

**LANGUAGE-MIXING IN THE LANGUAGE OF ADVERTISING  
A CASE STUDY OF COMMERCIAL BANKS AND MOBILE  
TELECOMMUNICATIONS FIRMS IN KENYA.**

**BY  
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## DECLARATION

This thesis is my original work and has not been presented for a degree in any other university.

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## **DEDICATION**

### **God**

Thank you for the knowledge, strength and guidance throughout the course.

### **My Late Parents**

**Samuel Muyuku**

**Leonida Muyuku**

Thank you for the strong academic foundation upon which this achievement is based.

### **My loving Husband Cleophas Kennedy Juma**

Your tireless support and encouragement has been the pillar of my success.

### **My Cherished kids Silvanus Juma Valentine Juma Immaculate Juma Catherine Juma**

Thank you for your patience and understanding throughout my study.

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May God bless you all.

## **ABSTRACT.**

This paper presents the results of a linguistic study on the advertising language in Kenya. The study follows the framework of Lexical Pragmatics Theory. Mainly we were out to investigate how language-mixing in advertising realizes its persuasive intention.

This study is organized into six chapters. The first chapter focuses on the introduction of the study. It highlights the introductory elements of the study; its background, statement of the problem, objectives, hypotheses, rationale, scope and limitations, theoretical framework, literature review, methodology, data analysis and conclusion.

Chapter two, discusses the concepts of language-mixing and advertising. It highlights on the roles of advertising and the persuasive nature of advertising language.

Chapter three gives the linguistic description of the language-mixed adverts classifying them under lexical, intra utterance and inter-utterance levels.

Chapter four tests the theory. It subjects the collected data to processes of Lexical Pragmatics theory to find out if they can adequately analyze the data.

Chapter five, deals with the reactions of the consumers towards the language-mixing mode of advertising. A questionnaire was used to collect this data.

Chapter six concludes the study. The findings of this study identified languages that were mixed. It also established patterns of mixing these languages. The study further reveals that consumers have positive reactions towards language-mixing mode of advertising.

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## **DEFINITION OF KEY TERMS**

### **Language – mixing**

The alternation of different languages in words, sentences or utterances.

### **Alternation**

This means one language is being replaced with another

### **Intra-word Mixing**

Mixing of languages within a word

### **Intra Utterance Mixing**

Refers to mixing of languages within an utterance.

### **Inter-Utterance Mixing**

Refers to mixing of languages between utterances.

### **Brand**

Refers to a name, term, sign, symbol, design or some combination of these that identifies the products of a firm.

### **Product**

A narrow view of a product focuses on the physical or functional characteristics of a good or service. By contrast, a broader view extends to all aspects of want satisfaction. Therefore the broader view defines product as a bundle of physical, service and symbolic attributes designed to enhance consumer want satisfaction.

## **ABBREVIATIONS**

<b>S</b>	<b>Safaricom</b>
<b>Z</b>	<b>Zain</b>
<b>O</b>	<b>Orange</b>
<b>SCB</b>	<b>Standard Chartered Bank</b>
<b>KCB</b>	<b>Kenya Commercial Bank</b>
<b>CBK</b>	<b>Co-Operative Bank of Kenya</b>
<b>BBK</b>	<b>Barclays Bank of Kenya</b>
<b>P</b>	<b>Postbank</b>
<b>SAT N</b>	<b>Saturday Nation</b>
<b>SN</b>	<b>Sunday Nation</b>
<b>DN</b>	<b>Daily Nation</b>
<b>SMS</b>	<b>Short Message Service</b>
<b>SME</b>	<b>Small Medium Enterprises</b>
<b>ATM</b>	<b>Automatic Teller Machine</b>
<b>Sg</b>	<b>Singular</b>
<b>Dfid</b>	<b>Department for International Development</b>

## CHAPTER ONE

### 1.0 INTRODUCTION

This study is about language-mixing in the language of advertising. The phenomenon of code-switching has been the subject of research by various scholars mainly in the 1970s to 1980s as pointed out by Myers Scotton (1993:19).

Code switching is the term used to identify alternations of linguistic varieties within the same conversation. While some prefer to discuss such alternation under two terms employing code-mixing as well as code-switching the single term language-mixing is used in this study.

Utterances containing code-mixing show the same "discourse unity" as utterances in one linguistic variety alone. For example, if the mixing is within a single sentence, the elements from the two different languages generally are joined together prosodically.

The linguistic varieties participating in code-mixing may be different languages or dialects or styles of the same language. However, this study is concerned only with alternations of language, thus when the term code-mixing is used in this study, it only refers to such mixing. Scotton (1993:1-2).

This study attempts an understanding of advertising language in Kenya. It specifically focuses on language-mixing on persuasion and pragmatic meaning in selected language-

mixed print adverts. Language-mixing in the language of advertising is a contemporary phenomenon in Kenya.

It has been demonstrated that meaning in advertising language goes beyond the usual linguistic properties of an utterance in a context of situation. Advertisers twist meanings to fit situations, their own expectations and assumed needs of the audience.

In this language game, advertisers maintain a unique working relationship with not just the audience but also satisfy their emotional and affective needs of their audiences. Meaning looks somewhat blurred and eclipsed but strong implications and undercurrents are expressed with the audience, given their contextual knowledge and cultural dispositions interpret easily.

### **1.1 A Brief History of Advertising**

Consumer advertising as we know it today developed in the latter half of the nineteenth century, with the ordinary housewife as its primary target. Nonetheless, some conventional elements of advertising language were discovered as far back as ancient Roman times in lost and found notices. (Leech 1966:168) asserted that by the 1920s the character of modern advertising language had emerged and that one of its primary features was a simple, personal colloquial style unlike the formal one of older advertisements.

Great Britain was the first country to introduce a public television service in 1936 (Henry 1986) but the American advertising industry seems to have the greatest influence on international television advertising.

The 1960s seem to have marked a turning point in advertising trends in the United States. previously, adverts had been fairly conservative and the typical catch phrase for advertising agencies was “Don’t make waves” (Buxton 1972: 43). The decade of 1960s to 1970s, however witnessed a creative shift in advertising strategy because of increasing competition. In 1970s, marketing research and government regulations became responsible for the bulk of changes in advertising strategy (Ibid: 80). Hardin (2001: 191-192)

## 1.2 Background to the study

### Words of wisdom

*“I don’t know the rules of grammar... if you are trying to persuade people to buy something ... it seems you should use their language, the language they use everyday, the language in which they think. David Ogilvy*

Altstiel (2006:183)

Clever copywriters are best able to write a persuasive commercial and are adept language users, though not necessarily aware of the pragmatic strategies and linguistic devices they employ. Five masters of the art of writing advertising are: William Bernbach, Leo Burnett, George Gribbin, David Ogilvy, and Rosser Reeves.

Bernbach stated, “I think the most important element is success in advert writing is the product itself.” Higgins (1990:23).

Gribbin similarly discussed the importance of knowing a great deal about a product and its consumers and encouraged the use of the vernacular, using language that surrounds us in colourful ways. He also maintained that the first thing to mark a good

writer "is that he avoids the clique" (p. 61). Burnett suggested that the advert writer should always be tuned into ways of "putting usual things in unusual relationships that get attention and aptly express an idea (Ibid: 47). Reeves and Ogilvy emphasized the problem of writing an advert to shock or entertain in order to be remembered and how useless such a strategy was if the product itself was forgotten. From such statements, it is evident that the focus of copywriters tends to be more psychological than linguistic in nature.

The art of persuasion or rhetoric is at least as old as early Greek literature although the rhetorical practices of persuasion are always the same in all cultures.

Persuasive discourse is the non reciprocal "attempt or intention of one party to change behavior, feelings, intentions, or view point of another by communicative means" (R. Lakoff 1982: 28)

Similarly, Schmidt and Kess (1986: 287), in their comparison of the language of televangelists and television advertising, defined persuasion as the "process of inducing a voluntary change in someone's attitudes, beliefs or behaviour through the transmission of a message."

Persuasion is defined as "those linguistic choices that aim at changing or affecting the behaviour of others or strengthening the existing beliefs and behaviors of those who already agree, the beliefs and behaviors of persuaders included" (Kinneavy, 1971:121. Jucker 1997: 122) quoted in Halmari and Virtanen (2005).

Advertising, propaganda, political rhetoric and religious sermons are obvious examples of persuasive discourse. Other types of discourse involving unequal distribution of power or manipulation include therapeutic and courtroom discourse, job interviews, examination situations, "academese", and adult speech directed at children (Lakoff 1982; Mey 1985). Lakoff considered power to be a frequent product of persuasiveness because people "who can use linguistic skills to win others over to a point of view, and get them to act in accordance with their interests, are likely to achieve power," (ibid: 216). She furthermore remarks that societies generally have clear ideas about what is persuasive and how to speak in such away. Furthermore, she suggested that even though persuasiveness, appears to be universal in its emphasis upon emotional appeal and intellectual argument rhetorical practices are not the same in every culture. Hardin (2000: 3-4.)

Advertising is clearly a persuasive discourse since its purpose is to change the buying behaviour of its audience. According to Mc Cann Erickson, the advertising agency that has developed Coca Cola's national campaigns for many years, advertising is "*truth well told*". This philosophy, echoed by Coke's management in its annual report 25 years ago continues today (Coke's advertising) should be pleasurable, experience refreshing to watch and pleasant to listen to. It should reflect quality by being quality, and it should make you say I wish I were there, I wish I had been drinking coke with these people (Arens and Bovee 1994)



Albert Lasker, the father of modern advertising said advertising is “*salesmanship in print*” but he offered this definition long before radio and television, at a time when the nature and scope of advertising were quite limited.

Pragmatic study is useful in analyzing advertising particularly context of persuasive discourse. The definition of pragmatics used in this study is “the study of relationship between language, its communication and the contextualized use (Koike 1996)

Most advertising is intended to persuade – to win converts to a good, service or idea. A company usually sponsors advertising to convince people, its products will benefit them. Some adverts though, such as legal announcement, are intended to inform not to persuade. In addition to promoting tangible goods such as suits, soaps and soft drinks, advertising also helps publicize the intangible services of bankers, beauticians, and bike repair shops. And increasingly advertising is used to sell a wide variety of ideas: economic, political, religious and social.

Advertising reaches us through a channel of communication referred to as a medium. In addition to the traditional mass media – radio, T.V newspapers, magazine and billboards it also uses other media such as direct mail, brochures, shopping carts, blimps, and video cassettes.

Advertising can be classified by four major categories: target audience, geographical area, medium, and purpose (Arens and Bovee 1994). Defenders of traditional English

think advertising copy (the text in adverts) is too breezy, too informal, too casual, and therefore improper. They believe advertising has destroyed the dignity of the language.

Advertising research shows that people respond better to down – to –earth conversational language than to more dignified, formal writing. Good copy writers develop a style that is descriptive, colorful and picturesque as well as warm, human and personal. Because of brevity, they use the simple words that are lively, full of personality and reflect the language usage and patterns of their target audience (Arens & Bovee 1994:39)

It is important to understand that advertising does not only seek to inform, it also persuades. The potential user must know what goods or services are available. Moreover, he would like to compare the goods and services to other available equivalent. If he is satisfied that the goods and services are better than the others, he would be prepared to try them. As such advertisers would need to praise that product and the firms, and persuade the buyers, they try to seek their attention and make better claims (Singh et al 1992: 78).

Advertising discourse is highly innovative and dynamic. In Kenya, advertising discourse has to be very innovative as it has to consider the many languages that exist in the multilingual society. Because of the social background, language-mixing takes place in advertisement, and that is part of the investigation of my study. But language-mixing is not new, it has been done before. For example, Eastman and Stein (1993:198) say advertising discourse has along tradition of “language display.” that is, the appropriation

of out- group language “to attract potential customers by appealing to their sense of what is modern, sophisticated, elegant etc.”

Haarman coined the term ethnosymbolism for the use of foreign languages as symbols of foreign ethnic groups and their cultures” (Haarman 1986:109)

Here are two examples:

- The first commercial for German beer broadcast in Australia, features barely intelligible German in the background, framed by an English voice that states: *you don't need to speak German to enjoy a good beer.*
- The second is a print advertisement for French cigarette paper in German, in which an attractive female is given the headline: *Voulez vous rouler a vec moi?*

In the first case, the mere acoustic presence of German, devoid of a propositioning meaning alludes to the product's original context of consumption and thereby highlights its authenticity.

The second case appropriates a French pop song line to contextualize the main ethnosymbolic value of French in German advertising that is eroticism (Piller 2001)

Recently, language-mixing has found its way into advertising in Kenya. Many advertisers have adopted this mode of advertising to influence the buying behavior of these bilingual and multilingual consumers.

To this point, therefore, this research aims at highlighting how languages are selectively and carefully used to stimulate reactions in the target audience.

### **1.3 Statement of the problem**

This study investigates whether language-mixing in the language of advertising achieves persuasive effect. The study uses adverts from commercial banks and mobile telecommunication firms in Kenya.

When targeting bilingual consumers, advertisers have a choice of advertising in bilingual's native language or in the country's dominant language. Within the US in Hispanic community, for example, Kellogg's has a choice of advertising Frosted Flakes in English or in Spanish. (Noriega 2006: VI).

In Kenya, advertisers have varied choices to make due to the multi-ethnic nature of our social background. English, the official language may be used, Kiswahili, the national language is another preference and other local dialects may also be used and this is what this study is set to investigate.

This study is guided by the following research questions:

1. Which languages are mixed?
2. How are the languages mixed?
3. How do the consumers react to the language-mixing?
4. Is lexical pragmatics theory adequate to analyze the data?

### **1.4 Objectives of the Study**

The following are the objectives of the study:-

1. To identify the languages used in the adverts.
2. To establish whether there are any patterns in the mixing of languages.

3. To investigate the reactions of consumers towards language-mixing practice.
4. To establish whether Lexical pragmatics theory is adequate in analyzing these data.

### 1.5 Hypotheses

The following are our hypotheses

1. That the languages used in the adverts can be identified
2. That there are patterns of how the languages are mixed.
3. That consumers have positive reactions towards language-mixing.
4. That Lexical pragmatic theory is adequate in analyzing the data.

### 1.6 Rationale of the Study

Much of the language we encounter daily is in some form of advertisements on television, radio, newspaper, posters, billboards etc. We cannot escape these adverts anywhere we go.

May be because they are too obvious, little attention has been given to them as an important area that needs linguistic research in Kenya.

Minimal literature on advertising language is evident.

In the words of Charles H. Felt in Adams (Ed) (1971: 52):

*Today, at its best, print advertising is person to – person communication. It can no longer be a corporate proclamation delivered to some vase faceless audience. Today's advertising seeks to create a dialogue between someone who may be persuaded to buy it. It must look, act, sound and feel as though some are human being is conversing with*

*someone else. It should, like any engaging conversation, be bright, adult, possess warmth, vitality and humour. It must relate to its era, to its environment and to the society in which it functions.*

Regarding language in advertising, international and cross cultural advertisers continue to struggle to find the best language medium through which to reach their target audience.

Research on language-mixing in advertising is not evident and thus remains unknown to the researcher. Therefore this research will give insight on the role of language-mixing in increasing advertising effectiveness among Kenyans.

### **1.7 Scope and Limitations**

The study is within the framework of Lexical pragmatics theory.

Lexical pragmatics is a research field that tries to give a systematic and explanatory account of pragmatic phenomena that are connected with the semantic under-specification of lexical items. The aim of linguistic pragmatics is to provide an explicit account of an utterance.

The study limits itself to language-mixed print adverts from Safaricom, Zain, and Orange mobile telecommunications firms and commercial banks in Kenya namely Barclays, Standard Chartered, Commercial Bank of Kenya, Co-operative Bank of Kenya and Postbank.

The data collection ranges between June 2008- June 2009.

The research was based in Nairobi.

## **1.8 Theoretical Framework**

The choice of our model of analysis is largely dependent on its postulation that lexical items in a language are analyzed in a systematic manner and interpreted according to a particular context.

Lexical pragmatics theory was proposed and developed by Blutner Reinhard in 1990 in his publication in the journal of semantics. It comprised of two theories in one, that is, lexical semantics and conversational implicatures.

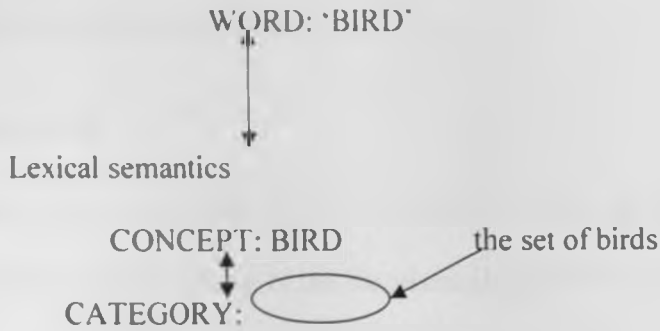
The theory was further developed by scholars namely, Carston (1997, 2002) Blunter 1998, 2002 and Wilson 2003, 2006 who tackled the inadequacies and problems that featured in the theory. The theory's concepts and processes are adequate to analyze the data generated by our study.

### **1.8.1 The Lexeme in Lexical Pragmatics**

(As indicated in Wilson D Lectures 2006-07)

On the very simple model of semantics, words are treated as encoding concepts and concepts are treated as denoting categories of objects, events or properties in the world (or in alternative possible worlds).

## Simple Model of Lexical Semantics:



Wilson D. (2006-07:2)

The goal of lexical semantics is to study the relation between words and the mentally-represented concepts they encode. If there were no such thing as pragmatics, a word would always be used to express exactly the concept it encodes, and would therefore pick out the same category of objects, events or properties on each occasion of use. However, as we've seen in our pragmatic theory lectures, there is generally a gap between the sentence meaning assigned by the grammar and the speaker's meaning conveyed on a particular occasion of use. This is true not only at the level of whole utterances but also at the level of individual words. One way of putting it is to say that there's a gap between the concept *encoded* by a word and the concept *communicated (or expressed)* by use of that word on a particular occasion. The gap between the concept encoded and the concept communicated by use of a word provides the basic data for lexical pragmatics, and the goal of lexical pragmatics is to explain how hearers bridge the gap.

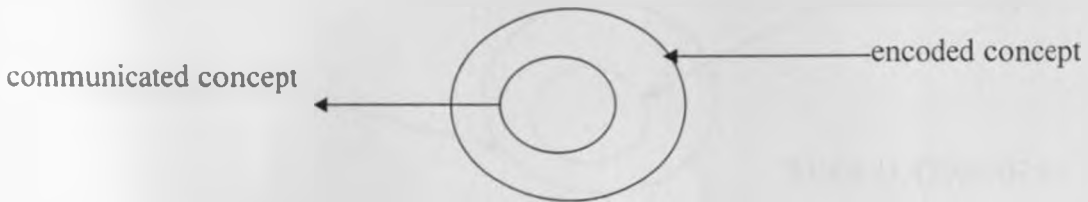
The literature on lexical pragmatics distinguishes three main types of lexical-pragmatic process, corresponding to three main ways in which the concept communicated by use of



a word may differ from the concept encoded. These will be referred as *narrowing*, *approximation* and *metaphorical extension*.

### 1.8.2 Lexical Narrowing

Lexical narrowing is the case where a word is used in a more *specific* sense than the encoded one, resulting in a *narrowing* of the linguistically-specified denotation:



The effect of narrowing is to highlight a particular subpart of the linguistically-specified denotation. Here are some illustrations:

1. All doctors *drink*. ('drink liquid', 'drink alcohol', 'drink a lot of alcohol')
2. *red face*, *red eyes*, *red hair*, *red sunset*, *red apple*, *red stamp*, *red watermelon*

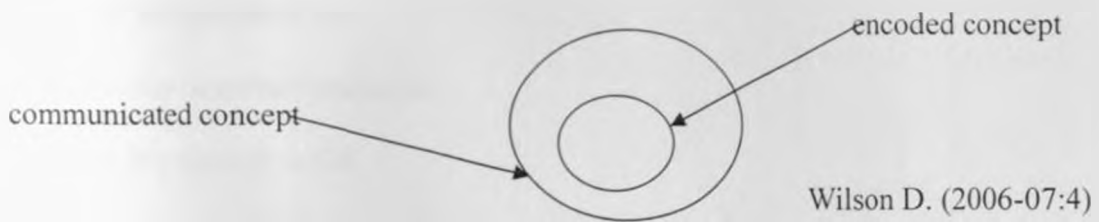
In (1), *drink* might convey not the encoded sense 'drink liquid' but, more specifically, 'drink alcohol', or 'drink significant amounts of alcohol'. In (2), each use of *red* would pick out a slightly different color, distributed over the object in a slightly different way (e.g. a red apple has red peel; a red watermelon has red flesh, etc.). Wilson D. (2006-7:3)

As illustrated by these examples, lexical narrowing is quite a flexible process: the encoded meaning may be narrowed to different degrees and in different directions, depending on the particular occasion of use. The central task for lexical pragmatics is to explain what triggers the narrowing process, what direction it takes, and when it stops.

We might ask to what extent narrowing is universal.

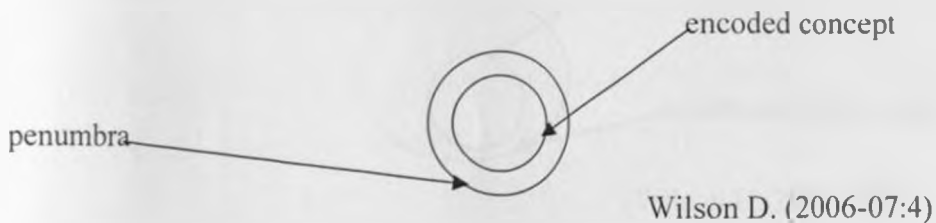
### 1.8.3 Lexical Broadening

Approximation and metaphorical extension may both be seen as varieties of broadening, where a word is used to convey a more general sense than the encoded one, with consequent widening of the linguistically-specified denotation.



### 1.8.4 Approximation

Approximation is a minimal type of broadening: it involves the usage of a word with a relatively strict sense to apply to a penumbra of cases (what Lasersohn 1999 calls a 'pragmatic halo') that strictly speaking fall outside its linguistically-specified denotation:



Loose uses of round numbers, geometric terms and negatively-defined terms are good examples, as in (3) - (5) but there are other types of example, e.g. (6) - (7)

(3). This coat cost *1,000* dollars. ('About 1,000 dollars') (Round numbers)

(4). The stones form *a circle, an oval, a pyramid*. ('Approximately a circle') (Geometric)

(5). This injection will be *painless*. ('nearly painless') (Negatively defined terms)

(6). This water is *boiling*. ('Almost boiling') (Scientific terms)

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(7) Edinburgh is *north* of London. (Roughly north') (Geographic terms)

(3)- (7) would be acceptable approximations when applied to objects that *almost* satisfied the strict definition, but not quite. Different degrees and types of approximation are approximate in different context: compare the interpretations of *flat* in (8a-e):

(8) a. This ironing board is *flat*

b. My garden is *flat*

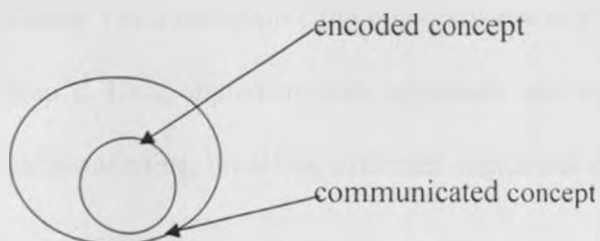
c. My neighborhood is *flat*

d. My country is *flat*

e. The Earth is *flat*.

### 1.8.5 Hyperbole

Hyperbole may be seen as a more radical type of broadening, which allows the communicated concept to depart much further from the encoded concept:



(Wilson D. 2006- 07:5)

For example, (9) would be an approximation if the water were almost boiling and a hyperbole if the water was merely hotter than expected, or uncomfortably hot. Similarly, (10) would be an approximation if the speaker were on the point of fainting and a hyperbole if she were simply very hungry:

(9) This water is *boiling*. ('hotter than expected/uncomfortably hot')

(10) I'm *fainting from hunger*. ('very hungry')

### 1.8.6. Metaphor

Metaphor may be seen as a still more radical widening. Thus, what makes (11) a metaphor rather than an approximation is the fact that Mary falls very far outside the normal denotation of *rose*, *lily*, *daisy*, etc., and similarly for (12):

(11) Mary is *a rose, a lily, a daisy, a violet; a jewel, a diamond, a ruby, a pearl*.

(12) The leaves *danced* in the breeze.

(13) That book *puts me to sleep*. (Literal? approximation? hyperbole? metaphor?)



Wilson D. (2006-07:5-6)

In fact, (13) has three possible interpretations apart from the strictly literal one: as an approximation ('the book puts me almost to sleep'), a hyperbole ('the book puts me in a state not too far removed from sleep') or a metaphor ('the book puts me in a state that has properties in common with sleep'). Thus, approximation, hyperbole and metaphor may all be seen as varieties of lexical broadening, involving different degrees of distance from the encoded 'literal' concept.

This intuitive idea is supported by a range of further data less often discussed than approximation, hyperbole and metaphor. Which also seem to be varieties of broadening that fall somewhere between approximation, on the one hand, and hyperbole or metaphor on the other. One type of case has no generally accepted name: this will be called category extension.

### 1.8.7 Category Extension

It's often been noticed that words like Hoover, which start out as names for a particular brand of item (e.g. vacuum cleaners) may end up being used to apply to the whole broader category. Thus, (14) might be understood as asking, not specifically for Kleenex, but for any brand of disposable tissue, and (15) might be understood as asking, not specifically for sellotape but for any brand of sticky tape.

(14) I have a cold. I need a *Kleenex*. ('disposable tissue')

15) Have you any *Sellotape*? ('sticky tape')

This case is called category extension because the name of a salient category member is extended to apply to the whole broader category to which it belongs. This extension of brand names is something many companies resist: for example, a couple of years back there was a lawsuit by the internet search company Google, trying to ban use of the *verb Google* to mean any type of internet search. It would be interesting to investigate this type of category extension in more detail. What are the linguistic and cognitive factors involved: for example, does it only take place when there is a single highly salient and easily processable brand name, and the name for the broader category (e.g. *sticky tape*, *vacuum cleaner*, *disposable tissue*) is linguistically complex? How long does it take before a word like *Hoover*, or *Kleenex*, or *Sellotape*, which clearly started out as name of a specific brand, may be said to have acquired an extra encoded sense?

A similar range of examples involving broadening or category extension contains constructions like the next X the new Y, etc. Here are some illustrations:

- (16) Roger Federer is the next *Sampras*. (Used at Wimbledon 2003)
- (17) Iraq is this generation's *Vietnam*.
- (18) Handguns are the new *flick-knives*.
- (19) Brown is the new *black*. (Statement in a fashion magazine)

And indeed, there's a current craze for utterances modelled on (19). *Private Eye* (the satirical magazine) has been collecting examples, which include:

- (20) Mint is the new *basil*.
- (21) Is oak the new *pine*?
- (22) Sunbeds are the new *cigarettes*.
- (23) Ironing is the new *yoga*.

Here, it's intuitively obvious (at least if one has enough knowledge of lifestyle journalism) roughly what these utterances are meant to convey. Notice that they can't be analyzed as approximations: for instance, (16) is not claiming that Roger Federer is close enough to being Pete Sampras to be called Sampras. On the other hand, they don't seem to amount to hyperbole or metaphor either: for instance, (18) seems to be making something very close to a serious literal assertion. Examples like (14)-(23) might therefore be seen as filling the gap between approximations, at one extreme, and cases of full-fledged poetic metaphor, at the other.

Finally, there's a range of examples in which words are invented, blended or transferred from one syntactic category to another. In classical rhetoric, such cases are described as *catachresis* when there is no existing word which has the concept in question as its literal sense and as metaphor when an existing word could have been literally used. In other words, the borderline between **metaphor** and **catachresis** depends on an accident of

vocabulary, and it is reasonable to expect an account of lexical pragmatics to shed light on both. This category is called neologism. See examples below

### 1.8.8 Neologisms

Experiments by Clark & Clark (1979) and Clark & Gerrig (1983) show that newly-coined verbs derived from nouns, as in (24)-(26), are no harder to understand than regular verbs:

(24) The newspaper boy *porched* the newspaper.

(25) They *Learjetted* off to Miami.

(26) He *Houdinied* his way out of the closet.

This suggests that lexical-pragmatic processes apply 'on-line' in a flexible, context-dependent way, creating novel verb senses from existing nouns (*porch*, *Learjet*, *Houdini*). Indeed, the borderline between familiar and unfamiliar words is unlikely to be drawn in the same place for all speakers of a language or for the same speaker at different times: while some hearers may be able to retrieve a ready-made word sense, others may have to construct it on-line. Pragmatic inference continually makes up for gaps in the vocabulary, and this should be taken into account in an adequate theory of lexical pragmatics.

As with category extensions like *Hoover* or *Kleenex*, neologisms which start out as one-off creative uses may become established in a community and eventually be seen as part of the language. According to Dickson (1988), words like *nerd*, *humungous* and *Faff about* all started out in this way. Words like *smog* are supposed to have arisen by blending the meanings of the words *smoke* and *fog*, and some approaches to metaphor (e.g. Fauconnier & Turner 2002) treat metaphors as a type of meaning blend.

## 1.9 Literature Review

Advertising has been defined by Bussman (ed) (1996:9) as:

*A persuasive use of language aimed at influencing people's behavior in politics, business and especially in consumption.*

Pragmatic features of advertising language include its persuasive intention, its communicative distance to various addressees and its distinctive use of certain expressions such as elliptical, comparatives, complex comparatives and adjectivizations. Owing to its characteristics register, advertising language is readily recognizable as such by consumers.

The literature on advertising register is limited to the linguistic perspective because advertising is a business oriented field. This can be proved by the italicized terms of the following definition by Bovee (1994:6). Advertising is:

*A communication process, a public relations process, or an information and persuasion process. It is a non-personal communication of information, usually paid for and usually persuasive in nature about products (goods and services) or ideas by identified sponsors through various media.*

Blutner Reinhard (1990) proposed and developed lexical pragmatics theory which is crucial in this study because it is the model to analyze this research data.

Wilson Deirdre has written about relevance and lexical pragmatics (*to appear in Italian journal of linguistics Rivista Dilinguistica., special issue on pragmatics and*



*the lexicon*). This scholarly contribution is very important to this research because it is a source of reference.

Michira (1993) is yet another work done on Swahili advertising discourse. He studied the language of vendors at Gikomba market and the language of Swahili advertisements on Kenyan radio. Using a stylistic approach, he found that both languages displayed a high level of code-mixing. The syntax of both languages is fairly simple, the ungrammaticality is overtly seen etc. This study relates to this research as it involves code-mixing in advertising discourse.

Leech (1966) detailed the linguistics devices most often found in standard advertising English of Great Britain. He argued that a successful advert typically must accomplish four things in sequences.

An advert must:

- draw attention to itself
- sustain the interest
- be remembered or recognized as familiar
- Prompt the right kind of action.

This contribution is very important to my study as its concern adverts and their persuasive effects.

Karol J. Hardin (2001) made contributions by writing a book entitled *Pragmatics of Persuasive Discourse in Spanish Television Advertising* – a book that has been a resource for this research. She examined how pragmatic strategies found in Spanish advertising

contribute to persuasion. Therefore, she concluded that there is relationship between pragmatic strategies and persuasion among Spanish speakers.

Ombogi (2003) used Telecommunications firms' newspapers' adverts to establish a register. However, he used a stylistic approach – the interpersonal function of style using Halliday's Functional Systemic Grammar Model. However, he mentioned in passing that local words had gained entry into advertising language where he cited an example in Kiswahili.

Muchura (2004) too analyzed advertising language to establish a register. She used women models from Eve magazine. Her approach was stylistic too specifically on textual function of style using Halliday's Functional Systemic Grammar. This study relates to my research as it tackled the advertising discourse and its persuasive effect.

Mangeni Linda (2008) researched on political language using Relevance Theory. The concepts of "change and majimbo" and their manipulative effects were highlighted. This study relates to our study in the sense that political language just like advertising language is a persuasive discourse that aims at influencing people's behaviour.

Cook G. (1992) has written a text entitled *The Discourse of Advertising*. This comprehensive introduction to advertising discourse examines the language of contemporary advertising seeing it not as an isolated object but in complex interaction

with the texts around it, with music and pictures and importantly, with the people who make and experience it. This text has provided reference material for this study.

Luna and Peracchio (2005a) have made scholarly contributions on *Sociolinguistic Effects on Code-switched Adverts Targeting Bilingual Consumers*. The paper investigates the consequences of code-switching for advert persuasiveness. This paper is quite relevant to my study as the research aims at investigating language-mixed adverts on persuasion.

Luna and Laura (2005b) once again made contributions on “*Advertising to Bilingual Consumers. The Impact of Code-Switching on Persuasion*, *Journal of Consumer Research*. This is a good resource for this research on language-mixing in the language of advertising.

Launa, Peracchio and Lerman (2004) presented a paper. “*A Theory – Based Examinations of Language Switching in Advertising to Bilingual Consumers*” in *Special Session Summary, Language Processing, Affect and Cognition: Word and Sentence Structure Effects Across Languages*.” This scholarly work is beneficial to the research at hand as it provides reference material.

Scotton (1993) researched on *Social Motivations for Code-switching. Evidence from Africa*. This work relates to this study in the sense that it provides a background on

which the language-mixing in the language of advertising that is contemporarily in use in Kenya is based.

Bishop M (2006) in her PhD thesis has made contributions on *The Role of Language Code-Switching in Increasing Advertising Effectiveness Among Mexican Youth*. She investigated Spanish/English language code-switching among bilingual Hispanics living in the United States. She examined how language code-switching interacts with the context language of the medium to influence certain outcomes related to advertising effectiveness. Specifically, she investigated how message recall, the perception of advertiser cultural sensitivity and expectations concerning empathy and responsiveness of a service provider can be enhanced through the use of codeswitching in communication among bilingual individuals. This contribution relates to the research at hand as it is a resource material to it.

Noriega J. (2006) in a PhD dissertation has written on advertising to bilinguals: Does the language of advertising influence the nature of thoughts? The research considered whether the choice of language in advertising to bilinguals may influence the types of thoughts they have in response to an advertisement. The underlying issue is whether advertisers can use language of execution as a strategic variable with which to generate certain types of associations that may facilitate persuasion. This is relevant to our study because varied languages are used in the mixing to target certain category of consumers.

This research is beneficial since it highlights the language-mixing mode of advertising as a functional communicative systems aimed at achieving persuasion.

## **1.10 Methodology**

### **1.10.1 Data Source**

The data was collected from two sources:

#### **a) Primary Source**

Primary data was obtained from language-mixed print adverts from newspapers, advertisements of the said nature as displayed on billboards and posters, brochures from these target forms, any relevant advertising message on the walls and buildings housing these firms.

#### **b) Secondary Source**

Secondary data was collected through questionnaires distributed to consumers. Library research supplemented the data sources. Library research was very vital as it provided available literature on advertising discourse. The internet also proved valuable in our study since it provided scholarly contributions on code switching in advertising to bilingual consumers in foreign countries. It also provided literature on the theory used in analyzing this research data.

### **1.10.2 Method**

The researcher used varied data collection techniques to obtain data used in the study. Observation technique, where the researcher was directly involved in collecting outdoor adverts on billboards, posters, brochures, and building.

Relevant advertisements from Nation Newspapers were also collected by the researcher for analysis.

Questionnaires were administered to elicit information on consumers' reactions towards language-mixing mode of advertising.

The respondents were asked to indicate the advertising language they found most appealing to them. They were also required to give some suggestions on how language-mixing mode of advertising could be improved to make it more appealing.

### **1.10.3 Sampling Technique**

Purposive sampling technique was used. In this technique the samples collected have to meet certain selected criteria. This is the most effective technique because it would enable the researcher to pick the samples that are relevant to the study.

The researcher selected language –mixed print adverts only. The respondents were of certain age at least 20 years, education at least primary, varied professional background, at least bilingual consumers of the products of the business firms in question so that they are exposed to the advertising language under investigation.

### **1.10.4 Data Analysis**

Data was analyzed using the processes of Lexical pragmatics theory. Two major processes of lexical pragmatics theory, narrowing and broadening were used. Broadening is subdivided into types. These are approximation, hyperbole, metaphorical extension, category extension and neologism.

Our secondary data sought to analyze the consumers' reactions towards language-mixing strategy in advertising.

The Statistical Programme for Social Sciences was used to analyze the questionnaires.

The first part of the questionnaire which aimed to elicit information on the profile of respondents in terms of age, gender, academic level and profession contained four questions. The second part also contained four questions. The first two established whether the respondents were consumers of the products of the firms under study. The third question, which had 17 sub questions, investigated the reactions of the consumers towards language- mixing mode of advertising. These advertising messages were part of the data displayed in chapter two and three.

The last question sought the views of the respondents on the improvements that could be made on the language-mixing advertising strategy to make it more appealing.

#### **1.10.5 Data Presentation**

The data was presented by description and explanation of the findings. Tables were used to present the information. The tabulated information was further summarized into a bar chart.

#### **1.11 Significance of the Study**

This research will add knowledge to the scholarly work that already exists in the department. The study will be an insight for future research since language of advertising is highly dynamic.

#### **1.12 Summary**

This chapter formed the basis of our study. It introduced the topic of the study, gave the background of the study, statement of the problem, objectives of the study, the

hypotheses, the rationale of the study, scope and limitations, theoretical framework, literature review and the methodology that would be used to facilitate this study.

In the background of the study, I have talked about the basis on which the aim of this study was found. That advertisers influence people in various ways by designing innovative messages that are appealing to the target audience.

The statement of the problem concretized what the entire study would fulfill. That is, the concept of language-mixing in advertising discourse, the languages involved in the mixing, patterns of mixing and the consumers' reactions towards this language-mixing advertising strategy.

The objectives of the study were clearly stated reflecting on the topic of the study. The hypotheses were based on the objectives of the study. The rationale of the study explained how the study pragmatically involved the study of the use of language in context, specifically, the context of advertising. The scope and limitations confined the study to analyze language-mixed print adverts from BBK, KCB, CBK, SCB, Postbank, Safaricom, Zain and Orange Mobile telecommunication firms in Kenya.

The theoretical framework explained how Lexical pragmatics theory would be used to analyze the language-mixed adverts collected. It explained in detail what the theory was all about and which processes of the theory would be used in this study. The literature review section focused on what other scholars had said and done in the field of advertising language. Finally, the methodology section gave details of the source of data, method used to obtain the data, the sampling technique, data analysis and presentation.



## CHAPTER TWO

### 2.0 LANGUAGE-MIXING AND ADVERTISING

#### 2.1 Introduction

My exploration of advertising is part of a more general investigation into the force of language, more specifically the way language is used to persuade, convince and manipulate others.

This chapter explores the concept of language-mixing and advertising. The distinction between borrowing and code switching is explained. The language of advertising is discussed in general in terms of grammar, context, verbal and visual interaction. Advertising language and its effect on persuasion is also highlighted in this chapter.

#### 2.2 Code Switching versus Language-Mixing

Code switching refers to the use of more than one language in a conversation. This term has also been referred to as “code mixing”, “code shifting”, “language alternation,” “language mixture”, and “language switching”. Benson (2001) quoted in Bishop (2006:10). However, this study adapts the term language- mixing to refer to the deliberate use of more than one language in advertisement texts.

There is evidence that bilingual speakers participate in code switching both consciously and unconsciously. According to Becker (1997:8), code switches are often triggered by unconscious factors and consequently, bilingual speakers are often unaware of their

spontaneous alternation between languages. He classifies unconsciously motivated code switches into three categories:

- The first category includes code switches that result from a momentary inclination during the production stage of speech. This generally means that a speaker is not able to access the equivalent lexical item in the other language.
- The second category refers to switches that are triggered due to the frequent exposure of such items in another language. This is due to the habitual use of these items so that their usage is no longer a conscious choice
- The third category for unconsciously triggered codeswitches is due to the fact that a given lexical item cannot be translated into another language. This occurs when a speaker would be hard-pressed to find an appropriate synonym in another language. Becker (1997:8)

However, bilingual codeswitches may also occur due to conscious psychological factors. Still in Becker (1977:8), psycholinguists have found that bilingual speakers use code switching as a communication resource to achieve their communicative intentions. Further, social motivations may also play a part in conscious code switching.

This study is specifically concerned with the conscious form of code switching under the term language-mixing. Advertisers, with an aim of achieving persuasion, deliberately or intentionally mix languages in their adverts for a striking effect. The study limits itself to language-mixed print adverts. The advertisers skillfully put together languages with a particular target audience in mind. Therefore the mixing of languages involved in the

advertisement texts being analyzed is purely intentional and it is on this ground that I adapt the term language-mixing and not code switching.

### **2.3 Distinguishing Borrowing from Code Switching**

Borrowing and code switching are two language contact phenomenon which must be kept distinct if a researcher wants to reach any understanding to how languages come into contact.

Borrowing is involved when single vocabulary items, phrases, or frozen expressions from one language are used in the target language. Borrowed words or loan words are usually integrated in the grammatical system of the borrowing language in the sense that they are dealt with as if they were part of the lexicon of that language ( Ennaji 2005:143).

Bentahila and Davis (1982) quoted in Habwe (1999:90) too asserts that for an utterance to qualify as a case of lexical borrowing, it has to be integrated in a language's phonological, morphological system.

The case of code switching is different because the utterances in question have to display features of the different languages involved.

Consider the following examples:-

a) Karibu customer

Welcome customer

b) Karibu kastoma

Welcome customer

Example (a) is an instance of code switching while (b) is an example of borrowing. The word 'kastoma' has been borrowed from English and then phonologically and morphologically integrated into Kiswahili system.

#### **2.4 Language-Mixing in Advertising**

Language-mixing in advertising stems from code switching, an interesting phenomenon in bilingual communities. It has been documented that code switching is used and encountered in a variety of situations by bilinguals on daily basis. Grosjean (1982).

In Kenya code switching is highly practiced due to the many ethnic languages that exist. It is as a result of switching languages in our daily interactions that language-mixing has found its way into advertising. Advertisers are exploiting the codes witching phenomenon in an attempt to persuade these bilingual consumers.

As advanced bilingual speakers evidence skill in the art of code switching, so too must advertisers skillfully employ code switching. This includes knowing when it is and is not appropriate to communicate to a target audience in this manner.

In Kenya, the languages which are commonly mixed are English and Kiswahili. This is due to the fact that these languages have defined roles. English being an official language and Kiswahili, a national language.

*The national language is always an asset for the people, because, without it, they can never achieve the pure feeling of pride that is inherent to their sovereignty, prestige, and overall freedom.* Al-Haji (1976:274) quoted in Ennaji (2005:166).

The mixing also involves other languages like Dholuo, Gikuyu, etc given the social background of Kenya.

## **2.5 Advertising and Communication**

Advertisements serve communication purposes through the use of language. Communication is an everyday process used in all fields by all people. It refers to the transmission of information or messages from a source to a receiver. The message has to go through a certain channel before it makes an impact on the receiver, who is expected to interpret and respond accordingly.

Advertising aims at selling products. The products are depicted from “the best” point of view and the potential buyers unconsciously chooses the advertised product. A good advertisement makes a consumer wish to buy the advertised product or service. Muchura (2004:34).

The function of advertising can be viewed as the basic way of marketing and communication. In the marketing perspective, advertising aims at selling while in communication the advertiser is engaged in an important role in informing the prospective buyers and users of the availability of the products.

Brannan (1993:40) points out that advertising must achieve two things:

- it should make the reader respond in a way intended by the advertiser
- it should make the advertiser stand out from the other competitors.

This means that it should motivate and differentiate

## 2.6 The Roles of Advertising

### 2.6.1 Building Awareness

Advertisements announce new products when they get into the market. This is a pre-requisite for optimum results in sales. The advert below illustrates this role:

- Xmas Timamu kshs 2,499/=
- slim design flash light with free sim card
  - 200 entry phone book
  - Shared phonebook for up to 5 users
  - 4 MB internal memory
  - Dust resistant
  - Offer only available in safaricom retail shops (S DN 13/12/09)

“Timamu” means “Perfect”

Xmas Timamu therefore means “Christmas perfect.” It is in the month of December, Christmas season, hence the name “Xmas Timamu”.

This advert creates awareness of the new Nokia 1202 model which is cheap and goes with free SIM card as well. Vivid description of the model is given in the advert e.g. slim design, flash light, dust resistant key pad etc. These details enlighten the customer on the nature of the model and thus are persuaded to buy it. Its new arrival is signaled by the statement “Nokia 1202 in Kenya for the very first time” indicated on the phone. “For the very first” ascertain that this model has not been sold in Kenya before. This indicates that

the model is unique and rare and thus becomes an attractive quality as customers always want to be associated with what is current. This offer will definitely increase the Safaricom's sales given that its retail shops are the only ones that sell these models.

### 2.6.2 Informing

Advertising provides information on mergers, takeovers or name changing in organizations.

An example in this category that features in our data is given below:-

- a) We have moved....  
Barclays has moved its branch  
From NIC building to Josem Trust  
Building right next door  
This branch is now called  
Bunyala Road Branch  
Contact us on 020 2714200/3  
Karibu!  
(Welcome) (BB DN 23/02/09)

In the above advertisement, Barclays Bank is informing its esteemed customers about its branch's relocation and change of name. The branch is moved from NIC building to Josem Trust Building. The current location is well communicated to customers through the expression "right next door". This makes it easier for customers to identify the bank. The customers are told of the change of name as well so that they can be informed and keep with the events of the bank.

This is a gesture of courtesy from Barclays. The bank is concerned and doesn't want to leave their customers in confusion.

The use of “we” and “us” exclusive has been employed. These refer to the bank (the advertiser only). “We and us”- plurals indicate that the advertisers work as a team. The advertiser also gives the telephone contact to facilitate communication between the advertiser and the customer. The message is crowned by Kiswahili word. “Karibu” to mean “Welcome”. “Karibu” is commonly used as it clearly brings out the warm gesture and hospitality provided more than its English counter part. Also, by this the advertiser changes from being formal to informal and this indicates the friendly attitude of the advertiser. This implies that this bank is organized and thus is likely to appeal to customers.

### 2.6.3 Educating

Advertising is used to educate the readers on how to use the product. Below is an example of an advert from out data that gives information on how to use the advertised product:

a) Now, pay your KPLC bill with Zap

Zap

Pesa Mkononi

(Money in the hand)

1. Select Zain on you phone’s menu
2. Select Zap or Me 2 U
3. Select Money
4. Select to Nick-name and type KPLC
5. Type the amount you want to pay
6. Type your zap password
7. Under reference, type your KPLC Acc No. (1234567-01)
8. You will receive a confirmation via SMS

(Z DN 22/04/09)



The above advert informs customers that Zain in collaboration with KPLC (Kenya Power & Lighting Company) introduces a new service of payment of electricity bills through Zap. Zain's money transfer service. Instructions on how to use this service is given in detail. The customer's work is made easier as there is no more queuing to pay electricity bills. This service is offered free of charge. This is a persuasive service that attracts customers to enroll for Zap services such that a part from payment of electricity bills, money transfer services will also be definitely transacted.

#### 2.6.4 Image Building

Advertising is used to build the image of the company, business firm or organization. Advertisers are aware of the importance of their firm's image among the target market and the great impact the projected positive images can have on their performance. Non-product messages of advertising sell the products indirectly by conditioning the customers to think positively about the firm. An example from CBK illustrates an image building message:

a)	<i>Twasema</i>	(We say)
	<i>Asante sana!!</i>	(Thank you very much!!)

The Co-Operative Bank of Kenya has finalized with the allocation process of its shares applied for in the recently concluded IPO and would like to announce allocation of the shares as follows:-

- Retailed investors: 340,3000 shares
- Qualified institutional investors 171,014.800shares
- Bank employees: 52.582,300

This allocation ensures that every investor receive 100% of the shares applied for, which also means there will be no frustrating refunds.

Following the allocation, the bank has laid an additional capital ksh. 5.4 billion. Trading of the bank shares commences on 22<sup>nd</sup> December 2008.

*Asante sana* to all of you who invested, merry Christmas and God Bless You.

Co-Operative Bank of Kenya

We are you

(CBK DN 17/12/08)

The advertiser above starts the message with a thankful gesture in Kiswahili in a bold headline form making it eye catching. The “we” exclusive refers to advertisers who are thankful to the IPO share holders. The share allocation of 100% is very attractive. The bank is very transparent and gives the breakdown of the share allocation. It further asserts that there will be no frustrating refunds. This is very luring especially to those share applicants from other banks that didn’t give them 100% allocation. The bank reassures its existing share holders of its services and commends them for having made wise decision to buy shares with them. For readers who are yet to buy CBK shares the advertiser urges them to consider buying them. The trading date is also indicated. This advert is accompanied with pictures of share holders of different social classes. This indicates that the bank offers services to its customers without discrimination. The Merry Christmas wishes and God’s blessings extended to shareholders gives the bank a positive image. The bank’s slogan “We are you” expresses the bonding between the advertiser (bank) and the reader (customer). It means the bank and the customer are one. This kind of message

appeals to customers as they are attracted to the bank hoping to enjoy the good services expressed on the advert.

### **2.6.5 Persuading**

The major role of advertising is to persuade the customers to select the advertiser's products in preference to the other available choices in the market. An advertisement usually presets the product in such a way that it makes it stand out from the others. The intention behind this is to convince the customer to consider buying the product.

### **2.7 The Language of Advertising**

Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. For example Sheng will be appropriate for use on adverts targeting the youth.

English language is known for its extensive vocabulary. Where many other languages have only one or two words which carry a particular meaning, English may have five or six. Moreover, the meanings of these five or six words may differ very slightly and in a very subtle way. It is important to understand the connotation of a word. Connotation is the feeling or ideas that are suggested by a word, rather than the actual meaning of the word. Armchair, for example, suggests comfort whereas chair arouses no particular feelings. The target audience, of course, also puts its own meaning into certain words. Different people sometimes interpret languages in different ways.

The language of advertising is constrained by a range of contextual factors. One of the most immediately distinctive is the severe spatial constraints within which writers must operate. Even in display advertising (the large type seen on bill boards or in magazines and usually including graphics and photos), texts typically cover only a small proportion of the available space, while in classified advertising the requirement to compress content within tight limits is seen even more dramatic so much that this sense of spatial restriction appears to have become the primary defining characteristic of the language of advertising. Bruthiaux (2005:135).

### 2.7.1 The Grammar of Advertising

Advertising language is grammatically simple. The use of an imperative without a subject is particularly common. An example of this reflected in our data is:

a) Shika millioni

get a Samsung B 130s for ksh 1.499 and a chance to shika ksh 50,000 every week, and the grand prize of ksh. 1.500.000/=

With every phone you get:

- Free orange SIM card
- Free orange t-shirt
- A shika million raffle voucher
- A chance to shika your millioni
- offer valid until 24<sup>th</sup> January 2009 (O DN 06/01/09)

The imperative “*Shika Million*” to mean “get a million” is used as the headline for attention getting. The addressee is not mentioned. The reader is attracted by this phrase and reads through the entire text. For one to get a raffle voucher to enable you get a

million. you have to buy a Samsung B 130s model. The model is accompanied with offers which make it attractive to buy to get them and above all a chance to win a million. The imperative is presented with an impression that it is the reader who stands to benefit if he carries out the proposed action.

Advertising copy is written in disjunctive rather than discursive grammar, close to the block style of headline writing than to conventional prose. Dependent clauses and phrases are used in their own right, without the support of a main clause.

a) *Introducing the outstanding toplayer*

*Toploaders new album out now*

Sometimes the grammatical unit consists of a single word:

An example from our data is:

a) Zap	Zap
<i>Pesa mkononi</i>	Money in the hand

The shorter units of disjunctive grammar make a more immediate impact on idle listener than discursive sentences, and fewer demands on their concentration. This impact is especially clear at the beginning of a text, often using bold or large type for one headline or slogan to capture the attention of the reader.

An example from our data is:

a) **Changamka** (to mean be cheerful)

get the Nokia 1200

now just for just 1,799/=

reliable and with a one touch flashlights, you also get to call your five preferred friends and family members for just 1/= per minute. Staying in touch just got more affordable.

With this amazing offer you also get:

- A free orange Sim card
- 50/= bonus airtime on activation
- 10 free SMS every 30 days
- 50/= bonus airtime, to call orange and telkom, every time you use 500/= within 30 days. (O DN 20/02/09)

The “*changamka*” headline is attention-getting and thus leads the reader into the text. The Nokia 1200 model being advertised is cheap and reliable. In addition to this, it is accompanied with a chain of offers. These offers are motivating and thus customers are called upon to be cheerful.

Advertisers also break the rules of grammar with conventional spelling. Sometimes the violation is used to enhance an effect, as in *Krisp* where **K** gives an apparently harden edge to the sound that **C** could not do, or in *creem*, where doubling the vowel may help to intensify rhyme. Sometimes the changes in spelling seem to have no purpose other than to attract attention by looking different as in:-

1. **Ziaaada** instead of **Ziada** (Surplus)
2. **2pendane** instead of **Tupendane** (We love each other)
3. **Saasa** instead of **Sasa** (Now)

In (1) there is vowel tripling.

In (2) vowel doubling.

In (3) the use of numeral instead of letters.

Playing games with the normal distribution of upper and lower case letter is another attention seeking device. Russell (2001: 189).

### **2.7.2 Context**

The uses of any advertisement depends on the effectiveness of its verbal and non-verbal elements, and this in turn depends upon the advertiser's grasp of context. This includes:

- The specific features of the social situation in which the communicative interaction takes place and
- The social, political and historical circumstances within which it is made meaningful.

Copywriters must consider both the physical context (where the advertisement will appear, the spending power of the target audience) and the mental context (the degree to which the members of that audience share the copywriter's knowledge of the wider cultural context).

Advertisements featuring a cowboy would be unlikely to work in women's magazines.

Recognition that what we are looking at is an advertisement is also an important part of context, since such knowledge shapes our perception of the material it contains. Russell (2001: 186).

### **2.7.3 Verbal and Visual Interaction in Advertising**

An image is an effective means of communication between appearance and reality. It is used as an attention-getting mechanism in the language of advertising.

Russell (2001:188) asserts that visual images may be the first things that catch the eye in advertisement, but for them to have their fullest effect: they need the help of words.

Angela Goddard too asserts that visual content and design in advertising have a very great impact on the consumer, but it is the language that helps people to identify a product and remember it.

It is sometimes difficult to tell what product an advertisement is promoting until the caption or slogan appears at the end. Consider the image of a sheet of purple silk, its beauty marred by a central slit. Being, like all images, polysemic, it is open to interpretation in many ways; write the words “silk cut” above or below, however, and its meaning in this particular context becomes clear. The relationship between text and image in cases like this is known as anchorage. The word anchors the image to the context.

The words are also needed to anchor an image in time. Most utterances indicate time by the use of the past or present tenses, but images by their nature are unable to do this. Vestergaard gives an example of the present tense used to anchor the image of a diamond in the text “A diamond is forever” Russell (2001: 188).

### **2.8 Advertising Language and Persuasion**

Persuasion has intrigued researchers since antiquity yet it is a topic which continues to have immense relevance in all human interaction.



All language use can in a sense be regarded as persuasive (cf Miller 1980). However, in this context we limit the definition of persuasion to all linguistic behaviour that attempts to either change the thinking or behaviour of an audience, or to strengthen its beliefs should the audience already agree. Yet, the audiences-visible and invisible, actual and implied, interlocutors and onlookers-also contribute to the process of persuasion. Halmari & Virtanen (2005:3).

According to Kinneavy (1971:211), Jucker (1997:122) persuasion is defined as “those linguistic choices that aim at changing or affecting the behaviour of others or strengthening the existing beliefs and behaviours of those who already agree, the beliefs and behaviours of persuaders included.”

That an advertisement should be presented in such a way that it catches the attention of the reader, the reader processes the information on the advert and then responds to the message.

Rank (1988:10) in Hardin (2001:32) adapted Cicero’s classical oration and Aristotle’s “ethos” into a basic persuasive formula for advertisements. His five components were:

- a. attention –getting
- b. confidence –building
- c. desire-stimulating
- d. urgency –stressing and
- e. response –seeking

These components are noted in the language mixed adverts data for this study.

According to Lunisford and Ede (1984:37-38), the relationship between the speaker and the audience in classical has been oversimplified as “manipulative, antagonistic, one way or unidirectional communication”.

It is always the aim of the advertiser to make the readers change their opinion and attitude in his favour. Leech (1966: 26) points out that “changing the mental disposition of the audience is important if it leads to the desired kind of behaviour-buying a particular kind of product”.

John O. quoted in Wright et. al (1978:425) says advertisement is not about products. It is about a person’s life and how a product can fit into that life to make it better. This is advertising designed to get into someone’s heart not under the skin.

Advertising in the context of today is extremely innovative and versatile artifact. It is almost impossible to give comprehensive account of the strategies advertisers may use to influence their targeted audience. Bhatia (2005:216).

The target audience determines the type of advertising strategy to be employed. What appeals to a particular target audience may not appeal to another target audience. For example Sheng is very popular among the youth hence an advert targeting the youth if written in Sheng will appeal to the youth population but the same advert won’t be suitable for the elderly target group.

Entering into a dialogue with the audience forces the author of a persuasive text repeatedly to reconsider the packaging, the linguistic form into which the persuasive message will be wrapped. The composition of the audience , its values , opinions and world views , which will never remain constant forces the persuader to monitor the text in search of the best possible package that leads to the desired outcome.: a change in the

behaviour of the audience towards the desired direction ,or the maintenance of the *status quo*, if this is the goal.

Over time, changes the composition of the audience, together with the changes in the world we live in (which influences our values, opinions, world views and reactions) will inevitably lead to new developments in the language of persuasive genres. For example, an advertisement is, of course, created to sell a product. But the best way to sell a product cannot be constant, what sold decades ago are not necessarily the best persuasive packaging today. The passing of time *per se* is bound to affect people reactions, and advertisers also need to be creative to attract attention –the requisite for any kind of persuasion. Halmari & Virtanen (2005:231).

The arguments above best explain why language mixing has gained entry into advertising. That code switching is a common phenomenon among bilinguals and therefore an introduction of this practice into advertising would persuade the very bilinguals that find this phenomenon very interesting.

Below is an example of an advert targeting the youth.

a) “Niko na Cash X-Press ya mine.....”

Jipatie yako leo!!”

Hii postbank Cash X-press card ni poa jo! Imeniwezesha kumove with the times za modern banking.

Ni affordable na inanibamba coz naweza get cash anytime na want. Fanya chap chap pia wewe ujipange na Postbank cash X-press.

Postbank Cash X-Press.....your banking made easier.

(P DN 28/11/09)

Translated as

“I have Cash X-Press of mine....

Get yourself one today!!”

This Postbank Cash X-Press card is good! It has enabled me to move with the modern banking times. It is affordable and suits me because I can get cash anytime I want. Hurry up as well.

Organize yourself with Postbank Cash X-press.

Postbank Cash X-Press .....your banking made easier.

The advert above markets Postbank Cash X-Press ATM services. The speaker is a youth and the addressees are fellow youths, given the kind of language used on the advert. As stated earlier, the target audience determines the kind of language to use in an advertisement.

The kind of language reflected on the above advert is the language that is popularly used by the youth in their daily interaction. Therefore, the advertiser skillfully exploits language habits of the consumers to persuade them to buy the advertised products.

Emerson’s quotation in Ombogi (2003) summarizes the spirit of market competition and the spirit of advertising language. It says:

*“If a man write a better book, preach a better sermon, or make a better mouse trap than his neighbours, though he builds his house in the woods, the world will make a beaten path to his door”*

In conclusion, the dynamism of persuasion needs to be taken into consideration. This dynamism to a greater extent is dictated by the audience, or indeed multiple audiences. It is the audience that will determine what kind of form a maximally persuasive text in any given situation should take.

If the goal of persuasive text is to strengthen the beliefs of those audience members who already believe in the goals of the speaker/ author, the most effective linguistic forms for that goal will be different from the most effective linguistic forms if the goal is to persuade a fiercely opposing audience. In many cases, the persuaders face multiple audiences: those who already share their views and those who do not. Halmari & Virtanen (2005:8-9)

## **2.9 Summary**

This chapter has explored the concepts of language mixing and advertising. The distinction between borrowing and code switching as language contact phenomena has been highlighted.

Advertising language and its importance in marketing and advertising has been discussed under context, grammar and verbal and visual interaction. It is stressed that the success of any advertisement depends on the effectiveness of its verbal and non-verbal elements, and this in turn depends upon the advertiser’s grasp of context. Those visual images need

the help of words in order to convey the message effectively. As concerns grammar, advertising language is grammatically simple. There is tendency of employing imperatives without subjects. Rules of grammar are broken with conventional spelling for the purpose of enhancing an effect. Roles of advertising have also been discussed as educating, image building, informing and persuading- this being the major role of advertising. The concept of persuasion has also been discussed in detail.

## CHAPTER THREE

### 3.0 Linguistic Description of Language – Mixed Print Adverts

#### 3.1 Introduction.

This chapter deals with linguistic description of the language – mixed print adverts collected as the data. It highlights on the languages that are mixed and also explains how these languages are mixed.

#### 3.2 Languages Used in the Data

Language – mixing in advertising is a new practice in Kenya. The advertisers mix languages as a persuasive device. According to the data collected for this study, the language- mixtures that featured were:

- English and Kiswahili
- English and Sheng
- English and Arabic
- Kiswahili and Dholuo
- English and Dholuo
- Kiswahili and Gikuyu

However, the mixing is predominantly between English and Kiswahili.

#### 3.3 How the Languages are Mixed

This phenomenon of language mixing as earlier stated refers to the alternation of different languages in words, sentences or utterances.

### 3.3.1 Lexical Level

Words are innovatively used to suit the products being offered. Word formation processes are adhered to. Word formation refers to the strategy of creating or constructing a new lexical item. It is a strategy used in extending the lexical resources of a language.

Algeo and Pyles (1982:260) state that these processes can be grouped into five major kinds, as new words are made by *creating, combining, shortening, blending* or *shifting* the uses of old words and morphemes.

The processes relevant to our data and appropriate examples are discussed below.

#### 3.3.1.1 Compounding of Words

According to Bauer (1983:11) compounding or composition, is roughly speaking, the process of putting two words together to form a third. Such words are called *compounds*, independent, of the form class ('part of speech') of the new word, the number of elements involved, whether they are hyphenated and so on. According to our data, the compounded nouns formed are akin to coinage but where existing words are used in the word building process to suit new innovations.

Examples of this kind as manifested in our data are;

#### Example 1

- Posta pay

Post pay

Posta + pay = postapay

Noun + noun = compound noun



This is an instant money transfer. Money sending and receiving service offered by post office. It involves a combination of noun posta (Kiswahili) and noun pay (English) to form a compound noun postapay - a mixture of Kiswahili and English

### **Example 2**

- Pesa point

Money point

Pesa + point = pesa point

Noun + noun = compound noun

Noun pesa (Kiswahili word for money) is combined with a noun point (English word) to form a compound noun pesa point – combination of Kiswahili and English.

Pesa point is a place where one accesses money through ATM services.

### **Example 3**

- Bonga points

Talk points

Bonga + points = Bonga points

Verb + noun = compound noun.

Bonga is a Kiswahili word that means “talk”. It is not Kiswahili sanifu term but is regarded as a functional lexical item.

Bonga – a verb is combined with points – a noun to form a compound noun bonga points.

Bonga points are earned as one buys airtime or a credit card from Safaricom Company.

These points increase with the buying of these credit cards. That is, the more credit cards you buy, the more bonga points you earn and these points in turn earn you a bonga gift.

This in the context of persuasion means that the customer is attracted and retained in

buying this product because of the gifts. Thus, the customer becomes permanently attracted to these products because of the incentives that go with them.

A point to note from the above data is that a Kiswahili word is joined to English word to form a compound lexical item of language – mixed form. These language mixed compound nouns look unique and appealing to consumers. The simplicity of the words accompanied by the uniqueness make them memorable.

Postapay and pesa point has alliteration effect which makes these words musical.

### **3.3.1.2 Blending of Words**

The blending of two existing words to make a new word was doubtless an unconscious process in the oldest periods of our language Algeo and Pyles (1982:279). Blending can and frequently does, create new morphemes or give new meanings to old ones. Sometimes a word is formed by a process that is on the borderline between compounding and blending in that it combines all of one word with part of another.

Wales (1985:51) says that blends coined for striking effect are found in advertising.

An example of a blend observed in our data is:

- Safaricom

Safaricom is a blend of a full Kiswahili word safari (to mean journey) and part of English word, communications to give rise to a blend Safaricom. This is a brand name for one of the mobile telecommunications firm under study. The word consists of language-mixed blend of Kiswahili and English.

Consumers have further shortened this blend to “*Safcom*”. In this case, part of the word Safari, that is “saf” is blended with com. This shortening makes it easier to pronounce, it appeals and also enhances memorability.

### 3.3.1.3 Free and Bound Morpheme Combination.

A morpheme which can occur in isolation (i.e. which can also be a word – form) is termed as a free morpheme. A morpheme which can only occur in a word – form in conjunction with atleast one other morpheme is termed as a bound morpheme. Bauer (1983:17).

The following two plural forms of lexical items were cited in a KCB advertisement in Daily Nation 06/11/08.

#### Example 1

- Kukus  
Chickens  
Kuku + -s = Kukus  
free morpheme bound morpheme coined plural form  
(singular) (plural marker)

In this case English plural morpheme –s is attached to Kiswahili free morpheme (sg) to form a coined plural form kukus.

Kuku usually has no plural form.

#### Example 2

- Jikos  
Charcoal stoves.  
Jiko + -s = jikos  
free morpheme bound morpheme coined plural form  
(singular) (plural marker)

The Kiswahili plural form for 'jiko' is 'meko' but in this case, English plural marker -s is attached to the Kiswahili free morpheme 'jiko' (sg) to form an innovative plural form 'jikos'.

The items explained above were "Happy Holiday" prizes in the KCB "Open Save and Win" Christmas Promotion for those customers who open Mapato, Jiinue, Current or Simba accounts or those who increase their savings in these particular accounts if they already exist.

Free offers are common in advertisements. They contribute to the persuasive functions of advertising in that consumers buy these products advertised anticipating to get these free items.

### **Example 3**

M- pesa

M- stands for mobile

M-pesa therefore means mobile money. This is money send through mobile services. This is money transfer service offered by Safaricom.

M- hyphenated to Kiswahili word (free morpheme) "pesa" to mean "money". This gives rise to a popular term M- pesa. The M-pesa system allows borrowing, transferring and making payments using short text messages (SMS). It has proved revolutionary in Kenya, whose landline network has been overtaken by mobile phones. (DN 03/07/2007.)

M- Pesa is an innovative service that has enhanced electronic transactions and stimulated activity among the unbanked population. (DN 27/01/09)

### **3.3.1.4 Shifting Words to New Uses**

In this category, words are converted from one grammatical function to another with no change of form, a process known as functional shift. The change involves change from one part of speech to another. Nouns are just as freely used as adjectives, verbs are also used as adjectives or practically so as attributives. Algeo and Pyles (1982: 284).

The examples under this category feature in brand names of bank accounts and brand names of tariffs of mobile telecommunications firms.

Boone and Kurtz (1998:200) define brand as a name, term, sign, symbol, design, or some combination of these that identifies the products of a firm. The brand is used to identify the products of one firm from another.

#### **3.3.1.4.1 Bank Accounts**

Observations show that names of bank accounts are target areas in language – mixing practice. Most accounts are branded Kiswahili names though an Arabic brand name also features.

Examples of these as observed from the banks under study are given below:

- **Barclays Bank**

- i. **Uwezo Account.**

‘Uwezo’ means ability or capability.

This is an account with an opening balance of kshs 5000. No monthly fee is charged and there is also no charges on withdrawals and deposits. The bank offers interest rates of upto 5.5. %.

As the name suggests you save according to your financial ability. You can save as little as twenty shillings. This attracts customers with low income. The no fee charges is also an attractive incentive.

‘Uwezo’ – ability is a noun but in this position, it shifts its function to an adjective. It pre- modifies the noun account.

## ii. Al Wahda

Al Wahda is an Arabic expression that means ‘unity’.

This banking service is offered to Muslims under La Riba banking though the service is open to both salaried and non salaried customers regardless of their religious background.

La Riba.

No interest.

Thus La Riba Banking means no interest banking service.

An expression “Marhaba to the Al Wahda Account” accompanies the account name, this means “Welcome to the Unity Account”

Customers are welcomed to open this account. This is a good gesture that makes the customers feel valued. The Muslims feel a sense of belonging and recognition and thus identifies themselves with this account, regarding it as their own. Moreover the banking is approved by Barclays Shariah Advisory Board. This appeals to Muslims as their faith prohibits usury.

Another account in this bank with a Kiswahili brand name is Pepea Account. Its illustration is in appendix 2.

- **Standard Chartered Bank**

- i. **Safari Savings Account**

“Safari” means journey – a noun. This noun shifts its function to an adjective.

This is a long – term savings account whose withdrawals are restricted to once every three months. There are no bank charges on this account and have low opening balance of Kshs. 2000 and interest rates upto 5.5%.

The no charge banking and the interest rates are attractive and are likely to persuade customers to open this kind of account without considering the opening balance stated above.

Hifadhi Account is another Kiswahili branded account in this bank. See its illustration in appendix 2.

- **Co- Operative Bank of Kenya**

- i. **Haba na Haba Access account.**

“Haba na Haba” means “little and little”.

This is part of the Kiswahili proverb “Haba na haba hujaza kibaba” which means “Little and Little fills the measure”

This “Haba na Haba” also functions as an attributive adjective in this context of use.

Advertisers exploit the known concepts to make the message clear and persuasive.

Consumers, using their encyclopedic knowledge process the message and regard the “Haba na Haba” account as an account of choice given that little amount of money saved accumulates to an amount to enable you accomplish a task.

Hekima Account is another relevant example in this bank. See appendix 2 for more details on the same.

- **Commercial Bank of Kenya**

- i. Mapato Account.**

“Mapato” means income or revenue.

It is a noun which in this context shifts its function to an adjective.

This is a principle savings account. Withdrawals are made once every three months.

This allows the savings to accumulate. This brand name appeals to customers.

- ii. Jiinue Account**

“Jiinue” means lift oneself. Jiinue is a complete utterance in Kiswahili, but in this context it pre-modifies the noun account. Thus it plays an adjectival role.

This is an account for small business operators e.g. hawkers, jua kali sector etc.

The account name appeals to customers as it suggests that this account helps one to uplift or raise his/her economic status hence improve his/her standard of living. It is an account that implies a positive change.

Simba Account is another Kiswahili branded account in this bank.

- **Postbank**

- i. Bidii Savings Account**

“Bidii” means effort or devotion. It is a noun. It shifts its function to an attributive adjective in the context in which it is.

As the name suggests, the customers are encouraged to put in more effort in accumulating their savings.

Postbank has several types of bidii accounts as shown below.



## **ii. Bidii Junieur Account**

This is an account open to all persons below 18 years of age. There are no monthly charges and ledger fee. One free bankers' cheque per school term is also offered. All deposits are free. These free services and offers are persuasive to customers.

## **iii. Bidii –Plus Account**

This is a card – based account that is easy to open and operate. Affordable minimum opening and operating amount and kshs. 800 is charged

## **iv. Bidii Salary Account**

This is a card – based salary product allowing salaried employees more flexibility in account transactions. Ledger and monthly fee is not charged. No limit on withdrawal amount and the money is easily accessible through Postbank, Kenswitch and Pesapoint ATMs. No opening fee is required. These free services and easy accessibility to the account are advertising strategies aimed at achieving persuasive effect.

## **v. Bidii Pension Account.**

This is an account for retirees. Those retired customers who are pensionable can operate this account in order to receive their monthly pension through it.

From those examples concerning Postbank, Kiswahili word “bidii” has been exploited as their brand name for various accounts. These accounts put customers into different social groups e.g. retirees, salaried employees, under eighteen.

### **3.3.1.4.2 Tariffs**

The observation made also show that most tariffs of the mobile telecommunications firms under study are branded Kiswahili names too. These Kiswahili brand names are self referential such that the meaning of the product advertised is depicted from the names.

Examples on these are stated below:

- **Safaricom**

- i. Ongea Tariff**

Ongea means 'talk'. It is a verb which in its context of use becomes an attributive adjective. It is a tariff with reduced fixed charges of eight shillings per minute, all day, and all night everyday from Safaricom to Safaricom line.

One calls anytime with constant charges. However, calls to other local networks are Kshs. 15. This service is convenient as there is no restriction for timings unlike other tariffs where low charges are regulated between certain duration.

The name "ongea" is appealing and its simplicity makes it popular and enhances memorability.

Saasa Tariff is another Kiswahili branded tariff in this firm.

- **Zain**

- i. Vuka tariff (SN 05 /10/08)**

"Vuka" means "cross". It is a verb which in this context becomes an adjective.

This tariff's charges are eight shillings per minute across all networks in Kenya. The service is not network restrictive and therefore customers can call at this rate regardless of the network. As the name suggests, consumers are urged to crossover from their competitors e.g. Safaricom, Orange to Zain. This across network strategy is very persuasive.

Producers are constantly on the look out to outwit their competitors. New tariffs come up once the others have been on sale for sometime. The vuka + tariff (SN 25/01/09) was introduced with even lower rates of three shillings per minute to ten friends and family,

but just for Zain network. The lower rates are attractive and because they apply to Zain network only, customers will have to maintain this network if they are to benefit from this lower rates.

Other tariffs and related services branded Kiswahili names within ZAIN Company include Pamoja Tariff, Yetu Postpaid, Zain Umoja Postpaid, Zain Pamoja 3bob and Biashara Postpaid. (DN 06/01/09)

According to the data displayed about bank accounts and tariffs, Kiswahili and English have been used to brand the accounts and the tariffs. However, there is an instance of Arabic used in the branding of an account within Barclays Bank. We also observe functional shift as those brand names assume adjectival roles.

### 3.3.2 Intra Utterance Language – Mixing

Intra utterance language – mixing refers to mixing of languages within an utterance.

Examples of this kind that feature in the data collected are displayed below:

#### Example 1

Barclays can saidia you. (BB UoN Branch)

Barclays can help you.

In this example, Kiswahili verb “saidia” which means ‘help’ is inserted in an utterance composed of English words. This makes it stand out from its context.

Luna and Perachio (2005a:2) says “if an individual is processing information in one language and the message switches one word to a different language, that codeswitched word will be made salient or marked in linguistic terms, because it stands out from its context”.

This saliency increases message recall which is a vital tool for persuasion.

Kiswahili language is regarded as an ordinary citizen's language and therefore the bank signals that its services are open to all categories of customers. This creates a friendly atmosphere and gives the impression that this bank is very accommodative and customer sensitive.

### **Example 2**

Double your salo! (BB DN 16/03/09)

Double your salary.

Salo is a sheng word for salary.

The phrase above is imperative.

In this Barclays Bank sales promotion, one has first to apply for a loan before 15<sup>th</sup> June, 2009 to qualify for the draw. The lucky winner of the grand prize gets one year's salary from Barclays in addition to that that he/she earns from the employer. The service above is offered to salaried customers only.

Sheng is popular among the youth. Therefore this advert targets the youth whom because of age are still in salaried employment. The deadline indicates the urgency for customers to enter the promotion immediately. The customer is persuaded by the idea of doubling the salary though loan repayment is the burden to shoulder.

### **Example 3**

Chomoka na Twin – Cab! (BB SN 03/08/09)

Get away with Twin – Cab.

This is an imperative without a subject.

Halliday treats this as a case of ellipsis of the subject, that the subject is understood to be there (only not mentioned) and that the hearer (reader) supplies it mentally. Cited in Ombogi (2003:34).

This is another sales promotion by Barclays Bank. Entry requirement was to open an account with them and for each Kshs. 5000 you deposit, you earn a point. The grand draw prizes were three twin cabs. The word 'chomoka' 'get away' makes the message sound like the twin cabs are given to winners free of charge. The idea of spending money on account opening is ignored. This makes the message appealing to customers.

In the above two cases, the reader is informed that taking action will help him/her reap the benefits on offer. For example, products on offer are presented as scarce and the readers of this message are competing with many other readers who are "getting away" with the same products. Therefore, these forms of directives appeals to the readers' sense of urgency.

#### **Example 4**

Save "Haba na Haba" for your business dream! (CBK brochure)

This means

Save little and little for your business dream!

Part of the Kiswahili proverb "Haba na haba hujaza kibaba has been inserted in this utterance. This message encourages customers to open "Haba na Haba" Access Account discussed under bank accounts.

The message is appealing to consumers as that little amount of money you save accumulates to an amount to enable you realize your business dream.

The illustrations of twenty shillings coins put on a taxi that accompany this message helps in further understanding of the message and confirms that the business dream can be realized through a taxi business.

### **Example 5**

Your life is a safari of hopes and dreams (SC brochure)

Your life is a journey of hopes and dreams.

This is a message from Standard Chartered to encourage customers to open Safari Savings Account already discussed. This is a metaphorical statement. Life is equated to a journey. It possesses qualities of a journey. That, in life one has expectations and dreams which need long term preparations in order to accomplish them. These expectations may be education, parenting, wedding and so on.

Therefore a long –term saving through Safari Savings Account will enable one to meet the expenses of these expectations.

### **Example 6**

Piga biashara yako jeki with an SME loan from KCB. (KCB brochure).

This utterance means.

Give your business a boost with an SME loan from KCB. That is, boost your business with an SME loan from KCB.

SME stands for Small Medium Enterprises.

This is also a metaphorical statement.

A boost to a business is regarded as a 'jack'.

A jack is used to lift a vehicle when there is a puncture. Therefore this business loan offered by KCB will enable those businesses that were about to collapse to increase their

stock hence improve their businesses. The word "jeki" appeals to customers and this helps to make the message memorable.

The two examples above are metaphorical in nature.

Tanaka (1994:88) defines a metaphor as "an imaginative way of describing something by referring to something else which has qualities that you are trying to express". She further points out that in a metaphorical utterance, the advertiser invites his audience to process the utterance. In so doing, the audience is made to see the resemblance between the promoted product and the object or property featured in the metaphor (Ibid 90).

Advertisers make use of metaphorical propositions as a strategy to present the message with more strength than it might otherwise have been presented in the ordinary way.

### **Example 7**

2 pendane even more.

(DN 10/02/09)

This means

We love each other even more.

2pendane is a complete Kiswahili utterance. Its English counterpart is "we love each other". Language economy refers to a word or phrase that is able to be expressed more succinctly in another language than one's native tongue (Becker 1997) quoted in Bishop (2006:18). For example, since the Kiswahili utterance "2pendane" is more linguistically economical than the English equivalent. "We love each other". Advertisers use the Kiswahili version to refer to this utterance.

The 'we' comprises of the advertiser (Orange) and the reader of the message (the target audience). Here, we get the feeling that the advertisers and the audience have a common goal.

In this advert, the advertiser aims at selling iPhone 39 for Kshs 29,999. The phones are in two colours, white for her and black for him. This model comes at Valentine season, a season of gifts for lovers. There is an intimate relationship between the advertiser and the target audience.

This is evident in the use of numeral “2” instead of “Two”. The use of figures among letters is also a strategy to make the message eye-catching.

Such an advert is good at creating rapport between the advertiser and the audience where the audience is persuaded not so much by the quality of the phone, but by the warm gesture of this company.

### **Example 8**

Jiachilie na 65 Bob.

(DN 03/11/09)

Set yourself free with 65 bob.

This is a Zain service available on Vuka tariff. You can make unlimited calls from 6 am to 6 pm for only 65/= daily. The unlimited call is an incentive that leads to persuasion.

The utterance is suggestive of the service provided. The customer has the freedom to call as many people as possible or make calls throughout that specified duration for only Kshs. 65.

### **3.3.3 Inter Utterance Language – Mixing**

This refers to mixing languages between utterances.

Examples of these kinds reflected in our data are discussed below:



## Example 1

Voi. tumefika!

Voi. we have reached.

Co-operative Bank of Kenya has now opened a new branch in Voi town. It has ample and secure parking, two ATMS and two spacious banking floors. (CBK DN 27/03/09)

In the above data, the headline, which is a complete utterance, is written in Kiswahili and the rest of the text is in English. The bank informs the dwellers of Voi town about the opening of the bank's new branch. The bank addresses the audience as Voi. The bank refers to itself as "we" – first person plural.

In this case, we see an element of personification. The bank assumes human qualities and announces its arrival at Voi town.

The headline is presented in a striking manner. This makes it gain immediate attention and thus leads the readers to the text because they want to know more about that message.

A description of the new branch is given, for example, its ample and secure parking, two ATMs and spacious banking floors. This information is very important as it attracts customers to that particular bank and as one would wish to park his/her car in a secure place.

## Example 2

Pata Ziaaada

get free airtime when you receive a call

receive calls from any network to our orange mobile and get 3/- free airtime per minute.  
that's free airtime you can use to call any network, anytime.

all extra minutes are valid until 15<sup>th</sup> January 2009.

(O DN 17/12/09)

“Ziada” means excess, supplement, surplus “Pata Ziada” therefore means “get surplus”.  
In the above data, the vowel, “a” has been tripled so that “ziada” is “ziaaada”.

This has been done for striking effect. The utterance “pata ziaaada” which is the headline  
is in Kiswahili and the rest of the utterances are written in English. This is a headline  
with a promise therefore it leads the reader to the text because he/she wants to know the  
promise and then act.

As Berke (1996:55) says “a powerful headline with a strong promise of benefit can move  
people to action”. This offer is aimed at making people buy Orange lines as the  
beneficiaries are those called on Orange lines. The expiry date for the offer is indicated  
and this speeds up the sales because the buyers want to beat the deadline. Customers are  
attracted by this free airtime without realizing the buying of the line that is involved.

Advertisers use the verb get more often than buy for psychological reasons. Buy is a  
word that has one major meaning: the spending of money. It denotes what for most  
people is an unpleasant action. Get, on the other hand is a word with wider and vaguer  
associations. It connotes acquiring, and makes the spending less obvious. Russell (2001:  
189).

### Example 3

Orange ochopo dala

*Mtandao wa Orange sasa umefika kisumu na viunga vyake. Njoo katika ukumbi wa Jomo Kenyatta grounds kwa tumbuizo la kukata na shoka mnamo tarehe 27 Desemba 2008 kuanzia saa tano asubuhi hadi saa kumi na mbili jioni bila malipo yeyote.*

(SAT N 27/12/08)

Translated as

Orange has reached home.

Orange network has now reached Kisumu and its outskirts. Come to Jomo Kenyatta grounds for exciting entertainment on 27<sup>th</sup> December 2008 from 11. a.m to 6 p.m without any payment.

In this data, the languages mixed are Dholuo and Kiswahili. The headline is in Dholuo while the rest of the text is in Kiswahili.

Orange recognizes that Kisumu and its suburbs is Luo region and therefore identifies itself with the Luos by using their language. By so doing, the advertisers hope to persuade the Luos to buy their products. The Luos will also feel recognized and will regard Orange as their own firm. This is supported by Orange's claim that they have reached home, an implication that Orange and the Luos belong to the same family.

### Example 4

KISUMU,

WE SAW YOU GROW.

YOU HELPED US GROW.

ERO KAMANO.

Through the years, we've helped each other grow. You have provided us with a suitable environment to do business and we gave you a great bank where you could transact your business securely. Now that you have grown even bigger we commit ourselves to continue providing you with better products and better services that will see you grow even further.

(KCB DN 15/06/2009.)

The mixing above involves English utterances and Dholuo utterance. The utterance "Ero Kamano" means "Thank You".

The KCB bank is thankful to its Kisumu customers for helping the bank grow by providing suitable business environment. It addresses the customers as "Kisumu" and thanks them in Dholuo to identify itself with Dholuo speakers who dominate Kisumu region.

The bank and the customers have helped each other grow. Here we see the reciprocal relationship between the advertiser and the target audience. It reveals the bonding between the advertiser and the audience. The advertiser promises better products and services to enable the target audience grow even further. The bank is personified by the use of "We" -1<sup>st</sup> person plural.

### **Example 5**

Orange riu i mucii

*Mtandao wa orange sasa umefika Nyeri na viunga vyake. Njoo katika ukumbi wa Dedan kimathi stadium kwa tumbuizo la kukata na shoka la "Orange Mugiithi" mnamo tarehe 20 Desemba 2008 kuanzia saa nne asubuhi hadi saa kumi na moja jioni bila malipo yeyote..*

(O DN 19/12/08)

Translated as

Orange has reached home.

Orange network has now reached Nyeri and its outskirts. Come to Dedan Kimathi Stadium for exciting entertainment of "Orange train" on 20<sup>th</sup> December 2008 from 10 a.m to 5 p.m without any payment.

The headline above is in Gikuyu and the rest of the utterances are in Kiswahili. Just as the previous example, Orange uses this language technique to arouse interest among the speakers of Gikuyu and this makes them respond to the message positively.

Language is a very important identification tool. The above two messages are likely to attract huge crowds of people for free entertainment but Orange products will be on sale.

Thus they will spend money to buy these products.

### **Example 6**

Bonga ushinde

Everyone is a winner

This means

Talk to win

Everyone is a winner (S SN 31/08/08)

Here, the alternation is between Kiswahili and English.

For you to win you have to buy airtime then earn bonga points. The more bonga points you earn the more chances of winning. But more bonga points means buying more credit cards from Safaricom. Therefore customers are encouraged to buy more credit cards.

Bonga points earn you a gift so even if you don't win the grand draw; you get a gift so all is not lost. The statement "everyone is a winner" encourages customers to participate in

the promotion because by the end of the day, everybody will get something. The message is presented as if you win just for talking: the spending bit is indirectly conveyed.

### Example 7

Lipua mamilioni

SMS the word "Lipua" to 555 for your chance to win thousands of cash prizes daily.

(S SN 05/04/09)

Lipua mamilioni means Blow up millions

The data above consists of Kiswahili utterance and followed by English utterances. The use of "mamilioni" for plural is for emphasis.

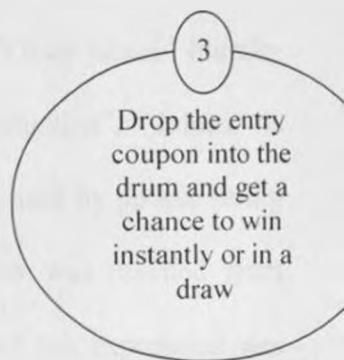
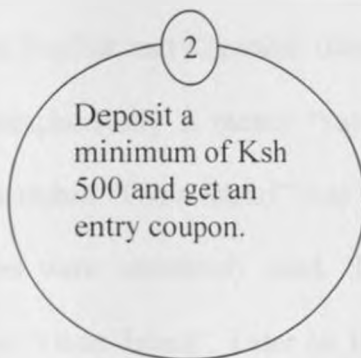
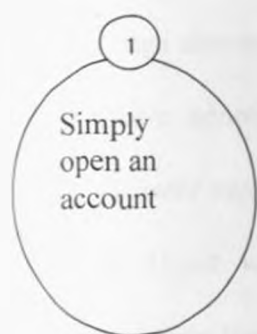
"Lipua mamilioni" is a hyperbole.

A hyperbole is a form of exaggeration or an overstatement used to give emphasis. It is a striking stylistic feature in the register of advertising. Advertisers go overboard in words when describing their products. The aim behind this is to capture the readers' attention and persuade them to act upon what is advertised, that is, buy the product. They make use of hyperbolic texts from which the reader identifies the uniqueness of the product.

### Example 8

Vuna Mamillioni!

UNIVERSITY OF NAIROBI  
EAST AFRICANA COLLECTION



Win these great prizes.

(CBK SN 14/06/09)

The utterance “Vuna Mamillioni” means “gather millions” or “harvest millions”. The utterance forms the heading of the text for attention-getting effect. It attracts the reader to go through the rest of the text, which is written in English. The visual image of a woman holding many notes of a thousand shillings reaffirms that becoming a millionaire is reality. Thus one will want to try his luck of “harvesting millions” by depositing a minimum of Ksh. 500/= to get an entry coupon. By so doing, the bank’s deposits are boosted.

This utterance “vuna mamillioni” just like example 7 above is a hyperbole. It exaggerates the mode of earning the claimed millions.

### **Example 9**

Need to make a call but have no credit?

OKOA JHAZI

Dial

\*131#

To receive 50/- credit advance from safaricom

(S DN 02/04/09)

The message above consists of English and Kiswahili utterance. “Okoa jahazi” literally means “save adhow”, but metaphorically it means “save the situation”. “Jahazi” is adhow, a water vessel. This metaphor “Okoa Jahazi” was initially used by people living along the Coast where dhows were commonly used. The dhow was rescued from capsizing hence the expression “Okoa Jahazi”. Later on the use of this expression was extended to other contexts such that anybody who needed help would say “okoa jahazi”

to mean “offer a solution”. In this case a customer who wants to make a call but has no credit is offered credit advance by Safaricom to enable him communicate. Thus, it offers a solution to the customer. Advance credit is a persuasive technique that aims at encouraging customers to buy Safaricom lines with hopes of getting this credit facilities.

Need to make a call but have no credit? is a rhetorical question. This is a question which does not expect an answer, since it really asserts something which is known to the addressee and cannot be denied. Advertisers use rhetorical questions as it captures the reader’s attention to explore the entire text.

### Example 10

Shika more

For only Kshs 1,499

Get more with our Samsung B 130 from Orange Mobile with colour screen, Swahili menu, long life battery and MP3/ polyphonic ring tones

You also get:

- Free Sim card
- Free Orange T-shirt
- Kshs 50 free airtime on activation
- 10 free sms every 30 days
- Kshs 50 bonus airtime for every Kshs 500 spent within 30 days
- 12 months warranty

(O SN 05/10/09)

“Shika more” means “get more”. It is a dependent phrase which in this context is complete on its own, that is, can stand on its own. This phrase has been coined as a result of more free items and offers that accompany the above model on sale. “Shika” is verb



that means "hold" but in this case, it has acquired a new meaning of "get". Therefore it has broadened semantically.

Again, "shika more" phonologically can be regarded as having been coined from "Shikamoo" \_\_ Kiswahili word for respectful greeting to an elder. Shika is retained while "moo" is coined into English "more" for many.

This phrase has a striking effect as one would want to know the more items referred to. The low price coupled with the many offers that go with this Samsung model definitely persuades customers to buy it.

### **Example 11**

a). Eid Mubarak

Zain wishes our Muslims brothers and sisters Eid Mubarak.

(Z DN 01/10/08)

b). Eid al -adha

Best wishes on this festive day from all of us at Orange

(O DN 08/12/08)

c). EIDMUBARAK !

KCB wishes all Muslims a happy Eid -ul-Fitr.

(KCB DN 01/10/08)

The language mixing between utterances above involve Arabic and English.

"Eid Mubarak" means merry festival.

In these examples, advertisers intend to create relationship with the audience. Zain refers to Muslims as brothers and sisters. The human relationship is noticed. Thus the

companies are personified. We notice that these companies have personalized subjects. The companies are viewed as thinking and feeling human beings. One gets the feeling that the company is a companion to the reader.

In the examples above, the advertisers lack the term to replace this festive term "Eid Mubarak" thus they mix English and Arabic.

### 3.3.4 The Use of 2<sup>nd</sup> Person Reflexive Pronoun "Yourself"

Our data reveals that the use of reflexive pronoun "Yourself (singular) is favoured in this language mixed adverts. The "Yourself" pronoun enables the advertiser to personalize and address the reader directly.

Leech (1966:45) quoted in Muchura (2004:57) has the following to say about direct address:

"The language of direct address is the language of pure salesmanship and that of indirect address, a diluted version of it".

The use of "yourself" in the register of advertising perceives the reader as an individual.

The advertisements below represent this perception.

**i. Jibambie;** Choose the call rate you want and top up with the right scratch card.

1000/= Call for 3/= sms 2.00/=.

500/= Call for 4/= sms 2.00/=.

250/= Call for 5/= sms 3.00/=.

100/= Call for 6/= sms 3.00/=.

50/= Call for 7/= sms 3.50/=.

20/= Call for 8/= sms 3.50/=

(S SN 19/10/08)

"Jibambie" means "choose for yourself the scratch card of your choice according to the call rate you want and top up.

“Jibambie” comes from the word “bamba” which means “sheet, flat thin piece of anything. “Bamba” is a coined name for safaricom scratch card (Credit card) which comes as a result of the scratch card being flat and thin piece of paper. “Jibambie” therefore means you choose for yourself the “bamba” (scratch card) you want. Every scratch card has call rates per minute and SMS charges indicated on it. The higher the values of the scratch card the lower the call rate per minute as well as the SMS charges. Therefore the customer has the freedom to make a choice of the scratch card he/she so wishes to buy. The top up determines your call rate. This applies to Safaricom to Safaricom lines only. Call other networks for Ksh. 15/= and SMS 5.00/=. This is attractive because, the variety provides the customers with choices to make depending on the amount of money they have. Also, the offer on call rates attracts the customers to buy especially credit cards of higher values as they are motivated to talk for long while they pay less.

**ii. “Jishindie” Bonus.**

Top up now.

( Z DN 09/01 /09)

“Jishindie Bonus” means “Win for yourself bonus”. Jishindie comes from the word “shinda” to mean “Win”.

This advert encourages the reader to buy credit from Zain Mobile Phone Company to increase his/her chances to win Ksh.1,000,000/= on 13<sup>th</sup> January 2009. Before the actual grand prize, there are other prizes to be won. The winners of mini prizes are shown on the advert to make it real and thus attract more readers to top up. This is an advertising strategy to enable the company to increase its credit card sells. The more you top up, the higher your chances of winning.

### iii. Jishitue

For only Ksh. 999/=.

With this amazing offer you also:-

- get Ksh. 50/= bonus airtime on actuation.
- get 10 free sms every 30 days.
- get Ksh. 50/= bonus airtime to call Orange and Telkom. every time you use Ksh. 500/= every 30 days.

( O DN 02/12/08.)

“Jishitue” means “Surprise Yourself”.

The above advert creates awareness of the availability of a very cheap phone called “Orange” from Orange Mobile Company. It goes for only Ksh. 999/=. The cheapness is expressed by the utterance “Jishitue” (which is the headline). “Jishtue” to mean “Surprise Yourself”. Indeed it is a surprise because this cheap model is in addition accompanied with four offers namely free SIM card, Ksh. 50/=, bonus airtime upon activation. 10 free sms every 30 days and Ksh. 50/= bonus airtime to call Orange and Telkom every time you use Ksh. 500/= within 30 days.

This model definitely will attract customers to buy it because of its affordability and the offers that go with it as being incentives. The addressee is asked to take the responsibility of surprising himself or herself with the cheap model on the market.

### iv. Jiachilie na 65 Bob

(Z 03/11/08.)

This means “Set yourself free with 65 Bob”. The details to this service offered by Zain has been explained under 3.3.2. It is cited here just to point out the advertiser’s use of reflexive pronoun “yourself”.

v. **“Jipatie yako leo”**

(P DN 28/11/08).

Translated as “Get yourself yours today”

This is an advert marketing Postbank Cash X-Press ATM card. Detailed information about this advert has been given under 2.8. The advertiser still exploits the use of singular reflexive pronoun yourself. The addressee is seen as a participant in this advert. He/She is asked to take part by himself/herself.

vi. **Jishikie maisha poa.**

Buy an Orange LG phone and get a gift.

Each LG –CD3600 phone comes with a 1 year warranty, a gift and you also get to call your friends and family for just 1 bob a minute. Visit your nearest Orange Customer Experience Centre or dealer shop today to experience life’s good moments.

(O DN 27/05/09.)

Jishikie maisha poa

Translated as “Get yourself good life”.

“Jishikie” comes from the verb “Shika” which means “hold” but in this context it acquires another meaning “get” . “Poa” means “cold” but in this context, it is used to mean “good”. Therefore the two words “shika “and “poa” have broadened semantically. Therefore “jishikie” means “get yourself”.

This advert markets LG-CD 3600 model from Orange Company which goes for Ksh. 2399/= . Its description is given above e.g. colour screen, FM radio etc. The model is accompanied with a gift, 1 year warranty and a lower rate of 1 shilling per minute made to friends and family.

Therefore the addressee is challenged to get himself or herself “good life” by choosing this model as it is good as well as accompanied with a gift and offers.

**vii. Jikwatue**

Make yourself smart. (S SN 05/10/08.)

This message is aimed at selling a model of a mobile phone from Safaricom at Ksh. 1499. It is very cheap that it looks attractive in itself.

**viii. Jiinue**

This means “uplift yourself”.

It is an account name with KCB.

It was discussed under Bank Accounts (3.3.1.4.1.)

Therefore the examples of reflexive pronouns discussed above leads to a pattern such

as:-

- Jibambie
- Jishindie
- Jishtue
- Jiachilie
- Jipatie
- Jishikie
- Jikwatue
- Jiinue

These utterances are simple and easy to remember. Thus, enhances memorability. We note that the use of “yourself” in advertisements indicates the addressee’s ownership, which in this case refers to the reader (the target audience). Since the use of “yourself” relates the message more closely to the reader/ prospect, it is widely exploited in the advertising register. Brierley (1995:144) cited in Muchura (2004:58) makes the following comment on direct address:

When the advertisers talk directly to the consumers, they are trying to stand out amid all the information clutter. When they use direct advertising, the customer is positioned as the potential sales customer, about to use the service and the advertisement tries to place him/ her in the right frame of mind for the sale. People are supposed to be much more susceptible once their attention has been raised and a dialogue established. Advertisers need to talk to people individually.

### **3.4 Summary**

The chapter was set to linguistically describe the data collected for our study. It identified the languages that were mixed: English and Kiswahili, English and Sheng, English and Arabic, Kiswahili and Dholuo, English and Dholuo and Kiswahili and Gikuyu.

The chapter also established how the mixing of these languages was done. This was categorized into lexical, intra-utterance and inter-utterance levels.

The use of second person reflexive pronoun was highly exploited giving rise to a defined pattern.

In conclusion, the dominant mixture is English and Kiswahili. However, of the two, English is more dominant. The mixing targets certain areas such as headlines but the rest of the details of the text are in English.

## CHAPTER FOUR

### 4.0 DATA ANALYSIS AND LEXICAL PRAGMATICS THEORY

#### 4.1 Introduction

The chapter confines itself into incorporating the data described in the previous chapter into the processes of lexical pragmatics theory. The processes concerned are classified into two broad categories namely narrowing and broadening. Broadening is further divided into types namely approximation, hyperbole, metaphorical extension, category extension and neologism. The chapter was set to establish whether lexical pragmatics theory can adequately analyze the data for this study.

Lexical pragmatics is a rapidly developing branch of linguistics that investigates the processes by which linguistically – specified (“literal”) word meanings are modified in use. Well – studied examples include narrowing (e.g. *drink* used to mean “alcoholic drink”), approximation (e.g. *square* used to mean “squarish”) and metaphorical extension (e.g. *battleaxe* used to mean “frightening person”). In much of the literature, narrowing approximation and metaphorical extension have been seen as distinct pragmatic processes and studied in isolation from each other. Wilson D. (2003:1)

#### 4.2 Lexical Narrowing

Lexical narrowing is the case where a word is used in a more *specific sense* than the encoded one, resulting in a narrowing of the linguistically - specified denotation.

The effect of narrowing is to highlight a particular sub-part of the linguistically – specified denotation.

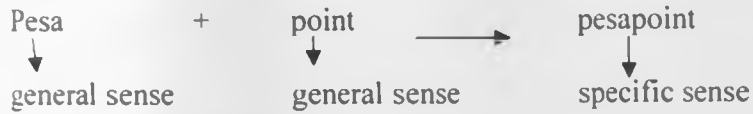


Examples of narrowing that are observed in the data are:

### Example 1

#### Pesa point

This lexical item is formed by combining two general terms “pesa” and “point” as illustrated below:

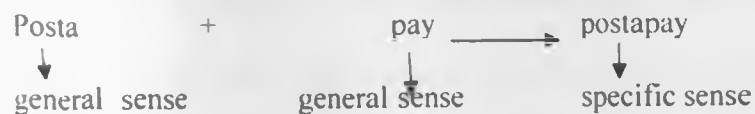


Through the process of compounding, the general concepts of “pesa” and “point” narrow to a new concept pesapoint which is specific. That is, a financial joint. A particular place where ordinary people can go to withdraw money from by ATM services. This specific sense narrows further to more specific sense such as Nakumatt Lifestyle supermarket pesapoint. The context plays a major role in guiding towards cognitive effects. The hearer using his encyclopedic knowledge interprets the concepts in relation to context and makes conclusions.

### Example 2

#### Posta pay

Posta pay in the same way falls under lexical narrowing. Its development begins from general to specific as shown below



The compound noun postapay formed a specific sense. It refers to instant money transfer service offered by Post Office. This specific sense further narrows to more specific sense such as Tom Mboya Post Office postapay services.

### 4.3 Lexical Broadening

In lexical broadening, a word is used to convey a more general sense than the encoded one, with consequent widening of the linguistically – specified denotation. There are varieties of lexical broadening. These are approximation, hyperbole, metaphorical extension, category extension and neologism. Our data show all these varieties of broadening.

#### 4.3.1 Approximation

Approximation is a minimal type of broadening. It involves the use of a word with a relatively strict sense to apply to a penumbra of cases (what Lasersohn 1999 calls a pragmatic “halo”) that strictly speaking fall outside its linguistically specified denotation. Loose uses of round numbers, geometric terms, and negatively defined terms are good examples.

However, the data shown examples of round numbers only. These are illustrated below:

##### Example 1

Jiachilie na 65 Bob. (‘about 65 bob’) (round numbers)

Set yourself free with 65 Bob.

Here the concept begins from specific sense to general sense. For example 65 figure is specific but broadens to loose figures which can be 60, 70 80 or even 100. That is, it is not exactly 65 bob. This concept of loose number persuades people to buy the items advertised as there is flexibility on the figure. The context in which this utterance is uttered in relation to the concept of loose numbers will play a role in persuasion in the sense that the consumers are motivated to make many calls that cost more than 65 bob.

## Example 2

An Uwezo Account opening balance of kshs 5000. (about kshs 50000') (round numbers).

5000 is the specific figure but broadens in loose use. These figure can be 4,500, 5,500 or even 6,000. It is not exactly 5000. In this context, these loose use of this number can contribute to persuasion in the sense that the hearer will focus on the lower side of the amount of the account opening balance and thus be persuaded to open an Uwezo account.

### 4.3.2 Hyperbole

Hyperbole may be seen as a more radical type of broadening, which allows the communicated concept to depart much further from the encoded concept.

Examples of hyperbole from the displayed data are:

#### Example 1

##### **Lipua mamilioni**

Blow up millions

These utterance implies that the hearer will earn millions. The number of millions is loose. There is broadening of the concept in terms of millions to be worn. It can be 1 million, 2 millions, 3 millions or even 4 millions. This utterance "Lipua mamilioni" in this context of use communicates get reach. The hearer get the impression of becoming rich and is easily persuaded by this message.

#### Example 2

##### **Vuna mamilioni**

This is another example of a hyperbole cited from CBK. It is similar to example one above. "Vuna mamilioni means "harvest millions" This expression "Vuna mamilioni"

communicates “get rich.” This expression moves the reader to take action immediately with an assumption of getting rich

Another similar example is “Vuna mamilioni” from CBK.

Vuna mamilioni means “harvest millions” or “pluck millions”. This expression also communicates “get rich”. It is also hyperbolic.

### **4.3.3 Metaphorical Extension**

Metaphor may be seen as still more radical widening. That the communicated concept departs much further from the encoded concept compared to the other varieties of broadening mentioned above.

Examples of metaphors that feature in our data are:

#### **Example 1**

Your life is Safari of hopes and dreams

Your life is a journey of hopes and dreams

Life is viewed to have properties in common with a journey.

The broadening moves from specific sense to general sense. The journey is the source. Its characteristics are transferred to life which in this case is the new concept or the new idea. The concept of life and its characteristics is understood through the characteristics of journey which is the known concept.

#### **Example 2**

**Piga biashara yako jeki with an SME loan from KCB.**

Give your business a boost with an SME loan from KCB.

This is also a metaphorical expression. An SME loan is viewed to have properties of a jack. Just as the example above a jack is the source. Its characteristics are transferred to an SME loan, which is the new concept being expressed. The communicated message here is that the SME loan will help uplift the business. That is, improve it by increasing the stock. We get understand how SME loan will uplift the business through the context of a jack and its use.

#### **4.3.4 Category Extension**

Category extension is a second variety of broadening that is typified by the use of salient brand names to denote a broader category. For example, it has often been noticed that words like Hoover, which start out as names for a particular brand item (e.g. vacuum cleaners) may end up being used to apply to the whole broader category. Kleenex which is a brand name for a particular type of disposable tissue, stands in for any brand of disposable tissue.

Personal names (Chomsky, Einstein) and common nouns both lend themselves to category extension (cf. Glucksberg 2001: 52) quoted in D. Wilson (2003 :2).

For example, Einstein is a person. This is refer to a specific person. Einstein is an intelligent person therefore has the characteristic of intelligence. To this effect, under category extension, all the genius which is the new category can be regarded as belonging to a broader category of which Einstein is the Salient member.

Our data show instances of category extension. These are illustrated below:

## Example 1.

### M-Pesa.

M-pesa “mobile money” this is sending “pesa” by mobile phone. That is money transfer service. M-pesa developed by hyphenating M-which stands for mobile on “pesa”. The concept as been in use for quite some time and therefore it has become the salient member of the broader category – money transfer service.

The hearer of this concept M-pesa considering the concept of use interprets it and makes the right conclusion which satisfies his expectation.

A further example on the saliency of M-pesa, is evident in Daily Nation Tuesday July 3<sup>rd</sup>, 2007 under the heading *Money Transfer* and the subheading *UK gives M-pesa a boost*.

The following is written:

*Britain is considering pumping \$ 20 million shs 1.3 billion) under current exchange rates into further developing the Safaricom's money transfer service in Kenya, and other similar small businesses across Africa.*

*The UKs department for international development clearly sees the M-pesa system, which is run by Safaricom and partly funded by Dfid, as a role model for how to develop small businesses in the region.*

From the above quotation from Daily Nation, we see M-pesa stand out as the salient member of the broader category. The expression, “and other similar small businesses across Africa” refers to other money transfer services’ businesses across Africa.

Therefore, these other businesses offering similar services to Safaricom's M-pesa are understood through M-pesa.

The Dfid further says that it sees the M-pesa system as a role model for how to develop small businesses in the region. Being a role model means you stand out and you are worth representing the others in similar category.

## **Example 2**

### **Bamba**

Another example of category extension is "bamba". "Bamba" is Kiswahili word that means sheet, flat, thin piece of anything.

In this context, it refers to Safaricom's scratch card. The scratch card is called "bamba" given its nature, that is, flat thin piece of card. The initial "bamba" broaden the sense and developed into a general concept of scratch card. Therefore the "bamba" referring to Safaricom's has extended category to include any type of scratchcard. You will hear a customer say: "Give me bamba fifty for Zain." To mean "Give me Zain's scratch card for fifty shillings."

Some more creative uses are illustrated in (a) and (b) below:

- a. You think I am an M-pesa.
- b. I am not pesapoint.

Following the above examples, M-pesa is characterised by transferring money while pesapoint is characterised by storing money. Therefore, in this context the speaker in (a) implies that he does not transfer money while the speaker in (b) implies that he does not store money such that one can access it anytime he is in need of it.

Therefore, when M-pesa and pesapoint are extended to people the implied meaning is usually understood through the hearer's encyclopedic knowledge of these concepts.

#### 4.3.5 Neologism

Neologisms and word coinages provide further data for a theory of lexical pragmatics and shed some light on the nature of the mental mechanisms involved. D. Wilson (2003:3).

Advertising language employs neologisms to create a persuasive effect.

Our data show some instances of word coinages. This is illustrated below:

##### Example 1

An interesting example of coinage reflected in our data is "shika more". "Shika more" in this context means "get more". Phonologically, "shikamore" comes from the Kiswahili word "shikamoo" – a word for respectful greeting to an elder. "Shika" is retained and "moo" is coined to "more" so that we end up with the phrase "shikamore" which again acquires another sense different from the Kiswahili "shikamoo". Therefore, there is semantic broadening. However, phonologically, pronunciation does not change.

Russell (2001: 235) asserts that new technologies, new immigrants, new ways of working, shopping, socializing and worshipping, increased foreign travel and new eating habits have all brought new words flooding into English at a rate unprecedented since the Renaissance.

Verbs can be coined from the nouns in our data as shown in (a) - (e) below:

- a) He bambad me. (To mean he bought me a scratch card).
- b) She M-pesad me. (To mean she sent me money by M-pesa).
- c) My parents postapaid me. (To mean my parents sent me money by postal pay).



d) They zapped him. (They sent him money by Zap money transfer services).

e) I have vukad. (To mean am on Vuka tariff).

I will explain the development with two of the above examples:

### **Example 1**

#### **Bambad**

“Bambad” is a verb which is derived from a noun “bamba” through derivational morphology. That is, a noun becomes a verb. This results to a new meaning.

### **Example 2**

#### **M-pesad**

Similarly, the noun M-pesa is coined into a verb M-pesad, through the process of derivational morphology. The new concept acquires new sense.

Verbs have also been coined. For example:

a. We bongad for long. (To mean we talked for long).

The example above is coined from the verb “bonga”.

Indeed, the borderline between familiar and unfamiliar words is unlikely to be drawn in the same place for all speakers of language or for the same speaker at different times: while some hearers may be able to retrieve a ready – made word sense, others may have to construct it on – line. Pragmatic inference continually makes up for gaps in the vocabulary, and this should be taken into account in an adequate theory of lexical pragmatics.

From the examples discussed, lexical – pragmatic processes such as narrowing, approximation and metaphorical extension seem to apply spontaneously, unconsciously and automatically to fine – tune the interpretation of virtually every word. If there were

no pragmatic processes, and words always communicated the concepts they encode, hearers would have little difficulty understanding what the speaker is trying to convey. The more the communicated concept can depart from the encoded concept, the harder it should be for speakers and hearers to co-ordinate their understandings. The central goal of lexical – pragmatics is to explain how this co-ordination is achieved, by showing what triggers lexical – pragmatic processes, what direction they take, and when they stop.

#### 4.4 Summary

This chapter was concerned with establishing whether the processes of lexical pragmatics theory can adequately analyze the data for our study. The lexical pragmatic processes in question were narrowing and broadening, with broadening being further categorized into approximation, hyperbole, metaphorical extension, category extension and neologism.

Previous chapter showed clear evidence of the processes.

It is viewed that words are strictly defined and loosely used, while others have broader, vaguer meanings which are typically narrowed in use.

### 5.0 ANALYSIS OF THE QUESTIONNAIRE

#### 5.1 Introduction.

This chapter deals with data analysis and findings of the secondary data elicited through questionnaires.

The questionnaires aimed at eliciting information on advertising language that appeals to the respondents.

The questions were divided into two sections. The first section concerned itself with personal details of the respondents in terms of age, gender, education level and profession. The second section targeted the reactions of the respondents in regard to the language – mixing mode of advertising used on the adverts. 32 questionnaires were distributed to urban and literate respondents in Nairobi. All the 32 questionnaires were returned giving a response rate of 100 percent.

The chapter aims at justifying the fact that consumers have positive responses towards the language – mixing mode of advertising.

The data is summarized and presented in form of tables, proportions and a chart.

#### 5.2 Profile of the Respondents

##### 5.2.1 Distribution of Responses by Age.

The respondents were asked to indicate their age bracket. The study showed that the majority of the participants were in the age bracket of 36-45 (34.4%), followed by those

in age bracket of 20-25(31.2%), 26-35 (21.9%) and 46 and above (12.5%). This information is tabulated below as table 5.2.1.

**Table 5.2.1: Distribution of Response by Age**

<b>Age bracket</b>	<b>Frequency</b>	<b>Percentage</b>
20-25	10	31.2
26-35	07	21.9
36-45	11	34.4
46 and above	04	12.5
Total	32	100.0

The findings of this table indicate that majority of the respondents were youths.

**5.2.2 Distribution of Respondents by Gender**

The respondents were required to state their gender. The study revealed that of the 32 participants, 16 were male and 16 were female, each category representing 50%. This information is captured in table 5.2.2 below.

**Table 5.2.2. : Distribution of Respondents by Gender.**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	16	50
Female	16	50
Total	32	100

The findings of this table show that both male and female consumers were given equal opportunities to express their reactions towards language – mixing mode of advertising.

**5.2.3 Distribution of Respondents by Highest Academic Level.**

The participants were asked to indicate their highest academic levels. The study revealed that the majority of the respondents had university education (59.4%), followed by

secondary education (21.9%), middle level college (12.5%), others (6.2%) and primary at 0%. These details are summarized in table 5.2.3 below.

**Table 5.2.3: Highest Academic Level.**

Highest Academic level	Frequency	Percentage
Primary	0	0
Secondary	07	21.9
Middle level college	04	12.5
University	19	59.4
Other	02	6.2
Total	32	100.0

The findings of this table showed that all the respondents had secondary education and above. The majority of the participants (21) had university education as the two under other had postgraduate qualifications.

Therefore all the respondents were literature urban dwellers as stated in the introduction (5.1).

#### 5.2.4 Distribution of Respondents by Profession

The respondents were asked to state their profession. The study showed that the majority of the respondents were professionals (53.2%), followed by students (18.8%), Small scale traders (12.5%), security and the jobless both at 6.2% each and retiree (3.1%). These details are tabulated under table 5.2.4 below.

**Table 5.2.4: Primary Profession.**

Profession	Frequency	Percentage
Student	06	18.8
Professionals	17	53.2
Security	02	6.2
Retiree	01	3.1
Small scale traders	04	12.5
Junior clerical officers	00	0
Not employed	02	6.2
Total	32	100.0

The findings of the table indicated that various categories of respondents were considered therefore their responses represented the entire combination of consumers of the said products.

### 5.3 Bank Account Holders

The respondents were required to indicate if they had bank accounts or not.

The results yielded here show that only one respondent (3.1%) did not have bank account, 31 (96.9 %) of them were bank account holders.

Some of the respondents had more than one bank account. Some of the banks mentioned were Equity, Barclays, KCB, Co-Operative Bank, Postbank, National Bank of Kenya, Standard Chartered, Chase Bank, Mwalimu Sacco and Family Bank. Account types featured were savings, fixed deposit and current accounts. The results above are represented in table 5.3 below.

**Table 5.3 Bank Account Holders**

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	31	96.9
No	01	3.1
Total	32	100.0

### 5.4 Mobile Phone Ownership

The participants were asked to state whether they owned mobile phones or not.

The results here reveal that all the 32 respondents owned mobile phones, a percentage of 100. The study further revealed that some of the respondents had more than one line.

The mobile firms that featured were Zain, Safaricom, Orange and Yu.

The yielded results are tabulated below in 5.4.

**Table 5.4: Mobile Phone Ownership**

Response	Frequency	Percentage
Yes	32	100
No	00	0
Total	32	100

Going by the results in table 5.3 and 5.4 above, we can conclude that all the respondents were consumers of commercial banks and mobile phone firms' products and therefore are in direct contact with the language-mixed adverts under study. Thus, are referred to as the target audience and are familiar with the advertising language under investigation.

### 5.5 The Appealing Advertising Language

In this section, the respondents were asked to tick against the advertising language they found most appealing to them. These consisted of 17 questions. Three options were given in each case: (a) the language – mixed mode (b) its English counterpart and (c) its Kiswahili version. The respondents' answers were then added up and tabulated as illustrated below;

#### 5.5.1: Question One

	20-25	26-35	36-45	46 And Above	Total Frequency	Percentage
Arclays can Saidia you	05	02	04	00	11	34.4
Arclays can help you	04	02	06	01	13	40.6
Arclays inaweza kusaidia	01	03	01	03	08	25.0
Total	10	07	11	04	32	100.0

This table shows that the majority of respondents (40.6) considered English message most appealing to them. 34.4% of respondents considered English/ Kiswahili mixture

while 25% chose Kiswahili message. “ Barclays can Saidia you” was popular among the youth but unpopular among those respondents aged 46 and above as none chose it at all.

### 5.5.2: Question Two

	20-25	26-35	36-45	46 And Above	Total Frequency	Percentage
2pendane even more	05	02	02	00	09	28.1
We love each other even more	04	01	02	01	08	25.0
Tupendane hata zaidi	01	04	07	03	15	46.9
Total	10	07	11	04	32	100.0

The results yielded in the table above show that majority of respondents (46.9) favoured Kiswahili message with the majority of this percentage being within the age bracket of 36-45. This was followed by 28.1% that favoured the Kiswahili – English mixture mode of advertising language. The majority here were the youth who are fond of mixing figures and letters as short forms of writing information. The 46 and above age bracket found this message unpopular. none of those respondents chose it. The English version had 25% rating.

### 5.5.3: Question Three

	20-25	26-35	36-45	46 And Above	Total Frequency	Percentage
Double your salo!	06	04	03	00	13	40.6
Double your salary!	04	02	08	02	16	50.0
Jumulisha mshahara wako mara mbili!	00	01	00	02	03	9.4
Total	10	07	11	04	32	100.0



This table shows that the English message is the most appealing having been rated at 50%. The highest number of respondents within this percentage were within the age bracket of 36-45. The English- Sheng mixture message was the second most favoured at a percentage of 40.6. The majority of the respondents within this percentage were the youth given that they are the speakers of Sheng. The 46 and above age bracket didn't not like this message. This is because they are not Sheng fans. Kiswahili had the lowest percentage (9.4). This could be attributed to the fact that the message was long and thus cumbersome to pronounce. The respondents within 20-25 and 36-45 age brackets found this Kiswahili message unappealing. None of them chose it.

However, it was popular among, the 46 and above age bracket as half of its respondents selected it.

#### 5.5.4: Question Four

	20-25	26-35	36-45	46 And Above	Total Frequency	Percentage
Jiachilie na 65 Bob	06	04	05	00	15	46.9
Set yourself free with 65 Bob	04	03	05	02	14	43.7
Jiachilie na shilingi sitini na tano	00	00	01	02	03	9.4
Total	10	07	11	04	32	100.0

Table 5.5.4 reveals that the Kiswahili – English language mixed message was the most appealing to respondents at a percentage of 46.9, the majority of its respondents being the youth. None of the respondents within 46 and above age bracket choose it. This was closely followed by its English counterpart at 43.7%. The youth also found this message

appealing. The Kiswahili version had the lowest percentage of respondents (9.4%). This could be due to the length of the message. An advertising message should be short in order for it to be easily read and interpreted and acted upon.

### 5.5.5: Question Five

	20-25	26-35	36-45	46 And Above	Total Frequency	Percentage
Chomoka na twin – cab!	09	05	10	03	27	84.4
Getaway with twin - cab!	01	02	01	01	05	15.6
Chomoka na twini – kabu!	00	00	00	00	00	0.0
Total	10	07	11	04	32	100.0

According to this table, a majority of 84.4% of respondents rated Kiswahili – English language – mixed message most appealing, while only 15.6% favoured the English version of the message. None of the respondents favoured the Kiswahili one. The language- mixed message appealed to respondents of all the four age brackets.

### 5.5.6: Question Six

	20-25	26-35	36-45	46 And Above	Total Frequency	Percentage
Bonga ushinde. Everyone is a winner	09	05	08	02	24	75.0
Talk to win. Everyone is a winner	01	00	02	00	03	9.4
Bonga ushinde. Kila mmoja ni mshindi	00	02	01	02	05	15.6
Total	10	07	11	04	32	100.0

This table shows that the language – mixed message (Kiswahili – English) had the highest percentage of respondents ( 75%), followed by the Kiswahili version (15%). The lowest being its English counter part at 9.4%. Respondents across the age brackets found the language – mixed message most appealing.

### 5.5.7: Question Seven

	20-25	26-35	36-45	46 And Above	Total Frequency	Percentage
Open an Uwezo Account for your chama	08	05	06	00	19	59.4
Open an Ability Account for your association	01	01	03	00	05	15.6
Fugua Akaunti ya uwezo ya chama chako	01	01	02	04	08	25.0
Total	10	07	11	04	32	100.0

As illustrate by this table, the language mixed message was the most favoured by the majority (59.4%), majority of the youth formed this percentage.

The 46 and above age bracket found this message unappealing to them: none selected it. The Kiswahili version came second (25%), the majority in this percentage being those respondents within 46 and above category: all of them selected it. The English message had (15.6%). Language – mixing is regarded as informal and hence appeals to younger generation who are fond of casual speeches in daily interaction.

### 5.5.8: Question Eight

	20-25	26-35	36-45	46 and Above	Total Frequency	Percentage
Niko na Cash X-Press ya mine.... Jipatie yako leo!!	05	04	06	00	15	46.9
I have Cash X-Press of mine..... Get yourself yours today!!	03	01	02	00	06	0.0
Niko na Cash X-Press yangu..... Jipatie yako leo!!	02	02	03	04	11	18.8
Total	10	07	11	04	32	100.0

In this table, the study reveals that the language - mixed mode of advertising language had the majority of respondents. This percentaged to 46.9%. This was followed closely by the Kiswahili message ( 34.3%), then lastly by the English message (18.8%). The mixture was the youth's favourite but received no support from the 46 and above age bracket, who all selected the Kiswahili counterpart. An advertising message targets a certain group, like in this case, the youth, who find it appealing while the non targeted group finds it unsuitable. Hence, the results above.

### 5.5.9: Question Nine

	20-25	26-35	36-45	46 and Above	Total Frequency	Percentage
M-pesa	10	07	11	04	32	100
M-money	00	00	00	00	00	0
Pesa za Rununu	00	00	00	00	00	0
Total	10	07	11	04	32	100.0

The results yielded here reveal that all the 32 respondents found "M-pesa" the most appealing to them. This gave 100% rating.

### 5.5.10: Question Ten

	20-25	26-35	36-45	46 and Above	Total Frequency	Percentage
Pesapoint	10	06	10	02	28	87.5
Money point	00	00	00	00	00	0
Kituo cha pesa	00	01	01	02	04	12.5
Total	10	07	11	04	32	100.0

The table above shows that about 87.5% being the majority, favoured “Pesapoint”. This compound word was the most popular among the respondents. The Kiswahili version came second with 12.5% with none of the respondents within 20-25 age bracket selecting it. The English version did not appeal to any of the respondents.

### 5.5.11: Question Eleven

	20-25	26-35	36-45	46 and Above	Total Frequency	Percentage
Bonga points	10	07	11	03	31	96.9
Talks points	00	00	00	01	01	3.1
Pointi za bonga	00	00	00	00	00	0
	10	07	11	04	32	100.0

The results show that the language – mixed compound noun “bonga points” appealed to a majority of respondents (96.9%). Only one respondent (3.1%) found the English version most appealing to him. However the Kiswahili version did not attract any respondent.

### 5.5.12: Question Twelve

	20-25	26-35	36-45	46 And Above	Total Frequency	Percentage
Mapato Account	07	06	07	02	22	68.8
Income Account	03	01	03	02	09	28.1
Akaunti ya Mapato	00	00	01	00	01	3.1
Total	10	07	11	04	32	100.0

The results in this table reveal that the brand name "Mapato Account" is the most appealing to the majority of respondents (68.8%). This cuts across the age brackets. The English version comes distant second with 28.1% while the Kiswahili counterpart tails the list with 3.1%

### 5.5.13: Question Thirteen

	20-25	26-35	36-45	46 and Above	Total Frequency	Percentage
Safari Account	10	07	10	03	30	93.8
Journey Account	00	00	00	00	00	0
Akaunti ya Safari	00	00	01	01	02	6.2
Total	10	07	11	04	32	100.0

According to this table, the brand name "Safari Account" appealed to a majority of the respondents (93.8%). It cut across the age brackets. The Kiswahili counterpart fetched 6.2%, the respondent being within 36-45 and 46 and above age bracket. The age brackets 20-25 and 26-35 did not select the Kiswahili version. The English version did not attract any respondent.

#### 5.5.14: Question Fourteen

	20-25	26-35	36-45	46 and Above	Total Frequency	Percentage
Haba na Haba Account	09	06	10	01	26	81.2
Little and Little Account	00	00	00	00	00	0
Akaunti ya Haba na Haba	01	01	01	03	06	18.8
Total	10	07	11	04	32	100.0

From the table above, we can deduce that Kiswahili – English language mixture appealed to a majority of respondents. The responses show this by 81.2%, followed by 18.8% for the Kiswahili version while the English one had 0%.

#### 5.5.15: Question Fifteen

	20-25	26-35	36-45	46 and Above	Total Frequency	Percentage
Simba Account	09	06	10	03	28	87.5
Lion Account	00	00	00	00	00	0
Akaunti ya Simba	01	01	01	01	04	12.5
Total	10	07	11	04	32	100.0

It is indicated in the table above that majority of the respondents (87.5%) favoured the brand name “Simba Account”, the young and the old alike. The Kiswahili version had 12.5% while the English one had none.

### 5.5.16: Question sixteen

	20-25	26-35	36-45	46 and Above	Total Frequency	Percentage
Vuka Tariff	10	07	11	04	32	100
Cross Tariff	00	00	00	00	00	0
Tarifu ya Vuka	00	00	00	00	00	0
Total	10	07	11	04	32	100

The results in this table show all respondents found the brand name "Vuka tariff" the most appealing. Thus, it scored 100%.

### 5.5.17: Question Seventeen

	20-25	26-35	36-45	46 And Above	Total Frequency	Percentage
Ongea Tariff	10	07	11	04	32	100
Talk Tariff	00	00	00	00	00	0
Tarifu ya Ongea	00	01	00	00	00	0
Total	10	07	11	04	32	100

The results yielded here show that 100% response was given to "Ongea tariff"

From the responses of the seventeen tables (5.5.1 – 5.5.17) above, a grand total frequency and percentage table of the advertising language can be drawn as shown below (5.5.18).

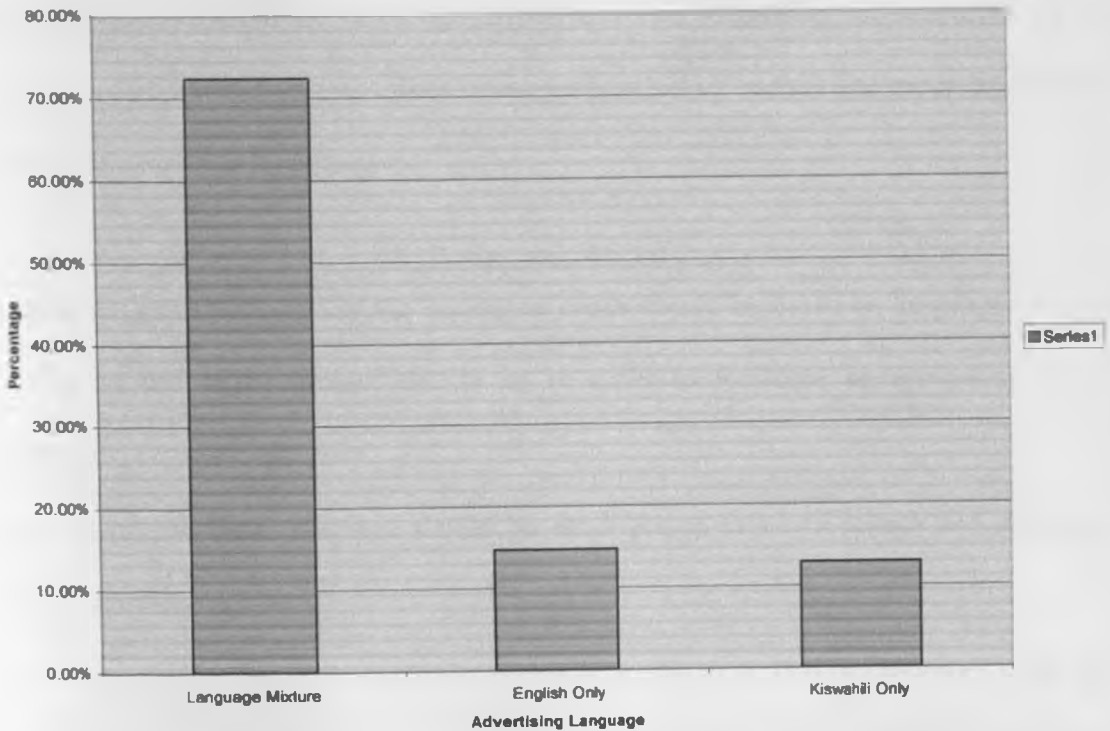
### 5.5.18: Advertising Language Rating

	Grand Total Frequency	Percentage
Language -mixture	394	72.4
English only	80	14.7
Kiswahili only	70	12.9
Total	544	100.0



According to this table, language – mixing mode of advertising appeals most to the respondents (72.4%), followed by the messages in English only (14.7%), then Kiswahili messages 12.9%. Therefore we can say that language – mixing as an advertising strategy achieves its persuasive intention.

This above tabulated information can be represented on a bar chart as illustrated below:



From the results yielded in this chapter, most respondents preferred language – mixing mode of advertising language. It further reveals that compound words of language – mixed nature were more appealing to respondents. Moreover, the Kiswahili brand names of the bank accounts and tariffs were popular as well.

## 5.6 Suggestions on Improvements on the Language -Mixing Mode of Advertising.

The respondents were asked to state the improvement they would like to be made on this language – mixing mode of advertising in order to make it more appealing.

Most respondents did not answer this question. However, some of the suggestions given are listed below:

The advertisers should be more age-sensitive. This suggestion is supported by the responses of the respondents. Other messages appeal to a certain age group but become unsuitable to another age category.

Another suggestion states that the mixing of codes should be based on languages that are familiar to the target group. This is so in order to facilitate understanding of the messages.

More down – to earth language should be employed as this will appeal to a wider and varied audience.

The mixing can incorporate vernacular words to appeal to certain communities especially for adverts targeting rural masses. This is already evident in the collected data for the study, a sign that more is to come.

The mixing should be varied and the advertisers should accommodate all the consumers.

For example, the old may feel left out if too much Sheng is used.

A respondent suggested that the language mixing – mode of advertising should be regularized and be made systematic such that the mixing runs through the entire text not just targeting a minimal areas.

More research should be carried out on target groups and their preferences in order to use the language that they desire.

## **5.7 Summary**

This chapter has discussed the data analyses and findings of the secondary data.

The findings indicate that the consumers find language – mixing mode of advertising appealing to them. The majority of the respondents favour language – mixed messages. However, age featured to be a factor. What appeals to a younger generation may not appeal to the aged category, therefore this calls for advertisers to be age – sensitive when designing messages to target groups. Advertisers should design adverts to specific age groups and consider their context of the mind to reach them

Respondents gave suggestions to help improve the language – mixing advertising strategy. Some of them were age- sensitivity, more research to be carried out on target groups and their preferences in order to use the language of their taste, other suggestions are discussed under 5.6.

## CHAPTER SIX

### 6.0 CONCLUSION AND RECOMMENDATIONS

#### 6.1 Introduction.

This study aimed at analyzing the concept of language – mixing in the language of advertising with an attempt to establish whether it achieves persuasive effect.

#### 6.2 Conclusion

The following conclusion may be drawn from the study:

- Languages are mixed innovatively to catch the attention of the target audience. This makes them read the entire message, interpret it and act accordingly.
- The mixing takes some patterns that can be described linguistically at lexical, intra utterance and inter- levels. Languages involved in the mixing were:
  - English and Kiswahili
  - English and Sheng
  - English and Arabic
  - Kiswahili and Dholuo
  - English and Dholuo
  - Kiswahili and Gikuyu
- The data collected showed clear evidence for processes of narrowing and broadening. Broadening further divides into approximation, hyperbole, metaphorical extension, category extension and neologism.

- Language mixing mode of advertising is persuasive as evident through the findings of the questionnaire.
- Advertisers need to design adverts to cater for different age groups so that all the consumers are accommodated. This is important as findings showed that an advert that appeals to a certain age group may be unappealing to the other age group.

#### **General Observations Made Include:**

- Some ethnic languages featured in the data. This is a clear indication that the multi-ethnic Kenyan languages are likely to be incorporated in the future mixing.
- The mixing targets certain areas but the rest of the details of the text is predominantly English. In regard to this, Bhatia (1992) quoted in Heller (2006:19) asserts that English is the single most favoured language selected for global mixing” in advertising. He says that what sets English apart is the range of values it can be associated with, and the range of commodities it promotes. It has been attributed symbolic values such as novelty, modernity, internationalism, technological excellence, hedonism and fun. English is prestigious as it gives the speaker higher status compared to other languages.

#### **6.4 Recommendations**

From this study, several issues require future research. There are many avenues for future research concerning the relationship between language – mixing and advertising, as understanding of this relationship is only in its infancy.

**Some of these include:**

- In our scope, we stated that the study dealt with language – mixing in advertising. The study was also limited to language – mixed print adverts of commercial banks and mobile telecommunications firms only. However, there is need to carry out more research on other business organizations in regard to this advertising strategy.

Also the mixing in other advertising media such as television and radio can be investigated

- Beyond bilinguals, future research should also focus on the impact of language – mixing in advertising among monolinguals.
- This study only investigated reactions of a population aged 20 and above. However, this limitation does point out an interesting area for future research, especially among children. It would be interesting to see how children perceive language- mixing in advertising, especially because this practice is becoming more and more prevalent in children television programming.
- Structural constraints of language – mixed adverts is also a viable area for future research.

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## APPENDIX 1

### QUESTIONNAIRE

I am a Master of Arts student at the University of Nairobi, Department of Linguistics and Languages, undertaking a study on Language –Mixing in the Language of Advertising by Commercial Banks and Mobile Telecommunications Firms in Kenya.  
Kindly assist me by completing the questionnaire as instructed below.

#### SECTION A

1. Please indicate: Your age bracket

- a. 20-25 [     ]
- b. 26-35 [     ]
- c. 36-45 [     ]
- d. 46 and above [     ]

2. Your sex

- a. Male [     ]
- b. Female [     ]

3. Your highest education level

- a. Primary education [     ]
- b. Secondary education [     ]
- c. Middle level college [     ]
- d. University education [     ]
- e. Others specify.....

4. Your primary profession

- a. Student [     ]
- b. Professionals [     ]
- c. Security [     ]
- d. Retiree [     ]

- e. Small Scale traders [    ]
- f. Junior clerical officers [    ]
- g. Not employed [    ]

**SECTION B**

5. Do you have a bank account?

- a. Yes [    ]
- b. No [    ]

If yes state the bank \_\_\_\_\_

And account type \_\_\_\_\_

6. Do you have a mobile phone?

- a. Yes [    ]
- b. No [    ]

If yes state the network (s) you use

- a. Zain [    ]
- b. Safaricom [    ]
- c. Orange [    ]
- d. Others (specify) \_\_\_\_\_
- e. All the above [    ]

7. Which of the following advertising language appeals to you? [Tick one]

- i.
  - a. Barclays can Saidia you [    ]
  - b. Barclays can help you [    ]
  - c. Barclays inaweza kukusaidia [    ]
  
- ii.
  - a. 2pendane even more [    ]
  - b. We love each other even more [    ]
  - c. Tupendane hata zaidi [    ]
  
- iii.
  - a. Double your salo! [    ]
  - b. Double your salary! [    ]

- c. Jumulisha mshahara wako mara mbili [      ]
- iv. a. Jiachilie na 65 Bob [      ]  
 b. Set yourself free with 65 Bob [      ]  
 c. Jiachilie na shilingi sitini na tano [      ]
- v. a. Chomoka na twin-cab! [      ]  
 b. Get away with twin-cab! [      ]  
 c. Chomoka na twini –kabu! [      ]
- vi. a. Bonga ushinde . Everyone is a winner [      ]  
 b. Talk to win. Everyone is a winner [      ]  
 c. Bonga ushinde .Kila mmoja ni mshindi [      ]
- vii. a. Open an Uwezo Account for your chama [      ]  
 b. Open an Ability Account for your association [      ]  
 c. Fungua Akaunti ya Uwezo ya chama chako [      ]
- viii. a “Niko na CashX-Press ya mine ....[      ]  
 Jipatie yako leo!!
- b. I have Cash X-Press of mine ..... [      ]  
 Get yourself yours today!!”
- c. Niko na Cash X-Press yangu [      ]  
 Jipatie yako leo!!
- ix. a. M-Pesa [      ]

- b. M-Money [ ]
  - c. Pesa za Rununu [ ]
- x. a. Pesa Point [ ]
  - b. Money Point [ ]
  - c. Kituo cha pesa [ ]
- xi. a. Bonga points [ ]
  - b. Talk points [ ]
  - c. Pointi za bonga [ ]
- xii a. Mapato Account [ ]
  - b. Income Account [ ]
  - c. Akaunti ya Mapato [ ]
- xiii. a Safari Account [ ]
  - b. Journey Account [ ]
  - c. Akaunti ya Safari [ ]
- xiv. a. Haba na Haba Account [ ]
  - b. Little and Little Account [ ]
  - c. Akaunti ya Haba na Haba [ ]
- xv. a. Simba Account [ ]
  - b. Lion Account [ ]
  - c. Akaunti ya Simba [ ]
- xvi. a . Vuka tariff [ ]
  - b. Cross Tariff [ ]
  - c. Tariffu ya Vuka [ ]

- xvii. a Ongea tariff [      ]
- b. Talk Tariff [      ]
- c. Tarifu ya Ongea [      ]

8. What improvements would you like to be made on this language –mixing mode of advertising in order to make it more appealing?

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**THANK YOU!! GOD BLESS YOU**

UNIVERSITY OF NAIROBI  
EAST AFRICANA COLLECTION

APPENDIX 2  
LANGUAGE - MIXED PRINT ADVERTS

**zain**

**Vuka**  
Tariff

Across all networks in Kenya!

- Dial \*123\*8# now to subscribe.
- No call set up fee.
- Per second billing.
- 3/- per SMS across all networks in Kenya.

**8/-** Per Min.

www.zain.com

A wonderful world


SUNDAY NATION  
February 1, 2009

Talk for longer, Talk for less

**ONGEA**  
Tariff

Now reduced to **8/-** all day, all night, everyday.

Call to other local networks: 15/-



Your life is a safari  
of hopes and dreams.


| Safari Savings Account |  
For long-term savings

Standard  
Chartered 

| Hifadhi Account |  
Pay as you go



**You want an  
account that caters  
to your needs  
we understand  
you completely**

Standard  
Chartered 





- No monthly fee
- Kshs 5,000 opening balance
- No charge on withdrawals and deposits
- Interest rates of up to 5.5%

Come see us and let's chat.

*Let's grow together, Barclays.*



# Pepea na Barclays

Unaweza kufungua akaunti ya Pepea leo!

SASA PIA  
KWA WATEJA  
WASIOPOKEA  
MSHAHARA

**Mteja anayelipwa mshahara**

- Ni lazima mshahara ulipwe kupitia akaunti!
- Kuna ada ya shilingi 100 ya kuhifadhi akaunti kika mwezi!
- Hakuna ada unapoweka pesa au cheki kwenye akaunti!
- Kuna ada ya shilingi 20 unapotoa pesa kupitia mtambo wa ATM
- Akaunti ya Pepea yapatikana kwenye matawi yote ya Barclays kote nchini

**Mteja asiyepokea mshahara**

- Mshahara hauhitajiki
- Hakuna ada ya kuhifadhi akaunti
- Kuna ada ya shilingi 40 unapaweka cheki au pesa kwenye akaunti!
- Kuna ada ya shilingi 20 unapotoa pesa kupitia mtambo wa ATM
- Akaunti ya Pepea yapatikana kwenye matawi yote ya Barclays kote nchini

Matawi 117 kote nchini - Zaidi ya milamba 230 ya ATM

Shirika na Mshahari kutumika



**Save "Haba na Haba"  
for your business dream!**



Easy to open, Easy to roll



**CO-OPERATIVE  
BANK OF KENYA**  
*We are you*

*Hekima Savings  
Account*

**CO-OPERATIVE  
BANK OF KENYA**  
*We are you*



## Your children are accountable

...show them you care

...by opening a bidii junior account

Minimum opening balance of only 1000 and  
 Minimum operating balance of only 1000 also  
 Access to Postbank, Postpoint and Kamban ATM's  
 A free debit or cheque book issue a year  
 A free bank statement twice a year  
 No account maintenance fees

Subject to credit limit. Terms start applying the third month.  
 Open a Bidii Junior account and access it through bidii.com



**BARCLAYS**



# Double your salary!

Business customers can also double their turnover\*

Apply for a loan before 15th June, 2009 and you could double your salary!

**There are weekly prizes of up to 100,000 shillings to be won, plus you stand a chance to win the grand prize of 1 year's salary at the end of the promotion! \*\***

Visit your nearest branch today for more information

\* Business customers stand the chance to double their turnover up to a maximum of Ksh 200,000 each month.  
 \*\* Annual salary limit of up to 1 million shillings



BCLB No. 00123

# Chomoka na Twin-Cab!

3 Toyota Twin-Cabs to be won!

*Amal*



*Ra 1110* *Bunga points like*  
*for each 5000 you deposit*

# Jiachilie na 65 Bob



**Unlimited Zain to Zain calls**  
from 6am to 6pm for 65/- daily

- \* Dial \*100# to subscribe daily
- \* For both pre-paid and post-paid customers

Terms and conditions apply

A wonderful world

**2pendane even more**

Make this Valentine's Day more special with Orange Mobile. Get the revolutionary iPhone 3G for a special ksh 29,999 at any Orange Customer Experience Centre. Available in stunning black for him and sensual white for her, the elegant iPhone 3G is the ideal gift to capture the true essence of love this Valentine's Day.

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**orange**

shika  
more

**for only ksh 1,499**

get more with our Samsung B130 from  
with colour screen, Swahili menu  
long life battery and mp3/polyphonic ringtones

you also get:

- free SIM card
- free Orange t-shirt
- ksh 50 free airtime on activation
- 10 free mins every 100 mins
- ksh 50 bonus airtime for every ksh 500 spent within 30 days
- 12 month warranty

terms and conditions apply. © 2008 Orange Kenya Limited. All rights reserved.

# Voi, tumefika!



Co-operative Bank of Kenya has now opened a new branch in Voi town. It has ample and secure parking, two ATMs and two spacious banking floors.



**CO-OPERATIVE**  
BANK OF KENYA  
*We are you*

# Vuna Mamilioni!



- 1 Simply open an account.
- 2 Deposit a minimum of KShs 500 and get an entry coupon.
- 3 Drop the entry coupon into the drum and get a chance to win instantly or in a draw.

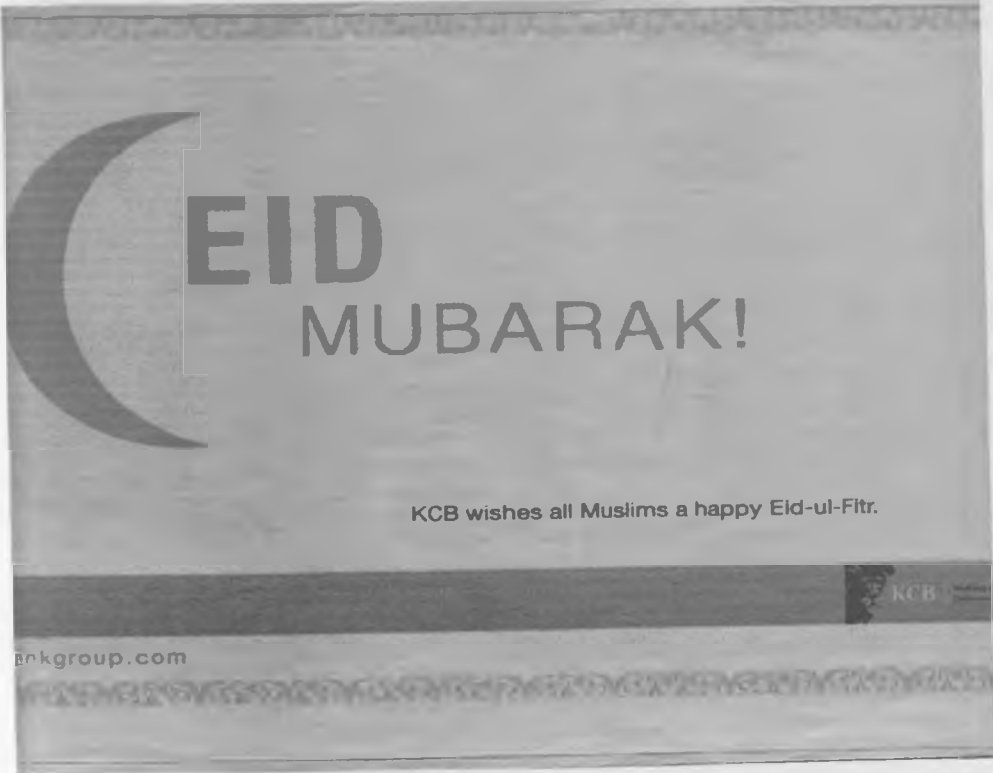
**Win these great prizes!**

BI-WEEKLY DRAWS	GRAND DRAW	MONTHLY DRAWS
The draws will be held in June, July and August 2009. The main prizes will be individual cash prizes of up to KShs 50,000.	The Draw will be held shortly after the promotion ends. Prizes will include: 1st Prize - cash prize of KShs 1,000,000 2nd Prize - cash prize of KShs 500,000 3rd Prize - cash prize of KShs 100,000	The draws will be held in July and August 2009. Prizes will include: 1st prize - cash prizes of KShs 200,000 2nd prize - cash prizes of KShs 100,000 3rd prize - cash prizes of KShs 50,000

Instant promotional prizes to be won too!

Special offer conditions: This offer is available to all members of the Co-operative Bank of Kenya. A Co-operative Bank of Kenya account must be opened and a minimum deposit of KShs 500 must be made into the account by the 31st of August 2009. The offer is subject to the terms and conditions of the promotion which are available on the Co-operative Bank of Kenya website. The offer is subject to the terms and conditions of the promotion which are available on the Co-operative Bank of Kenya website. The offer is subject to the terms and conditions of the promotion which are available on the Co-operative Bank of Kenya website.





**EID  
MUBARAK!**

KCB wishes all Muslims a happy Eid-ul-Fitr.

[kcbgroup.com](http://kcbgroup.com)

KCB

**KISUMU,**  
**WE SAW YOU GROW.**  
 YOU HELPED US GROW.  
**ERO KAMANO.**

Through the years, we've helped each other grow. You've provided us with a suitable environment to do business and we gave you a great bank where you could transact your business securely. Now that you've grown even bigger, we commit ourselves to continue providing you with better products and better services that will see you grow even further.

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

KCB

# Orange ochopo dala

mtandao wa Orange sasa umefika Kijumu na viunga vyake, njoo katika ukumbi wa Jomo Kenyatta kwa tumbuizo la kukata na shoka mnamo tarehe 27 Desemba 2006 kuanzia saa 10:00 asubuhi hadi saa kuti na mnamo siku hiyo bila malipo yeyote

wanamuziki maarufu wakiwemo

■ Jack Nyadundo

■ Suzanna Oviyo

■ Osogo Winyo

■ Onyi Paoa Jay

■ Jua Cali

■ utatumbuzwa na *mtandao wa Orange*

ungana nasi tusherehekee pamoja

or

# orange riu i mucili

mtandao wa Orange sasa umefika nyeri na viunga vyake, njoo katika ukumbi wa Jomo Kenyatta kwa tumbuizo la kukata na shoka la "Orange Migitini" mnamo tarehe 27 Desemba 2006 kuanzia saa 10:00 asubuhi hadi saa kuti na mnamo siku hiyo bila malipo yeyote

msafara huu unajumuisha wanamuziki maarufu wakiwemo

■ Mzee Faridi ■ Mwanamuziki wa Kifarasi ■ Mwanamuziki wa Kifarasi

msafara wa Orange utapatia

■ Nairobi

■ Mombasa

■ Kisumu

■ Mbaraka

ungana nasi tusherehekee pamoja





"Niko na cash X-press ya mine..."

Jipatie yako leo!!"

Hii Postbank Cash X-Press Card ni ppa joi lmeniweshu kumove with the times za modern banking. Ni affordable na inatibamba soz naweza get cash anytime na want. Fanya chap chap pia wewe upanga na Postbank Cash X-Press.

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Need to make a call but have no credit?

**OKOA JAHAZI**

Dial

**\*131#**

to receive 50/- credit advance from Safaricom



Okoa Jahazi ni sehemu ya huduma za Safaricom. Inaonekana kwa majira ya dakika 10 kwa wakazi wa Kenya. Inaonekana kwa majira ya dakika 10 kwa wakazi wa Kenya. Inaonekana kwa majira ya dakika 10 kwa wakazi wa Kenya.