Stylistic Ideology: Building Images in Advertising Language in the Brewery and Communication Industries in Cameroon

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Abstract

For communication to be complete, there is supposed to be an encoder, who is the source of the message, a channel through which the message is transmitted and a decoder who receives and interprets the message. One of the discourse types in communication is the advertising discourse in which the advertisers design their advertisements with a demonstrated consciousness of the psychological, social, political, economic, cultural, environmental, and linguistic contexts of the setting where the advertisement is to be displayed. The advertisement becomes a representation of the advertiser's perception of the audience's world or dream world. The audience's ideological perception of certain aspects of life, their experiences, or what they will like to experience become what the advertisement thrusts on their sensibilities. This study looks at the ways two brewery and two communication companies in Cameroon propagate their ideologies in advertisements on billboards, banners, posters and mobile phone messages.

Key Words: Language, ideology, brewery, communication, naming, describing.

1. Introduction

The aim of language is to communicate, no matter the medium of expression. For communication to be complete, there is supposed to be an encoder, who is the source of the message, a channel through which the message is transmitted and a decoder who receives and interprets the message. This simply implies that communication is a means of sending and receiving information. The encoder makes sure that the message is accurately transmitted, using appropriate language that will not hinder interpretation and therefore elicit response to the message. This entails that for the decoder to be able to decode the message there must be a common ground between those communicating. Language as discussed by Fairclough (2001, pp. 122-124) is made up of the situation and the discourse type. The situation will include what is going on, who is involved, in what relation and the role of language in that situation. The discourse type will include contents, subjects, relations, and connections. There are many discourse types that call for different contents and participants, which might include discourse types like speeches, lectures, sermons, advertisements.

Advertising discourse is one of these discourse types with objectives that are always in line with promotional and marketing strategies, especially informing and persuading, in limited time and space. This makes advertisements one of the communicative activities that warrant the participants in the communication to be accurate, precise and effective. Advertising is therefore a form of communication used to encourage or persuade an audience to continue or enjoin some new action. In advertisements, the activity is the advertising of a product and the purpose here is to persuade the readers or listeners to buy the product.

The people involved in this activity are the producers or advertisers and the consumers. The relation between the producer and the consumer shows a one-way type of conversational relation where one party, the reader or listener, is passive. Language choice in adverts therefore is that which affects the audience's emotional response and often links an aspect of encoder's message with a triggered emotional response from the target audience. This therefore means that the values, beliefs, and understandings of the decoder are implicitly what should be conveyed imaginatively by the encoder.

In this social interaction, the advertisers design their advertisements with a demonstrated consciousness of the psychological, social, political, economic, cultural, environmental, and linguistic contexts of the setting where the advertisement is to be displayed. The advertisement becomes a representation of the advertiser's perception of the audience's world or dream world. The audience's ideological perception of certain aspects of life, their experiences, or what they will like to experience become what the advertisement thrusts on their sensibilities. The encoders use powerful devices that create an identity between them and the target audience so that the advertiser almost seems to be the audience addressing themselves. Thus skillful advertisers create a positive image in the words of the audience they are addressing, an image their actual readers can identify with. To appeal to the emotion of the audience therefore, the advertisers make use of vivid, concrete emotionally loaded and figurative language that carry connotative meanings, and evoke an emotional response. This brings about the analysis of both the linguistic and contextual constituents in advertisements in Cameroon, which aim at portraying that common sense assumptions are implicit in the linguistic interaction between advertisers and consumers of a product. This study seeks to investigate the strategies used in the advertisement of some companies in the brewery and communication industries in Cameroon.

2. Background to the Study

Cameroon is a country in Africa that was colonised by the British and the French. The colonial masters left, leaving behind their languages which resulted in the presence of French and English as official languages in the country. The advertisements in the country are therefore in French and in English. This notwithstanding, the country has more than 240 native languages, an English based pidgin and a French based Camfranglais. The advertisers use these languages in the areas in which they are common so that they effectively pass across their messages. In the case of this work, the brewery industry represented by Les Brasseries du Cameroun (33 Export) and Guinness Cameroon (Guinness), and the communication industry represented by MTN Cameroon and Orange Cameroon, are analysed. The advertisements analysed in this study are those collected from January 2013 to August 2016 on billboards, banners, posters, and mobile phone messages in Cameroon. This study will therefore focus on the advertisements in English, taking into consideration the socio-cultural, psychological, environmental, and linguistic setting where the advertisements are displayed. Emphasis will be laid on an ideology that each company uses during the period stated, to persuade their customers. The communication companies have different advertisements but the study will focus on the systematic use of some peculiar structures during the stated period. The companies use the different situations in Cameroon to propagate their ideologies.

In their advertisements, these companies focus on language of persuasion, targeting the youths, football fanatics, travelers, responsible people and all who like to reduce expenditure through what obtains in the country. The encoders of advertisements especially of the communication industry target the youths who are probably still students, and are excited in using mobile phones but are limited in their finances. The advertisers open them up to opportunities that are cajoling and seem like giving them services at reduced rates. Another group targeted are football fanatics. Football is a very important event in the activities of Cameroonians in general and men in particular. The advertisers know it will be exciting for these fanatics to win a trip to the African Cup of Nations or even be associated with those interested in football. Cameroonians face difficulties in paying bills (water bills, electricity bills), as one can spend hours queued up, just to pay a bill. It becomes fascinating when one has to just use the mobile phone wherever they are to pay these bills. Also every consumer will like to pay for services at a reduced rate. That is why the communication companies send messages for consumers and the brewery companies usually use the corks of the bottles, giving opportunities for cheapness and bonus. These +companies are aware of the fact that travelers communicate and will like to know the distance they have covered or still have to cover. It is on this basis that the study delves into analysing the advertising strategies used by the stated companies of the brewery and communication industries in Cameroon.

2.1 Les Brasseries Du Cameroun

Les Brasseries du Cameroun, a brewery company started in Cameroon in 1948, supplies alcoholic and nonalcoholic drinks, and bottled water in Cameroon. The company's first factory was opened in Douala in the Littoral Region, next in Yaoundé in the Centre, then Garoua in the North, Bafoussam in the West and Limbe in the South West. In the brewery industry in Cameroon there is continuous rivalry between Brasseries and Guinness, which has resulted in serious campaigns by both companies.

Les Brasseries du Cameroun supplies beers like those that "33" Export, Castle Beer, Mutzig, sweet drinks like, top (Anana, Orange, Pamplemousse, Citron, Grenadine), Sprite, Fanta, Coca cola and Tanguy mineral water. The study focuses on the advertisements of "33" Export which include:

"33" Export the N0 1 Supporter of Football
"33" Export the best partner of Football
No Football without "33" Export

2.2 Guinness Cameroon

Guinness came to Cameroon with the inception of trade between European and African countries. The consumption of Guinness impressed the traders and they saw a good market in future. Guinness Cameroun S.A. started in Cameroon in 1967 with imported Guinness from London. A depot was opened in Limbe, in the South West Region and a brewery was later opened in Douala in the Littoral Region. Guinness Cameroon produces and distributes wines, lagers, and spirits. Some of their brands are Guinness, Malta Guinness, Guinness smooth, Gold Harp, Smirnoff Ice, Jonnie Walker, white horse, amongst others. Today Cameroon is the 4th largest Guinness market in the world (http://www.guinness.com).

Since 1999, Guinness has been carrying out campaigns in Africa. The 'Guinness Michael Power' campaign uses Michael Power an advertising character to make Africans understand they can attain their dreams. The 'Guinness Greatness' campaign took over from 'Guinness Michael Power' in 2006 and aimed at making Guinness consumers believe in themselves and their dreams, giving the notion that Guinness makes them great. And the Guinness 'Made of Black' campaign as Mark Sandys the client's global director says, 'is a celebration of an attitude that epitomizes individuals who aren't afraid to truly express themselves' (www.adweek.com).

The brand advertisement analysed in this study is that of Guinness found on billboards and posters in Cameroon. They include:

Step up your greatness
Let's celebrate life every day, everywhere, everyone
Guinness, Reach for Greatness
Guinness Greatness
Guinness for strength
Have a Guinness when you're tire
I am black, Guinness made of more
Stylish new look, same great taste.
Experience the taste of black and win
Black is not a colour, Black is an attitude

2.3 MTN Cameroon

MTN, Mobile Telephone Network, Group is a South Africa-based multinational mobile telecommunications company, operating in many African, European and Asian countries with its head office in Johannesburg (https://en.wikipedia.org/wiki/MTN_Group). MTN has major slogans like Simply the Best, Your Best Connection, We can't wait, The Better Connection, Everywhere you go. In addition to these slogans, they use other advertising strategies to persuade their consumers to buy their products. Sometimes the encoders use both English and French and at other times they use pidgin to involve the masses. They have other advertisements but a look at the advertisements disclose a systematic structure of MTN+ a lexical item, naming and describing the product. Some of the advertisements in which they use this strategy include the following which are found on the internet, on billboards and received as messages on individual mobile phones.

*MTN Elite: Nothing Compares. USA, China, Nigeria, Canada and 3 other countries to call at 50F/min only! Enjoy this new tariff on MTN Elite! Dial now *170*6#.*
MTN Freedom: 5000F of airtime, Unlimited SMS, free and unlimited calls to 3 numbers, 750 Mo of Internet and more… This is what Freedom looks like.
MTN Elite a world of privileges
*MTN Prestige: As soon as you reach 5000F consumption, you receive 15% bonus. Activate MTN Elite code*170**
MTN N-Joy. MTN N-JOY is an opportunity given to young subscribers to always stay together, share their dreams and ambitions, and live their passions

MTN Best simply the Best. Refill 500F or to get instantaneously 1 free call, unlimited toward any MTN number! Join MTN Best, dial *170*2#
With MTN Magic Voice, change your voice as you want. Welcome to the New World
MTN M Money, Pay your electricity bills easily. Subscribe to MTN Mobile Money. Send money   safely straight from mobile phone
MTN Prolongation to borrow airtime and pay later, dial *121#
MTN Zik. Download your ring back tone! Dial*146#, u feel me.
MTN RELAX. Saturday & Sunday, 300F for 3000F. Calls, internet, sms to all networks
MTN Sky, spread your wings and fly away with calls from only 25F per minute. For your calls at 25F/minute, dial *167*3# before your refill of 1000F or more.

There are others which include MTN School, MTNPlay, MTN Bonus, MTN RELAX, MTN 4Me, MTN Just 4U, MTN CAREERS, MTN FOUNDATION, MTN FOOTBALL, MTN BUSINESS, MTN Gift, MTN Guide, MTN Backup, MTN Protect, MTN Xtra Surf, MTN Mobile Internet, MTN Friends, MTN Bip Me, MTN Dual Account, and MTN Roaming.

2.4. Orange Cameroon

Orange Cameroon S.A. is a French multinational telecommunication corporation supplying mobile phone and internet services to Cameroonians. It stands as one of the major suppliers of mobile phone services and is in a serious competition with its opponent MTN Cameroon. Its services were launched in Cameroon in 2000. Orange Cameroon has had slogans like, The Future's bright, The Future's orange; Together we can do more; Today changes with Orange. This study concentrates on the slogan 'Today changes with Orange' in which 'today' is substituted by another noun or noun phrase as the situation warrants. Some of the advertisements with this structure are as follows:

*Lots and lots of surprises-send 'club' by sms to 922 and win the February 60.000.000F jackpot. **Surprise changes with orange***

*Safe journey- Orange number 1 network quality of coverage- **connection changes with orange***
*(Welcome to Bamenda) Enjoy the network all the way – **the journey changes with orange***
*Amazing Orange AFCON 2013 consume 1000F airtime each week and win by draw a trip to South Africa- **being a supporter changes with orange**.*

*Joker Top   -Talk Talk and Talk- **'the in way' changes with orange.***
*Joker Chrono Plus- **discussion changes with Orange**- 1F/s free after the 2ⁿᵈ min*
*SOS Credit-are you short of credit? Recharge via 133. At Orange, we know what it means to run out of credit at a critical moment. With SOS credit we offer you 250F emergency credit to allow you to continue talking with your loved ones no matter the network, **help changes with orange.***

***Allo changes with orange.** At orange, we know you really appreciate discount and that is why we bring to you this special offer. As from now in the North West, enjoy calling at 05F/s on orange network and 1.47F/s to the other national network with Bonus Zone. Bonus Zone in North West your region turns magic.*

***Attention changes with orange** Orange fidelity. Welcome to a world of privileges. More gifts, more advantages, more surprises.*

***Payment changes with orange** At Orange we know time is precious and you always need to gain some more. That is why today, we offer you orange money, to allow you pay your bills (electricity, orange telephone, and internet, insurance...), from your mobile and wherever you find yourself on the orange network.*

Money transfer changes with orange

***Saving time changes with orange.** With orange money, pay your bills, transfer money from your mobile*

***'Wandaful' changes with orange.** At orange, we know that you deserve much attention. That is why we bring to you this special offer. With the Alcatel OT-217 or OT-232 phone, you can be 'in' for only 5900F, while benefiting from many advantages.*

***Community changes with orange.** At orange, we offer unlimited facebook and orange world on your mobile at preferential rates.*

Internet anywhere, anytime with 3G speed. You will love to communicate with the Orange 3G+. **Surfing Changes with Orange**

Free calls every weekend. At Orange, we know you will love to communicate more. That's why we offer you a SIM with lots of advantages. **Communication changes with orange.**

Sharing happiness is what matters most. **Season's greetings changes with orange.**

The others include *Speed, Fun, Appreciation, Freedom, Entertainment*, *Every day* which are used as substitutes for 'Today' in the syntactic structure, 'Today changes with Orange'.

The competitiveness in the brewery industry in Cameroon is largely between Les Brasseries du Cameroun and Guinness Cameroon S.A. and in the communication industry; the rivalry is between MTN and Orange. Each of these companies engages in intensive promotional campaigns, and is involved in social activities to the extent of sponsoring of some national and regional events.

3. Related Literature

Language is a system involving a process of constructing meaning by making things meaningful. This makes language to represent real life since it is used in real situations and used to convey meanings. One of the meanings that language may convey is that of persuading in advertising. The advertising discourse represents the world by making the readers to see themselves, the products and the world through the use of images, so that what is advertised is represented mentally in the consumer's mind implanting affection for the product in the consumer. The advertisers of the product instill a sense of inadequacy in the consumer that can only be rectified when they purchase the company's goods or services, which creates a sense of brand loyalty in the consumers. This is done by using language devices that depict images that are drawn from the culture and social life of the target population through the language which carries ideological patterns that represent things, position, and people and stratify social life. Language is therefore the main vehicle through which ideas are impressed on readers and listeners.

Ideology as defined by Oxford Advanced Learners Dictionary is a set of ideas or beliefs that form the basis of an economic or political theory or that are held by a particular group or person. Ideology quoted by Markus (www.academia.edu/1103465/Representation) is the mental frameworks (the language, the concepts, categories, imaginary of thought, and the systems of representation) which different classes and social groups deploy in order to make sense of, define or figure out and render intelligible the way society works. Ideology is therefore embedded within a culture as a code, operating language structures used in a cultural context. These language structures include stylistic devices through which texts are shaped.

Eagleton (1991, pp.2-3) gives a list of what might constitute ideology. He defines ideology (in a) as 'the process of production of meanings, sign and values in social life, (in g) as the forms of thought motivated by social interest and (in k) as the medium in which conscious social actors make sense of their world. According to Fairclough (2003, pp. 9) ideologies are representations of aspects of the world which contribute to establishing and maintaining relations of power, dominations and exploitation. Ideologies are associated with socially shared ideas which include expressing the way of life of people in the society and the conditions of existence. Fairclough (2003, pp .9) divides ideology into the critical view and the descriptive view. He explains that the critical view of ideology sees it as a modality of power, while the descriptive view of ideology is positions, attitudes, beliefs, perspectives of social groups without reference to relations of power and domination between groups.

Najafian et al (2011, pp. 64) quote Dyer (1986) who posits that advertisements are a means of representation and meaning that construct ideology within them through the intervention of external codes which are located in society. These representations in advertisements are mental, creating images in the minds of the consumers, implying that representations are the production of meaning through language, using the power of images to make the words meaningful. The meaning of these representations is attained through a convention among speakers of a language that the words they use will mean what they mean. This means that the social convention enables the users of the language to create or construct the representational process through the use of language to produce meaning. By means of convention, therefore, users of the language link the words to the idea, to make meaning.
For the consumer to decode, and be able to comprehend the message they have to arrive at an interpretation through an active process of matching features of the utterance at various levels with representations they have stored in their long-term memory.

These representations are prototypes for a very diverse collection of things – the shapes of words (Fairclough 2003, pp.9). The grammatical forms of sentences, the typical structure of a narrative, the properties of types of objects and person, the expected sequence of events in a particular situation type and so forth, are some linguistic and nonlinguistic representations they already have stored up in their minds. Putting together, these linguistic and nonlinguistic representations make ideology to bring out hidden intensions of advertising like when consumers purchase a particular product, and elements such as social status, class, and culture are represented through their purchase. People therefore identify their lifestyle by the products they consume, making consumers feel that they can rise, or can be considered lesser than others in society through what they purchase or consume.

According to Fairclough (2001, pp. 16) advertising constructs consumption communities through ideology. As a result, language is significant in the production, maintenance, and change of social relations of power and contributes to the domination of some people by others. Ideology is closely linked to language because; using language is the commonest form of social behaviour. The advertising discourse is interesting because the nature of the power relations enacted in it is often not clear, and there are reasons for seeing it as involving hidden relations of power, that producers exercise power over consumers in that they have sole producing right and can therefore determine what is included and excluded, how events are represented, and even the subject positions of their audiences. This can be seen in the way the advertisers use what is happening in the society to manipulate the minds of the consumers to buy their products by naming and describing their products according to the on-goings in the society. Naming and describing is an important aspect in stylistic analyses because it relates the product to the image the advertisers want to represent in the minds of the consumers.

4. Theoretical Framework

The study uses as theoretical frame, the register theory and the ideological concept of building the Market, with focus on building images.

4.1 Register

The register theory which is the context of situation refers to all those extra linguistic factors that have some bearing on the text itself. To look at these extra linguistic features one has to take into consideration the external factors affecting the linguistic choices that the encoder makes. These are likely to be the nature of audience, the medium, and the purpose of communication. The encoder who produces the text and the decoder who is the recipient of the utterance must have a common ground for the message to go through. In the case of advertisements, the decoder is the audience that is targeted by the encoder, that is, the advertising company.

Halliday and Hasan (1976, pp. 23) look at register from the context of situation, bringing in synergy the tenor, the mode and the field. These examine the relationship of the actors; in this case of advertisement, the producer, and the consumer. They also examine the medium of transmission which is written, and the field that is, the subject matter which is advertisement in the case of this study. Hymes (1964) quoted in Brown and Yule (1980, pp. 38) sets about specifying the features of context. Hymes further discusses setting, event, and channel and whether the contact between participants in the event is being maintained by speech, writing, signing etc. He also notes code, message-form, and purpose. He acknowledges that the text and the context are important in interpreting the message in the text, making the context of an utterance imperative in the interpretation and comprehension of a text. In the interpretation of the advertisements in this study, these aspects are taken into consideration.

4.2 Building Images

Ideology is made up of ideas that are opinions, mental, impressions, suggestions, beliefs. The process of representation stands for or represents things that create images in the mind. Creating an appropriate image for a product is to embed it into social consciousness. It is easy to do this because the ideological representation, through which the image is created, is made up of structures of meanings embedded in social relationships. Fairclough (2001, pp.167-171) proposes three parameters along which the ideological content of an advertisement should be seen in building the market which are building relations, building images and building the consumer. Fairclough describes the producer-consumer interaction in his concept of 'Building the Market.' This study focuses on building images, in which he explains that advertisers get their audiences to draw upon ideological elements in the MR('members' recourses', Fairclough, 2001, pp. 20), in order to establish an image for the product being advertised (2001, pp. 168) stored in the long-term memory.

The MR is the resources which people have in their minds and draw upon when they produce and interpret texts-including their knowledge of language, representations of the natural and social worlds they inhabit. Fairclough goes on to explain that comprehension is the outcome of interactions between the utterance being interpreted and MR, making the processes of production and comprehension essential to an understanding of the interrelations of language, power and ideology, and that this is so because MR are socially determined and ideologically shaped.

This study focuses on building images which are the resources readers are driven to draw upon. To create this impression, the advertiser permeates the thoughts and reasoning of the central elements in building the image of a product and makes use of vocabulary that is familiar, that is, consumers identify with the product, vocabulary that is positive and having clear-words that evoke positive associations in the minds of consumers, and vocabulary that is memorable. In creating images, the advertisers focus on naming and describing of the product.

5. Results and Discussion

Advertisements are very important elements in marketing, and marketing involves the buyer and the seller, making communication imperative in advertisements. The reader acts by reacting positively or negatively to the advertisements, which is buying the product advertised or not. At the surface level, the advertisements bring out the identity of the product and at the underlying level the linguistic and contextual elements bring out the mental concepts of the signs. This section presents the different companies and their different strategies of persuasion through representations of their products. It also discusses and draws conclusions on ideology in the naming and describing in '"33" Export' of Le Brasseries du Cameroun, 'Guinness' of Guinness Cameroon, MTN + (noun, verb, adjective) of MTN Cameroon, and 'Today changes with Orange' of Orange Cameroon,

5.1 Naming and Describing In "33" Export

Le Brasseries du Cameroun has many brands of beer but this study will look only at "33" Export, one of the most consumed beers of Brasseries. On billboards, "33" export is transferred to the idea of journeying and football. The billboard is placed 33km into and out of a town. On the high way from Bafoussam in the West Region to Bamenda in the Northwest region, the board is placed 33 km into Bamenda. On the side of the billboard from Bafoussam is written 33 km to Bamenda and on the side from Bamenda on that very billboard is written 33 km from Bamenda. The beer is read as 'three three' Export, not the notion of 'thirty three' as may seem or as it is expressed in French. This is not only informative but persuasive, cajoling the reader to read through the billboard which carries a description of "33" Export as 'the No 1 supporter of football' and 'the best partner of football.' Other billboards and vehicles in town carry 'No football without "33"Export.' The use of 'No 1' and 'best' in describing of "33" Export places it on the top of beers drunk during a football match. Football is important games to Cameroonians and during a match, Cameroonians, especially men, gets together and drinks while watching the match. They have fun when drinking and watching a match, so most men will prefer to watch a match in a bar where they will have companions to make comments on the match, as they watch and drink. Brasseries makes use of this event to advertise "33" Export.

5.2 Naming and Describing In Guinness

Over the years, Guinness has been creating an image of greatness in the minds of its audience, through the use of catchy, positive, and memorable vocabulary. The use of the positive vocabulary pertaining to greatness brings out the belief of being great if one drinks Guinness. In 'Step up your Greatness' the belief is that with Guinness the one who is great becomes greater, and in 'Guinness, Reach For Greatness' the one who is not great becomes great. 'Guinness Greatness' qualifies the beer and consequently those who are drinking it. Crystal (2003, pp. 171) gives the description of 'Color Vitamins' (after M. Spillane 1991), arguing that, the symbolic or psychological associations of colours have a long history. Accordingly, there are 11 key 'color vitamins' and these colours are related to a range of positive and negative attributes. One of the colours described is 'black' and the positive attributes of black are 'strong, sophisticated, and formal.' If Guinness is 'Made of black' and 'Black is not a colour, Black is an attitude' then black is a way of thinking or behaving. Since advertisers go for positivity, the black in Guinness represents the positive qualities of black. The message of 'black' in 'I am black, Guinness made of more' is one of being strong. This strength is seen in the sense of the confidence and boldness in the African, as in 'Guinness brings out the power in you' and 'Guinness for strength.' Power goes with strength or energy and greatness implies outstanding qualities. 'Celebrating life every day, everywhere, everyone' means one is a celebrity, pertaining to being great. Drinking Guinness is therefore becoming a celebrity.

The advertisers make use of lexical items such as celebrate, greatness, great, black, strength and power to create a representation of an image of 'greatness' in the minds of the consumer. The positivity, memorability and clarity in the vocabulary used in the advertisements create an impression that drinking Guinness uplifts ones status in the society. The image of Guinness created in the minds of its consumers is the image of a great person, one who is always at the top, getting there through being powerful, strong, great and always celebrating, that is; after drinking Guinness.

5.3 Naming and Describing In MTN Cameroon

During the period between 2013 and 2016, one of the strategies MTN has been using to draw the attention and interest of its readers and consumers is MTN+ a noun, verb, adjective, adverb phrase. These are found on billboards in Cameroon, on phones of subscribers of the MTN and even on window and door posts of some business places. This is done to arouse the interest of the consumers to go in for more products and plans of the MTN, which as they claim, is uplifting, cheaper, saves time and energy, adventurous and free. The use of MTN + a lexical item makes use of different plans that will attract their consumers. To identify with the product, a lexical item attached to MTN, names, and describes the product. The product a consumer gets distinguishes him or her from other consumers, because the plan places a consumer at a certain level in the society, determining their lifestyles. From the different naming and description of products and services, MTN targets its consumers by distinguishing the different groupings in the society and the different events taking place.

MTN N-Joy, MTN Zik and MTN Magic Voice, target youths who are excited and like having fun and doing adventurous things. Magic voice makes the receiver not be able to identify the caller's voice and 'zik' is having a ring back tone enjoyed by the caller from the receiver's phone. MTN Prestige, MTN Freedom, MTN Go Plan, MTN Best, MTN Elite are for those who want to have quality, satisfaction and feel uplifted in their status in society. These come with the consumer, consuming a certain amount of airtime before they can get into using these plans. For example to get the 15% bonus for MTN Prestige, one has to consume an airtime of 5000 Fcfa. Those who are in this plan are considered as valued customers. The group targeted here are workers, those who earn money. MTN Xtra Surf and MTN Mobile Internet are for cheapness in using internet and the target here is the educated. MTN Play and MTN Relax are for recreation and comfort, those who want leisure. MTN M Money and MTN Dual Account target the 'busy' in society. It saves time, energy, and money when paying bills in that, one does not have to queue up for hours, but pay bills through their mobile phones. MTN Bonus, MTN Gift, MTN Friends, MTN 4Me, MTN Just 4U all evokes excitement, cheapness, and maintaining good relationships. MTN Prolongation and MTN BipMe go with advantages especially when a customer does not have airtime. In 'prolongation', MTN lends airtime to the customer and in 'Bip me' the customer has an opportunity to indicate to someone they want to talk to that they do not have airtime to call. This is so because one can use 'Bip Me' only when the airtime is not sufficient to make a call. MTN Guide, MTN Backup, and MTN Protect are protective measures to store data in the mobile phone.

The lexemes attached to MTN carry positivity. Crystal (2003, pp. 388) describes advertising language as a language which tends to use words which are vivid, concrete, positive and unreserved. The vocabulary MTN uses is positive, familiar, easy, and memorable, making the language attractive. The advertisers use joy, best, elite, magic voice, relax, prestige, freedom, protect, friends, gift, all lexical items that carry attractive, interesting and memorable images, making the description of their plans, products and services cajoling to the MTN customers. The ideas built by the advertisers and implanted in the minds of the consumers through the use of these lexical items create images of satisfaction, cheapness, quality, comfort, advantages, an elevated lifestyle, excitement, which all evoke in the reader corresponding frames.

5.4 Naming and Describing In Orange Cameroon

Orange Cameroon has been using the syntactic structure 'Today Changes with orange' and other advertisements within the period of 2013 and June 2016. This study focuses on the use of 'Today changes with Orange' and how the designers of the advertisement vary 'today' with other nouns and noun phrases to suit the context of situation of the advertisements. 'Today changes with Orange' is a signature that brings Orange closer to their customers, getting involved in the everyday lives of these customers, changing their lives for the better. The structure '-- changes with orange' comes with the description of an event or a situation that warrants the use of the noun or noun phrase that substitutes 'Today.' They replace 'Today' in the main slogan giving the impression of what is happening 'now.' Today carries the deictic expression of the event taking place at the time.

Orange takes advantage of the different events going on in the country and the different situations they can use to advertise their product. During a period of celebrating like Christmas, they come up with seasonal greetings. This is done through the syntactic structure 'Season's greetings changes with Orange.' During football competitions like the AFCON 2013, the structure reads 'Being a supporter changes with Orange.' With the interest and enthusiasm with which Cameroonians support football, Orange believes is a strategy of persuading Cameroonians to buy their products. Another activity that Orange makes use of is that of paying bills which is an undesired activity. In paying electricity bills at the office, means one has to queue up, at times for hours. Orange takes this into consideration and advertises Orange Money that makes paying these bills easy. With this, they restructure the slogan to 'Payment Changes with Orange' and 'saving time changes with Orange.' With the coming of internet and the inadequacy of internet services to satisfy customers, Orange comes up with the 3G+ giving speed, and therefore restructures the slogan to 'Surfing changes with Orange.'

In view of changing town and still being connected, at the entrance of the town, Bamenda for instance, Orange billboards carry

> Connection Changes with Orange
> 'The in way' Changes with Orange
>
> The journey Changes with Orange.

This is to give assurance to the customers that with Orange, there is connectivity from one town to another. When Orange wants to attract the readers to buy Orange products, they give advantages in the form of 'Surprise changes with Orange', 'attention changes with Orange', 'Discussion changes with Orange', 'Allo changes with Orange,' and 'Communication changes with Orange,' all promising the consumer a package of cheapness in calls and 'wanderful changes with Orange' propose a cheap phone. 'Wandaful' is a pidgin word for 'wonderful', an expression that comes up in a positively exciting situation. 'Wandaful' here signifies the level of cheapness of the phone. In times of need in an urgent situation, when in the midst of a conversation the consumer's airtime gets finished, Orange offers 'help changes with Orange' which allows the consumer to borrow an emergency airtime to continue the conversation. Many people transfer money so Orange has 'money transfer Changes with Orange' and taking opportunity of the weekend they come up with 'Communication Changes with Orange.' The use of these lexical items- attention, saving time, 'wandaful', surfing, communication, season's greetings, allo, discussion, being a support, connection, the journey - to replace today, all give a notion of what is happening in the society at the time. The advertisers use the context and moving with time to create their advertisement to attract the consumers.

6. Conclusion

Since ideology is made up of the ideas that are opinions, mental impressions, beliefs, the brand or product becomes the mental representations in the consumer's mind, giving the impression that the richer the emotional content (that is, the consumer linking the qualities imposed on the product to themselves), the more likely the consumers will go for the product. One of the ways the advertisers implant rich and powerful mental representations in the minds of the consumers is through the use of words in naming and describing the brand. The advertisers in the brewery and communication industries in Cameroon are very much aware of this connection. The use of these lexical items and mental representations in "33" Export focusing on football, 'greatness' in Guinness, MTN+ noun, verb, adjective, adverb in MTN and the varying of 'today' in 'Today changes with Orange' with other nouns and noun phrases in Orange, are all common sense assumptions (Fairclough 2001, pp. 2) used by advertisers to create images in the minds of their consumers to buy their products. These strategies they use are ideologies embedded in the language, which in conjunction with the happenings in the society give advertisers the power to work on the representations in the minds of the consumers, thereby creating these images that the consumers would want to identify with. That is, the advertisers look for consumers' needs and motivations, and on these, build their advertisements.

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