4.1.1 ANALYSIS AND DISCUSSIONS OF DATA 1



Figure 1:MTN XtraSpecial

Figure 1 is MTN's advert in the Punch newspapers of the 30<sup>th</sup> March, 2017. This advert features on an MTN call tariff called MTN XtraSpecial. From the image of the man used in the advertisement, it can be inferred that MTN XtraSpecial is targeted at the business-class audience. The man is dressed like a business man and as it is typical of business men, this particular business man is making a phone call. Beneath

the business man's image are images of some world cities' statues. This implies that the tariff is especially exclusive to business men who make calls to local and international destinations.

#### **4.1.1.2 GRAPHOLOGICAL FEATURES**

The first statement in figure 1 is 'Introducing MTN Xtraspecial' and it has some graphological features. The statement is written in such a way that when uttered, one is overwhelmed with a feeling of curiosity to know and learn more about the plan; what makes it extra and special? Also, MTN is written in block letters in the text and this is peculiar to this particular network provider because writing MTN in block letters gives it a bold and attention-drawing quality. Apart from that, the word 'extra' is spelt differently. The first syllable 'ex' is orthographically modified and substituted with the alphabet 'x' because it is phonetically similar to the syllable 'ex'. This special effect is used to catch the audience's attention. Lastly, 'X' and 'S' in XtraSpecial are capitalised to attract people and to lay emphasis. From this, one can deduce that this particular plan is extraordinarily unique.

15k/sec to all local and most international destinations\*.

With MTN XtraSpecial call rates to both local and most international destinations would be enjoyed as low as 15k/sec. To do this, all an MTN user has to do is to 'Dial



\*408\*1#. The imperative verb 'dial' is used to trigger an action in the readers. The procedure to follow in enjoying this offer is written in figures rather than words. This is to catch the readers' attention to the figures.

After this are two bulleted lists which are:

- Free incoming calls on roaming
- Over 5GB of data for N2000 on dealzone

This list is highlighted through the use of bullets to catch the readers' attentions that there are additional benefits for MTN XtraSpecial subscribers. The subscribers stand to enjoy not only call rates at 15k/sec but also free incoming calls while roaming and 5GB of data on dealzone.

In figure 1, there is an asterisked list of twenty-nine countries to make a referential connection to the 'international destinations' mentioned earlier in the advert. This is to validate and emphasize the fact that XtraSpecial offers low call rates to these international destinations. With this, the reader is assured that this is not just a mere assumption but a statement of fact. To support this also are the images of some of the different international destinations such as the statue of Liberty which is an icon of freedom in New York City, the Eiffel Tower in Paris, Elizabeth's Tower in London, to serve as reference point to some of the cities where XtraSpecial is suitable. Hence, the asterisked list of the twenty-nine international destinations, with images of some of the destinations' statues are cohesively linked together.

T&Cs apply

This means "terms and conditions" apply to MTN XtraSpecial. It is very important to point out the fact that this always comes last and is usually somewhat concealed. This

important item could be ignored or discarded by the reader. This is so because if it comes first and is not concealed, the reader might be discouraged from subscribing to MTN XtraSpecial when one thinks about the term and conditions attached to it. Hence, the aim of its concealment is to make the subscriber eagerly subscribe to MTN XtraSpecial before noticing the terms and conditions. In this advert, rather than write it in full form, it is abbreviated and it is usually concealed among other texts in the advert. This is done to draw the readers' attention away from it.

#### 4.1.2 ANALYSIS AND DISCUSSIONS OF DATA 2



Figure 2: Beautiful Day

Figure 2 is an MTN advertisement which was placed in the Punch on the 17<sup>th</sup> of May, 2017.

The first text in figure 2 is 'Smartphones Love MTN'. There is the use of personification in this statement. Smartphones are mobile phones that have advanced features and greater computing capacity than featurephones. From this definition of smartphones, it can be deduced that they are inanimate objects yet in the statement above; the word is attributed with an animate attribute to mean that Smartphones are capable of loving something as humans. The connotative meaning of this statement is that Smartphones work more effectively with MTN. They make browsing, surfing the internet, accessing the various social media, uploading pictures and videos easier. This statement is to inform the audience that with MTN, diverse things could be done with ease on smartphones.

## **IMAGE**

On figure 2, there is a picture of three smiling ladies. Beside the image of the first lady is a hashtagged caption: #BeautifulDay. This is to emphasize the fact that the picture is an uploaded caption on the social media. Smartphones allow 'selfies' to be uploaded faster on the MTN network. Just as these ladies have captured their moment on a very beautiful day, every MTN user can also capture every moment of each beautiful day!

The next item on figure 2 is a declarative statement. Declarative statements make assertions of fact or truth. The statement 'With Nigeria's widest data network, you can do amazing things'. Here, the compound adjective 'Nigeria's widest data network' is used to qualify MTN. This is to say that MTN is Nigeria's widest network and without it one cannot enjoy the amazing things one is prone to enjoy from MTN's full network coverage.

Nowadays, most people prefer having data subscriptions to having airtime on their smartphones. So, being the widest data network, MTN allows its users do amazing things on their smartphones such as: surfing the internet, uploading pictures and videos and even making business transactions with ease. Noticeably, the sentence above ends with a period. This is to inform the audience or readers that amazing things as mentioned previously begin and end only with MTN. Also, there is referential cohesion in the statement. The Nigeria's widest network is making reference to MTN. Thus, Nigeria's widest network equals to MTN.

4G LTE is the last item on the advert apart from the logo and slogan of MTN. LTE means Long-term evolution and it is a standard for high-speed wireless communication for mobile phones and data terminals. Unlike MTN 2G and 3G, MTN 4G LTE offers faster download and upload speeds that will improve one's internet experience. Everything in this advert both the images and written texts are cohesively linked together. With MTN 4G LTE, one can do amazing things.

### **4.1.3 ANALYSIS AND DISCUSSIONS OF DATA 3**



Figure 3: Yafun Yafun Bonus

Figure 3 is also an MTN advertisement that was placed in the Punch on the 20<sup>th</sup> Of June 2017. Figure 3 is concerning YafunYafun Bonus on the MTN StartPack. MTN StartPack is the striking feature in the advert is the image of a Nigerian star who is a renowned comedian called YAW. The comedian puts on a yellow shirt which also glorifies the colour of the network provider, MTN. The colour yellow is symbolic in this advert. It signifies a lot of things such as sunshine, happiness, hope, positivity, freshness, joy and cheerfulness. These features can be noticed from the smiling face of the comedian's image. Hence, it can be deduced that YafunYafun Bonus would certainly make a new MTN user exhibit all these features.

## GRAPHOLOGY

In this figure 3, 'YafunYafun Bonus' is more emphasized than any other word. YafunYafun Bonus is emboldened and it is in larger fonts compared to other words.

The essence of this graphological feature is to lay emphasis on it and to draw the reader's attention to the emboldened words.

YafunYafun means plenty, abundant and extra. It is a Pidgin word that almost every Nigerian is familiar with. Bonus is emphasizing YafunYafun in order to inform the readers that they stand the chance to enjoy abundant, excess, and overflowing bonus on MTN.

The next statement to be analysed in figure 3 is an imperative sentence which is 'Join MTN and get 6 times the value of all your recharges to call all networks in Nigeria'. Imperative sentence is used to create a sense of "one person talking to another and being urged to take an action". So, this advertisement urges the reader or audience to take some action. This is a statement that is imploring the non MTN user who is reading the advertisement to join, connect with, be a part of and start using MTN in order to get six times bonus of every recharge.

### **IMAGE**

The image in figure 3 is that of the comedian raising six of his fingers upwards. This is to emphasize the six in the imperative sentence mentioned previously and to highlight that the bonus one gets on MTN StartPack is six times the original recharge value. The raised fingers are to catch the readers' attention and arouse an interest in the reader to learn by reading more about the advertisement. Hence, the six raised fingers are cohesively linked to the six times value one gets on MTN StartPack.

### **FOREGROUNDING**

The foregrounding feature used here in figure 3 is deviation. Deviation is a shift away from the norm which is evident in this advert. From YafunYafun Bonus to Nigeria,

there is no full stop, this is to show that when one begins to subscribe to MTN network, the MTN user would enjoy unlimited, unending and superfluous bonus.

Load N100, N200 and N500 have black backgrounds. This means that after scratching and loading one of 100, 200 Or 500 naira recharge cards, what one gets are N600, N1200 and N3000 respectively which is six times the value of the original recharge.

The next item in figure three is a bulleted list

- Plus free 10MB data on recharge from N200 and above on MTN Dealzone.

This is to show that there is an additional bonus for MTN Dealzone subscribers because they are not only opportune to enjoy six times the value of their recharges, but they would also be given free 10MB data to browse on every recharge which is above N200.

## **4.2 ANALYSIS OF ETISALAT ADVERTISEMENTS**

### **4.2.1 ANALYSIS AND DISCUSSIONS OF DATA 4**



Figure 4: Easylife

Figure 4 is an Etisalat advert placed in the Punch newspapers on the 13<sup>th</sup> of October 2016. This advert is on a particular etisalat plan called 'easylife'.

The first element that strikes one's attention in this figure 4 is the image of a man who is smiling into his phone as he is lying back-flat on the bed. Also on the bed is a large image of the number 15. Beside this man are four cushion pillows with the number 15 repeated in the texts written on each pillow. From this, the number 15 is used repeated to emphasize it and to communicate a message to the reader. With this, one is kept in a kind of suspense and one would wish to know the message this advertisement seeks to pass across.

The first text in figure 4 is 'life's complete on **easylife**'. Easylife is emboldened to lay emphasis and to attract the readers' attention because it is the focus of the advert. One can infer from this that on easylife tariff plan; one can enjoy a complete easy calling and browsing life. From the relaxed position of the man's image, it can be deduced that an etisalat subscriber can relaxingly experience and enjoy easy life.

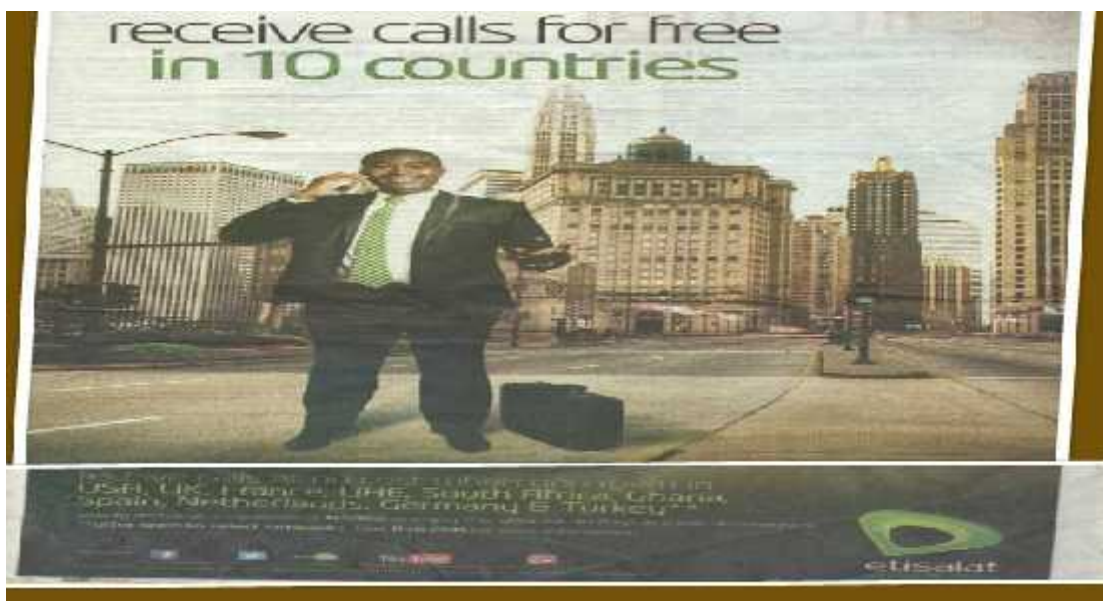


The things one can enjoy on easylife as inscribed on the pillows in figure 4 are:

15k/s to all networks, 15 free minutes on-net, 15k/s to US, UK and more and 15 free minutes of data. After this, a detailed explanation on how to enjoy these items on easylife is highlighted. On easylife, a subscriber is opportune to enjoy calls to all networks at 15k/s and also calls to US, UK, Canada, Germany and Malaysia at the same 15k/s. Apart from this, if an etisalat subscriber makes calls on easylife complete for 20 days, one can enjoy free 15 minutes browsing and free 15 minutes to call any etisalat line every month.

Figure 4 also provides useful additional information after the main message has been conveyed. In order to opt in to this etisalateasylife, all one has to do is to dial \*620\*1#. This tariff also attracts a daily fee of N5 and the plan is also available on postpaid.

#### 4.2.2 ANALYSIS AND DISCUSSIONS OF DATA 5



### Figure 5: Receive calls for free

This Etisalat advert in figure 5 was placed in the Punch newspapers on the 18<sup>th</sup> of September 2015. The first text is 'receive calls for free in 10 countries'. 'Receive calls for free' is written in black, while 'in 10 countries' is written in green.

On figure 5, there is the picture of a man who is making calls on his phone while standing in the middle of the road of an international city. This is to make reference to the fact that the message of the advert deals with calls when roaming in international destinations.

The imperative verb 'receive' is used to subtly attract the readers in paying attention to the advert. The adjective 'free' is also there to attract potential customers and already existing MTN customers. Even though it is not actually free because one must have used a minimum of N5, 000 to enjoy the offer.

The sentence "receive calls for free in 10 countries" has very large fonts compared to other written texts in the advert and there are elements of grammatical deviation in the sentence. One, the initial letter of the first word in this sentence is not capitalised and

the sentence does not end with a full stop. The aim of using big fonts and applying grammatical deviation in the advert is to draw the readers' attention to the advert and make them give attention to the advert.

On etisalat network, a subscriber can receive calls at no cost when roaming in the 10 countries which are: USA, UK, France, UAE, South Africa, Ghana, Spain, Netherlands, Germany & Turkey. To corroborate the above notion is an image of an international city. There is a cohesive link between the image and the highlighted list of countries.

The adverb ‘simply’ is used in “simply recharge a minimum of N5000 to enjoy this offer for 30 days in the ten listed destinations” to encourage and inform the readers that what they have to do to enjoy the offer is very simple.

#### 4.2.3 ANALYSIS AND DISCUSSIONS OF DATA 6



6:

Figure  
Your  
favourite club  
Figure 6

which is an Etisalat advertisement was placed in the Punch newspapers on the 20<sup>th</sup> of June, 2011.

In figure 5, “your favourite club & your favourite network” have no punctuations and are written on small letters. These are elements of deviation which aim at drawing the attention of the readers.

The image in figure 5 is the stadium of Football Club Barcelona called Camp Nou. The image of the stadium is curved in the shape of Etisalat logo to emphasize the fact that the advert is an Etisalat advert. There are two logos appearing on the image of the stadium. The first logo is the Barcelona logo which is drawing the attention of the readers especially football fans to the second logo which is the network provider’s logo. It is necessary to note

that Fc Barcelona won the Uefa Champions League trophy which is the most viewed sport league in the year 2011. The pitch is in green colour to emphasize the colour of etisalat.

The phrase “the winning team” is written in small letters and it appears on the network provider’s logo to conform to the already existing small letters. This phrase makes reference to Fc Barcelona as the winning team.

The sentence “enjoy the best of both worlds with etisalat and fcb Barcelona” is to attract the attention of the readers. It also informs the readers that they stand the chance to enjoy the best which both worlds of etisalat network provider and Fc Barcelona club has to offer. In the sentence, etisalat is written in green to represent the colour of Etisalat.

On the right side of the newspaper advert are the logos of fcb and etisalat. Beneath the logos is a phrase “Official International Partner of **FCBARCELONA**”. From the phrase it can be deduced that Etisalat is an official international partner of Barcelona.

### **4.3 ANALYSIS OF GLO ADVERTISEMENTS**

#### **4.3.1 ANALYSIS AND DISCUSSIONS OF DATA 7**

Figure 7 is a Glo advert. It was placed on the 6<sup>th</sup> of August, 2017 in This Day's newspaper. The advert conveys messages about Glo free data day and on the advert are the images of three popular Nigerian hip hop artists.



Figure 7: Free data day

## GRAPHOLOGICAL FEATURES

Some of the graphological features found in figure 7 are emboldening, block letters and so on. FREE is emboldened in the midst of other words written in block letters. The essence of this is to draw the reader's attention. The words have a kind of announcement-like effect when uttered. The reader feels as if the advertiser is right there.

The compound sentence "Use 100MB plus N150 on voice calls or just N250 on voice calls in the preceding week to enjoy" informs the reader about the criteria to enjoying

free data on the 11<sup>th</sup> of August. Every Glo subscriber who wants to enjoy it must have used either 100MB plus N150 worth of airtime or N250 worth of airtime on voice calls in the week that precedes the fixed date.

## **IMAGE**

In figure 7, there are two set of images. The first is the image of three Nigerian famous hiphop singers namely: Olamide, Dija and Phyno. This is to attract the attention of the fans of these singers. The image of these singers portray that they are Glo subscribers and since fans are fond of imitating stars, the fans of these singers would equally be persuaded to subscribe to Glo network. Thus, the image has a causal effect in the readers.

The second images on the advert are the images of the logos of diverse social media handles such as: Instagram, Whatsapp, Facebook, Twitter, Snapchat, Skype, Youtube and so on. These social media handles are there to entice and fascinate the readers on the various social media they can access through Glo's free data.

\_ Turn up the fun with free N200Mb on Free Data Day to enjoy more uploads, downloads, streaming, all your social media apps and whatever else rocks your boat.

The above compound sentence cohesively corroborates the fact that on this free data day, Glo subscribers can enjoy a wide range of things with the free data. There is the use of conjunctive cohesion to show that every part of the sentence relate to each other. The sentence is humorous and playful to produce a kind of feeling that the advertiser is right there conversing with the readers and encouraging them to join the fun.

It is a common thing for advertisers to use positive lexical items to make readers fascinated by and interested in their products. The nominal group "the grandmasters of data" is written in block letters to catch the readers' attention but a positive noun

'grandmasters' is used. This is to show that even if all other network providers are 'masters of data' they cannot beat Glo because Glo is 'grandmasters of them all'. The nominal group 'the grandmasters of data' is precise and straightforward. There is also a referential link between the nominal group and Glo itself. One can thus refer 'Glo' to 'the grandmasters of data' and vice versa. The essence of this is to arouse the readers' interest in Glo products. As humans, we always prefer the superior and best to inferior or just good and Glo has used the power of word to inform the readers that 'Glo' is superior to other GSM network providers.

#### 4.3.2 ANALYSIS AND DISCUSSIONS OF DATA 8



Figure 8: Glo Campus Booster Zone

Figure 8 is a GLOadvert in the Vanguard on the 11<sup>th</sup> of September, 2016. This advert is all about a Campus Plan which aims at targeting students, lecturers and anyone who lives on campus across Nigeria with the Glo campus data booster initiative.

#### GRAPHOLOGICAL FEATURES

The graphological features in this advert are capitalisations, enlarged fonts, images and colour.

The statement “N100 GIVES N1000 WORTH OF DATA & VOICE ON CAMPUS” in figure 8 is written in block letters to attract the readers’ attention. The statement is also declarative because it simply states a fact that N100 worth of recharge card gives N1000 worth of data and voice calls only on campus. To be a part of this, one must be on campus, must be a Glo subscriber and would choose the plan by dialling \*777#. Suffice it to say that this Glo Campus Booster Zone is available in over three hundred higher institutions in Nigeria.

Data and voice are capitalized in “Every recharge allows DATA & VOICE” as seen in figure 8 above to draw attention to it and to emphasize that on every recharge from as low as N100 or more, a glo subscriber would enjoy both data and voice bonuses.

### **IMAGE**

On figure 8, there is the image of a Nigerian popular hip-hop artiste named Reekado Banks. This artiste is dressed like a student to corroborate the advert’s intent to target campus students. He’s holding a smartphone and beside the smartphone is a clustered image of diverse social media’s logo such as: BBM, Snapchat, Netflix, Facebook, Twitter, Instagram, Whatsapp, Gmail, LinkedIN, Yahoo mail and so on. These are various social media which students have access to.

A little behind the artiste is a sign post displaying “GLO CAMPUS BOOSTER ZONE RELOADED”. This is to lay emphasis and catch the readers’ attention. The word campus would attract undergraduates and arouse them into taking further interest in the advert and its



content. Sign posts are used in real life to make people stop and take a look at the message conveyed by the signpost which is to give directions. Hence, the signpost used in the advert is there to draw the readers' attention and make them 'stop' to pay careful attention to the sign on the post.

## THE LARGEST DATA NETWORK

## FASTEST AND MOST AFFORDABLE

Glo used positive superlative adjectives here to attest to the good qualities of the GSM network provider. It can be inferred from the above that among all GSM data network providers in Nigeria, Glo is the largest, fastest and most affordable.

### 4.3.3 ANALYSIS AND DISCUSSIONS OF DATA 9



Figure 9: Glo Mega Music Nationwide Tour

On the 20<sup>th</sup> of October 2017, a music tour advertisement was placed in the Tribune by Glo. According to [www.gloworld.com](http://www.gloworld.com), Glo Mega Music Tour is an assemblage of the hottest music superstars like Flavour, Timaya, Olamide, Omawunmi, YemiAlade, Wizkid, P-Square and so on. The concert promises to be the grandest music concert in Nigeria this year. This

music tour covers twenty-seven locations across Nigeria. Also, to attend the show, Glo would give out complimentary invitation tickets to customers who have actively used their Glo lines. The essence of this particular innovation is a way of appreciating and honouring the Glo subscribers across the country for their loyalty, support and abiding faith in Glo network brand over the years. This advert is also targeted at glo subscribers whose preferred location is Ikorodu. It conveys the actual venue, date and time of the Music Tour in Ikorodu to Glo subscribers who have met the criteria of winning a free ticket.

## **GRAPHOLOGICAL FEATURES**

The graphological features evident in figure 9 are the use of Block letters or capitalisations, images and punctuations. The first graphological feature of this advert is a five-word phrase which is capitalised and written in the lemon green colour that is attached to Glo. The essence of capitalisation is for emphatic reasons and to draw readers' attention to the phrase.

The second graphological feature is the use of single quotation marks in "Experience all the Music 'A' Listers together on one stage"

From the the above sentence, 'A' is in quotes to draw the readers' attention to the exciting fact that one can experience music A-Listers who are considered as the most sophisticated, hottest and most popular. They are simply first rate musicians and as such, readers' interest is aroused to experience the music tour. Also, there is lexical deviation in the sentence. Music and Listers are not proper nouns, yet their initial letters are capitalised in the sentence. The aim of deviation is to project and draw attention to the deviated features thereby laying emphasis on it.

Furthermore, words like FREE, MUSIC, 207 and N2,000 stand out in the advertisement through the use of black colour, capitalisation and quotations. Hence, to win a FREE ticket, a Glo subscriber would simple text ‘MIUSIC’ followed by the preferred location to 207 and simply use N2,000 in a month on the subscriber’s Glo line. Here, the positive and enticing adjective ‘free’ is used to qualify the noun ‘ticket’ to catch the readers’ attention even though in actual sense, the ticket is not totally free because one must have used N2,000 in a month on one’s Glo line in order to win the supposedly free ticket.

## **IMAGE**

A group picture of fourteen famous Nigerian hip-hop musicians such as: Phyno, P-Square, Dija, Flavour, Korede Bello, Omawunmi, YemiAlade and so on can be seen in figure 9. On the right hand side towards the edge of the advert is a hashtag – #GloMegaMusicTour. This image is to affirm the notion present in the text that all the Music ‘A’ Listers would assemble together on one stage.

## **4.4 ANALYSIS OF AIRTEL ADVERTISEMENTS**

### **4.4.1 ANALYSIS AND DISCUSSIONS OF DATA 10**



Figure 10: Truly Unlimited Data Plans

Figure 10 is an Airtel advert in the Punch on the 16<sup>th</sup> of August, 2017. The advert conveys information about Airtel's unlimited data plans.

The first item on figure 9 is a nominal phrase written in block letters with the middle word emboldened - THE **SMARTPHONE** NETWORK. In the advert, there is an endophoric reference between the above phrase and the network provider, Airtel. Here, the smartphone network refers to Airtel. The phrase implies that Airtel is very good, efficient and effective with smartphones. Whatever one has to do with one's

smartphone ranging from voice calls, uploading pictures and videos, browsing the internet and so on, Airtel is the suitable network.

Smartphone is emboldened in the midst of the phrase in order to draw the readers' attention and lay emphasis on the word since smartphones are commonly used nowadays. Owning or possessing smartphones is what is in vogue in the society.

## INTRODUCING... TRULY UNLIMITED DATA PLANS

As mentioned earlier on, the figure 9 introduces the readers to unlimited data plans on Airtel.

Plan 1- unLIMITED 10 at 10,000 naira for 30 days.

Plan 2- unLIMITED 15 at 15,000 naira for 30 days.

Plan 3- unLIMITED20 at 20,000 naira for 30 days.

To purchase any of the plans above, an Airtel user would either dial \*462\*10#, \*462\*15#, \*462\*20# respectively or visit the given website [www.onetouch.ng](http://www.onetouch.ng). Numbers are written in Arabic numerals and not word to easily catch the reader's attention.

To further inform and enlighten the readers about the unlimited data plans are two asterisked statements:

\*\*Fair usage policy applies to all unlimited data plans. However, you can continue to enjoy unlimited browsing till your plan expires.

4.4.2  
AND



ANALYSIS

## DISCUSSIONS OF DATA 11

Figure 11: Do not buy a pre-registered sim

Figure 11 was placed on the 7<sup>th</sup> of September 2016 in the Punch newspapers. The Airtel advert conveys invaluable information to new Airtel subscribers and existing users who wish to purchase new Airtel. It informs them not to purchase pre-registered SIM and it also highlights five easy steps to join or be a part of the Airtel family.

The first step is to buy an Airtel SIM and after that, the buyer or user must register the SIM card at an Airtel registration outlet. This second step emphasizes that the SIM must be registered by the user himself or herself through the use of block letters – Register the SIM YOURSELF. The next step after registration is for the user to insert the SIM in a phone. After that, the phone should be recharged. After recharging the phone, the user can make calls, send text messages or use data within 48 hours of purchase in order to stay active on the Airtel network.

With the 5 highlighted easy steps and illustrations to emphasize them, one can be an active member of the Airtel family.

Below the illustration are two statements. The first one is to inform the readers that the focus of the advertisement is to ensure that users' registration details are protected

in line with NCC directive. It is just as if the users are being advised that 'to be forewarned is to be forearmed'. The second statement is written in block letters to attract the readers' attention and to caution them against buying or selling a pre-registered SIM which is an infringement against the law. And everyone knows that any one that infringes against stipulated law would certainly be apprehended and punished in accordance to the law. Hence, since the readers have been warned through this advertisement, they would think twice before buying or selling pre-registered SIMS.

#### 4.4.3 ANALYSIS AND DISCUSSIONS OF DATA 12



Figure 12: 3-in-1 data, voice and sms bundle

This Airtel advertisement in figure 12 was placed in the Punch on Monday, July 14, 2014.

The advert conveys a message about roaming and free incoming calls in twenty-six countries.

The dominant colour of the advert is red; this is the dominant colour that is associated with Airtel.

There are elements of deviation in the advert such as the presence of sentences whose initial word does not begin with a capital letter. The essence of deviation is to draw attention to the deviated item.

Graphologically, numbers are written in Arabic numerals and not in words to catch the readers' attention. So, in the advert, the numbers: 26, 60, 50, 90, 5,000 and 789 are easily seen as they stand out in the advert. In addition to that, there is the use of double colon and bullets to list the offers to be enjoyed on the tariff by Airtel subscribers. Thus, "outgoing calls at #60", "SMS at #50" and "up to 90% discount on data" appear in bullets to easily catch the readers' attention.

Another feature in this advert that is aimed at attracting potential customers of Airtel is a phrase "3-in-1 data, voice & bundle". This feature stands to catch the audience's attention. When, one sees it, one would be eager to learn more about the 3-in-1 bundle that is being advertised.

#### **4.5 ANALYSIS OF COLOUR**

Colour is a very important semiotic element employed in advertisements to attract the audience's attention and to persuade them to acquire a particular product or service. Certain colours tend to give life and freshness to something that seems gloomy or dark. Colour works as a factor for remembering a particular brand of product and for identification. Different colours are adopted in the advertisement to fascinate and grab the readers' attention



because when colours are well combined and organised, they produce fascinating and breath-taking effects.

In the MTN advertisements, different colour are used but the dominant colour which has come to be identified with MTN is the yellow colour. Connotatively, the colour yellow implies happiness, cheerfulness, joy and vitality and these features can

spread to every user of MTN. The dominant colour in Etisalat advert is the green colour. The colour green is the colour of renewal, nature, life and energy.

In the Glo adverts, the dominant colour which is also identified with the network provider is lemon-green. Green is a colour that connotes renewal, life, energy, growth and harmony. Also, the two colours on the logo of this network provider signify a sense of nationality. The two colours which are green and white reflect the country's national identity which is evident in the national flag. 'Glo' is considered as an orthographic deviation of the word 'glow' which means to be bright or to radiate light. Hence, Glo prides in itself as being a truly indigenous brand (Globacom was established by a Nigerian) and it is in harmony and sync with the national identity due to its colour.

In the Airtel adverts, the dominant colour which is also identified with Airtel and its products is red. Red connotes blood, passion and fire. Since blood is a very vital element in human beings, it can be deduced that Airtel is a network that is very vital to smartphones since it is considered as the smartphone network. Therefore, colour is a signifier which is associated with the GSM network providers and which helps to create a mental picture of the network providers.

#### **4.6 ANALYSIS OF SLOGAN**

A slogan is a distinctive phrase associated with a product used in advertising. Slogan is a word or phrase that is usually eye-catching and which is used to in advertisement to make readers or audience identify with the product or service that is being advertised. As peculiar to Globacom Telecommunications Company, the slogan is “Glo Unlimited”. This implies that there are infinite, unrestricted, endless and limitless things to be enjoyed by Glo subscribers ranging from local and international calls, browsing and surfing the internet. On the other hand, the slogan of MTN is ‘everywhere you go’. This means that MTN’s network coverage extends to everywhere - either urban or rural areas, and anywhere in the geopolitical zones of the country. The

slogan for Etisalat Nigeria is ‘now you’re talking’. This symbolizes that it is only Etisalat that can provide and offer clear and standard network. It also shows that now that you are ‘talking’ on Etisalat, there is no room for network failure. Airtel on the other hand has ‘The smartphone network’ as its slogan. This means that Airtel is very efficient with anything one wants to do with smartphones, such as calling, texting, uploading pictures, browsing and lots more.

#### **4.7 GENERAL ANALYSIS**

This research work discovers that images, celebrities’ images, graphological features such as: capitalizations or blockletters, emboldening, colours, large fonts, orthographical modification are present in newspapers advertisements by GSM network providers. Also, lexical items such as: noun, verbs, adjectives and adverbs are also employed in the adverts.

Though, verbs, adjectives and nouns appear to be quite frequent. In addition to that, the personal pronouns “you and your” are also used by GSM network providers in the advert.

The adverts also contain slogans and logos of each network provider. These two features are parallel in the adverts in order to catch the readers’ attention and to familiarize the readers with them in such a way that one cannot confuse the logo or slogan of MTN with that of GLO. There are also images of social media sites and handles on the adverts. This is to inform the readers about the social media sites where services are offered by the network providers. Finally, another feature that is common to the four GSM network providers’ newspapers’ adverts is “terms and condition” which is always at the background. Most times, it is often discarded and ignored by the readers because the fonts may appear too tiny or it may even be abbreviated. If the readers fully comprehend the essence of this “terms and condition”, they might be get discouraged and lose interest in the advertised product or service. Hence, it is always somewhat concealed in the advertisements.

All the features mentioned above are employed in newspapers’ advertisements by GSM network providers to attract potential customers and to motivate already existing customers to keep on patronizing them.

#### **4.8 CONCLUSION**

This chapter comprises the presentation, analysis and discussions of this research work. It examines the various stylistic features employed by GSM network providers in newspapers advertisements.



## CHAPTER FIVE

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 CONCLUSION

At the beginning of this research work, certain objectives were highlighted to form the basis of this research work. The objectives are:

- (i) To examine the choice of language used in advertising.
- (ii) To study the effects of the choice of language on the target audience.
- (iii) To examine and analyze the stylistic features of the language of advertising.

During the course of this study and with these objectives in mind, it was found out that persuasion is the language of advertising. These GSM network providers adapt, use or employ diverse persuasive elements in advertising their products thereby convincing the target audience why their products are best. For instance, in one of the Airtel adverts, the noun 'family' is used to describe all Airtel users. A family is a group of people related by blood. This implies that all Airtel users have a kind of bond or relatedness that can make them refer to one another as family. Hence, there is a link or bond that makes all Airtel users and the owners of the GSM network provider a family.

The researcher also discovers that persuasive language is a language of manipulation. GSM network providers tend to use this persuasive language to manipulate the audience's feelings and emotions thereby inducing them to accept the message and change their attitude towards what is being promoted, the advertisers have to create an imagined interpersonal relationship with the audience this is achieved through the use of reference, personal pronouns – your and you.

The study also shows that telecommunications providers commonly use devices such as graphology and foregrounding for emphasis and to attract the attention of the reader; lexical devices such as – positive adjectives, nouns, adverbs, imperative verbs and pronouns to encourage the audience to be a part of the telecommunications provider. Adjectives are used to describe the positive and attractive aspects of the products, adverbs are used to create a sense of immediacy and personal pronouns are used to address the audience more personally.

Advertisers also use pictures, colours, celebrity endorsements to accredit the products, create attention in order to attract potential customers and maintain already-existing customers thereby improving sales of the products. There are also diverse offers of incentives in form of instant, daily, weekly or monthly promotions, bonuses and discounts to attract new customers and maintain existing customers. These incentives help to encourage and motivate customers and keep them anticipating for more.

To cap it up, the advertisers make conscious effort at creating an atmosphere of joy, happiness, celebration and a stress-free world of communication to give the impression that being a part of the advertised network take away worries, sadness, hopelessness, disappointments and frustrations occasioned by poor service delivery. GSM network providers therefore focus on the positive and fascinating aspects of their network to attract the audience and keep them optimistic with regards to the network and what they have to offer. Therefore, the strategies and devices discussed above are very instrumental to the effectiveness of GSM network providers' advertising in Nigerian newspapers.

## **5.2 RECOMMENDATIONS**

The researcher recommends that future researches can be carried out on radio and television adverts, usage of indigenous language in telecommunications providers' advertisements.

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DATA 1, MTN

THURSDAY, MARCH 9, 2017

Introducing  
**MTN XtraSpecial**



**15k/sec to all local & most international destinations\*. Dial \*408\*1#**

- Free incoming calls on Roaming
- Over 5GB of data for N2000 on dealzone

\*Australia, Bulgaria, Canada, China, Cyprus, Denmark, Finland, Germany, Hong Kong, India, Ireland, Israel, Luxembourg, Malaysia, Malta, Mexico, Netherland, Norway, Romania, Singapore, South Africa, South Korea, Spain, Sweden, Thailand, United Kingdom, United States and Pakistan.

T&Cs apply



everywhere you go

DATA 2, MTN



#BeautifulDay



*With Nigeria's widest  
data network,  
you can do amazing things.*



everywhere you go

MTN 0100

WEEKLY JUNE 19, 2008 PURCH



**Yafun Yafun Bonus**

Join MTN and get 6 times the value of all your recharges to call all networks in Nigeria

Load N100	Get N600
Load N200	Get N1200
Load N500	Get N3000

• Plus free 10MB data on recharge from N200 and above on MTN Dealzone.

Terms & Conditions apply.



everywhere you go

DATA 4, ETISALAT

PURCH

# life's complete on easylife



15k/s  
to all  
networks

15k/s to  
US, UK  
and more

15 free  
minutes  
on-net

15 free  
minutes  
of data

### enjoy:

- calls to all **billions** at 15k/sec
- calls to US, UK, Canada, India, China, Germany and Malaysia at 15k/sec

make calls on easylife complete for 20 days and enjoy

- free 15 mins browsing and free 15 mins to call any etisalat line every month

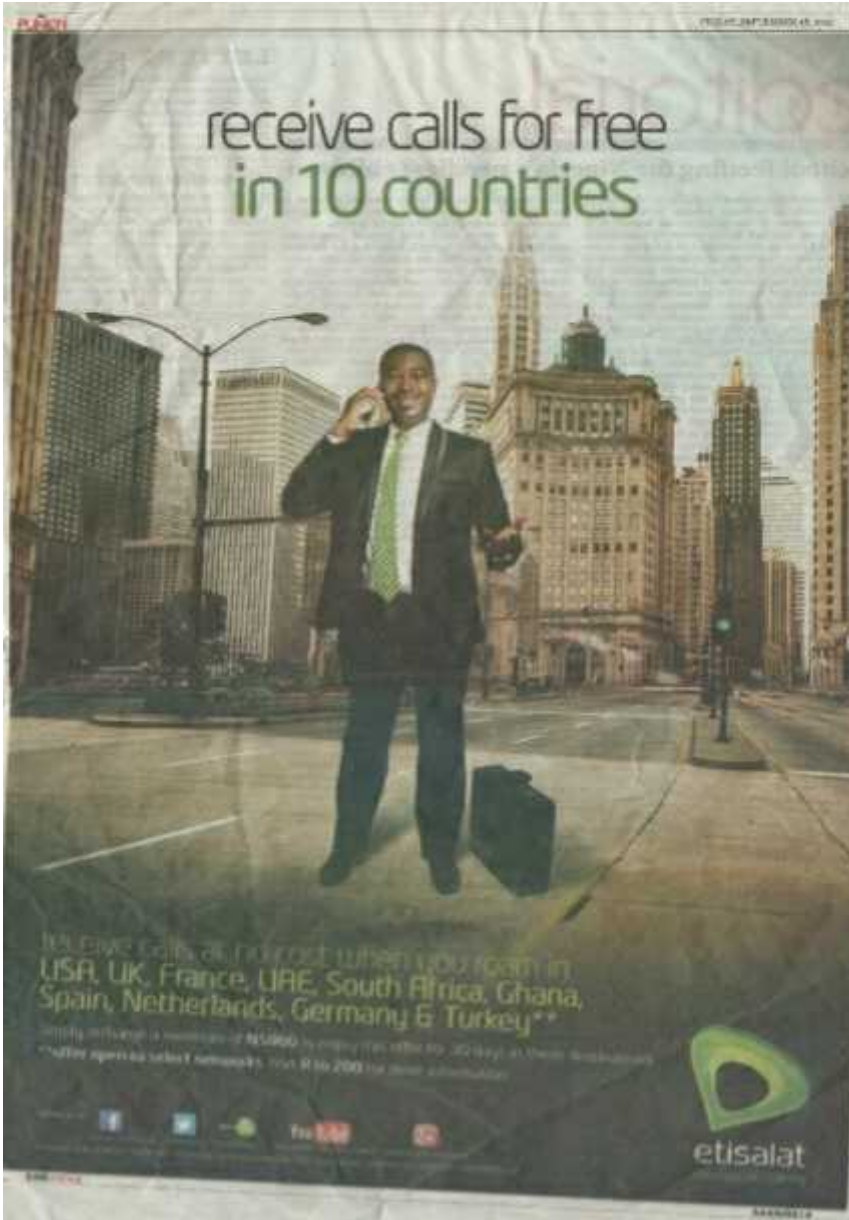
call 9554 to activate | attracts 15 daily fee | also available on postpaid

now available on etisalat




etisalat  
now you're talking

receive calls for free  
in 10 countries



Receive calls, all for free, when you roam in  
USA, UK, France, UAE, South Africa, Ghana,  
Spain, Netherlands, Germany & Turkey\*\*

Simply activate a maximum of \$15000 by using this offer for 30 days at their destination  
\*\*Offer applies to select networks. Visit it to 200 for more information



etisalat

DATA 6, ETISALAT



your favourite club  
your favourite network



the winning team

Enjoy the best of both worlds  
with etisalat and fcbarcelona.



official international partner of  
FCBARCELONA

Follow us on  
facebook.com/etisalatuae  
twitter.com/etisalatuae  
instagram.com/etisalatuae

For more information go to [www.etisalat.com](http://www.etisalat.com) or call us at 167 for 24 hours UAE hotline: 202299991295

DATA7, GLO

# FREE DATA DAY

## IS AUGUST 11

### NATIONWIDE

Use  
**100MB plus**  
N150 on voice  
calls or just N250  
on voice calls in  
the preceding week  
to enjoy.



**glo** **Unlimited**

Turn up the fun with free 200MB on Free Data Day to enjoy more uploads, downloads, streaming, all your social media apps and whatever else rocks your boat.

THE GRANDMASTERS OF DATA

www.gloworld.com

glo world mall, glo world plaza, glo world center, glo world station, glo world village, glo world square, glo world park, glo world plaza

DATA 8, GLO

**N100 GIVES N1000**  
**WORTH OF DATA & VOICE ON CAMPUS**  
Dial \*777# to choose plan

Every recharge allows  
**DATA**  
**VOICE**



THE  
LARGEST  
DATA NETWORK  
FASTEST AND MOST  
AFFORDABLE



**Unlimited**

Enjoy 10 Times the value of all your recharges while on campus. Available on campuses nation-wide, including Police, Customs and Immigration/Training Institutes.

THE GRANDMASTERS OF DATA

© 2014 Glo Networks - New Data Subscribers

Terms and conditions apply

[www.gloworld.com](http://www.gloworld.com)



DATA 9, GLO

**GLO MEGA MUSIC NATIONWIDE TOUR**  
Experience all the Music 'A' Listers together on one stage  
IKORODU: Ikorodu Musical Village | October 21 | 4 p.m.

glo  
Unlimited  
THE ORGANIZATION OF APTX

To win a FREE ticket, text 'MUSIC' followed by your preferred location to 207 and simply use ₦2,000 in a month on your Glo Line

27 headlins across Nigeria. = April 10, 2017 to October 25, 2017.  
For more information, visit [www.glo.com/amer/merch](http://www.glo.com/amer/merch) or the nearest Glo Store, Kiosk or Retail Outlet.



glo Mega Music Tour

DATA 10, AIRTEL



**airtel**

THE SMARTPHONE NETWORK

INTRODUCING...

# TRULY UNLIMITED DATA PLANS

Plan	Price (₹)	Validity	Unlimited Data	Partnership Offers	Limit (Maximum Amount)
UNLIMITED 10	10000	Unlimited	100 GB	*₹1200 off on Flipkart	₹1000
UNLIMITED 20	20000	Unlimited	200 GB	*₹2350 off on Flipkart	₹2000
UNLIMITED 30	30000	Unlimited	300 GB	*₹3500 off on Flipkart	₹3000

\*Partnership offers are available on select days. However, you can continue to enjoy unlimited services if your plan expires.



DATA 11, AIRTEL

DO NOT BUY A  
PRE-REGISTERED SIM  
Follow these 5 easy steps  
to join the Airtel family



STEP 1  
Buy an  
airtel SIM

STEP 2  
Register the SIM  
YOURSELF

STEP 3  
Insert SIM  
in a phone

STEP 4  
Recharge  
your phone

STEP 5  
Make a call, text or  
use data within 48  
hours to stay active

This is to ensure that your registration details are processed in line with FCC standards  
IT IS AN INFRACTION AGAINST THE LAW TO BUY OR SELL A PRE-REGISTERED SIM

DATA 12, AIRTEL

**roam and enjoy free incoming**

**calls in 26 countries**

**Including USA, UK, S. Africa,  
Dubai (UAE) & Ghana**



**while roaming,  
also enjoy:**

- outgoing calls at N60
- SMS at N50
- up to 90% discount on data

balance can be used when back in Nigeria

**roaming bundles start from N5,000**

**dial \*789# now**

This service is available for all prepaid and postpaid customers.

Some countries apply



**airtel**