



**Review Article**

**An Exploration of the Power of Literature in Promoting Nigeria Electronic Media Advertisement**

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**Abstract:**

<p>This paper examines the power of Literature in Nigeria Electronic Media Advertisement using the concept of Affective Fallacy. Since Literature has power to understand and shape the way men see and feel things around them, it is therefore conceived as an important means for advertising and advertising language is very special and important in Mass Media. Over the years, manmade and forces beyond human control have negatively and positively affected opinions, beliefs and worldviews and these have consistently led to competition, thus, the quest to promote sales and growth in the production of goods and services. To Survive under such competitive environment requires captivating, catchy or attractive advertisement. Advertisement on the other hand is the tool used by advertisers to captivate the consumers to buy the goods or services advertised. This paper therefore explores the power of Literature in promoting Nigeria Electronic Media Advertisement paying attention to the diction/Language, songs and style used in advertising and its effects on advertising.</p>	<p><b>Manuscript Information</b></p>
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**Keywords:** Affective Fallacy, Literature, Mass Media, Advertisement, Diction/Language and style.

**Introduction:**

Advertising conceived as one form of communication is as old as man. It is the tool which advertisers use to persuade consumers at the point of buying (Sandage, Froubenger and Rotzol, 1997). Literature, especially the concept of style and diction is a very prevailing and unique tool in advertising and mass media generally. John Kennedy (1864-1928) sees advertisement as a major strategy seen as statesmanship. They are

Deliberately designed to inform, motivate and stimulate buyers or targeted group in the public with a view of getting their attention and corresponding patronage. The concept of the Affective Fallacy becomes applicable in this excursus in view of the fact that a good advertisement basically flourishes and thrives or even succeed base on sentiments, psychology and emotions. These factors in several occasions give pleasure which

all boils down to how one is able to convince the targeted audience either negatively or positively. The attempt to advertise or as the case may be, to promote, persuade or convince to stimulate or enhance patronage has existed ab initio and has evolved over the years, as such, it has led to the easier and quicker dissemination of information on products, ideas and services across the globe since the world itself has been reduced to a global village through technology. This corroborates Vivian U. Vincent (2022, 1) thus: "Advertising is dynamic in nature, the only constant thing in life is change, therefore, as the society, and event changes, so advertising messages change from time to time as the events unfolds....their ads messages match with the current trend in the society"

### **Towards the delineation of the concept, advertisement:**

Historically, Advertisement is coined from two Latin words, "Ad" and "Vertere", which is construed as "to turn or draw one's attention towards something". Many scholars and pundits have defined Advertisement base on their different views and perceptions. Hence, Mekanju (2001) says that, one cannot actually expect one definition of advertising because it is a multi-dimensional profession which runs through the scope of social, economic and political system. A Public relation officer for instance may see advertising as a persuasion process while a journalist will say it is a communication, a business man will see it as a buying and selling instrument, while economist and sociologist focus on its profitable, financial, social or ethical implication. According to Biagi (2012), Advertising is a paid form of non-personal presentation and advertising of ideas, goods or services by a known sponsor. Alonge (2001) views advertising as a paid form of non-personal communication intended for the consumers through different media in order to promote products, services or ideas". John Kennedy (1864-1928), a major and renowned American advertiser from a broad perspective sees advertisement as any paid and non- personal, communication about goods and services and even ideas. Advertising is an instrument or means of accessing products which nowadays could largely be through the media-the print or electronic. This is clear because through the media, messages about any goods and services get across to a large number of people. Advertisements offer information on the accessibility and availability of a certain products, the place of purchase, the nature of the products, etc (Olateju, 2006:102). This purpose of advert has been seen as completely socially useful, completely ethical and relatively free from semantic problem (Boulton, 1978:83). Therefore, advertisement is conceived as a form of profitable mass communication designed to advance the sale of a product or service or a message for an institution, organization, or candidate contesting to occupy political office. Advertisement requires a body of intellectuals and

experts who can conceptualize, plan, create, package and be able to place advertisement on the media.

Since the main thrust of this paper the electronic medium (radio, television, internet and other social media) Diction/Language, songs and style form the focal points and basis in discussing the power of literature in promoting Nigeria advertisement.

### **Advertisement in Nigeria:**

Like any other country, advertisement in Nigeria started hundreds of years ago through oral and signs, especially when trade was by barter when goods were exchanged for goods instead of money. With the advent of television and radio in 1932, advertisements and commercials placements in Nigeria became common and popular, this confirms Ogbodo's view thus: Advertising in Nigeria has developed from using the town criers to announce goods and services that are available to becoming a big industry in Nigeria (2000).Arens et al. (cited in Vivian U.V. 2022:22) explain that markets has grown bigger and has become a very important issue, therefore the demand for products is high and the need for advertising gradually improved. Earlier, merchants placed curved signs in their frontage so passers-by could see what they have to offer, as it often was not easily noticeable. Other marketers also used symbols to advertise their facility, for instance, a boot for a cobbler. This era was called pre-industrial era. Adekoya (2011: cited in Vivian, 2022:22) points out that using signs was one of the early means of advertising. For example, early craftsmen use signs to advertise their stuffs for people to buy while some traders inscribed messages on popular rocks like Phoenicians. Du Plessis et al. (2010: cited in Vivian, 2022:22) posits that the notion of advertising is traced to Babylonians when merchants engaged barkers; a barker would advertise his employer's products verbally by shouting his wares to people. The merchants also hung symbols of their trade over the door. Another school of thought observes that about three thousand years BC (3000BC), the first advertisement is prepared by the Babylonians in form of stenciled on earthen bricks. However, in modern day Nigeria, advertising began in 1854, while commercial advertising started in 1920s to 1928s. Advertising has been part of commercial activities ever before the arrival of the Whitemen. According to Ogbodo (1990: cited in Vivian, 2002:22), the methods of advertising before the arrival of the whites include; display, hawking and town crier. Earlier, adverts in Nigeria through the Electronic Media were completely placement by foreign multinational companies in Nigeria. In early 70s locally owned companies like Rosebelle, Afromedia, White-waters and Lintas came up and their growth was boosted by the 1972 Decree that gave control and the management of the advertising industry in Nigerians which later sprang up the appreciate growth of indigenous investors in the country. The growth and development of the advertisement industry over the years have witnessed

series of transformations that include the establishment of governing and regulatory bodies in Nigeria Broadcasting Commission (NBC), National Communication Commission (NCC), Association of Advertising Practitioners of Nigeria (AAPN) and Advert Practitioners' Council of Nigeria (APCON) etc. APCON aims to advance and promote responsible, accountable and ethical advertising practice for the society and keeping the consumers on their toes; whilst managing the needs and interests of the stakeholders in Nigeria's Advertising Industry. While their mission includes: Advertising Self-regulation, Professional development, Industry forum, Advocacy and Value of advertising. Like every other nation or society in the world, advertisement in electronic media is target at various audiences based on the age group, social status, sex, occupation, religion and other human divides. A notable aspect of Nigeria advert today is the fact that advertisement of food and food products occupy a germane, prominent and very important position in electronic and social factors as well as the indispensability of food in our lives because (an hungry man is an angry man).

#### Literature and Nigeria Adverts:

Having known that we live in a competitive world of commerce and marketing where the main and the primary aim of any business is to make profit in order to survive. Competition for places, sales, production and growth over the years has necessitated not just aggressive advertisement in Nigeria, but this has come with a lot of creativity and artistic finesse that must be good enough to convince, stimulate, captivate and also influence the buying or purchasing pattern of people. Various advertising firm today have taken it upon themselves to ensure their productions are good and effective enough to attract patronage for their various clients since their survival itself depends on such outcome of such productions. Some aspects of literature which are Language/Diction, Songs and Style over the years have been seen to have enhanced and led to the success of adverts in electronic media in Nigeria. The language used could be "pidgin" or conventional Queens English, and followed with the rendition pattern. In order to attain and actualize its aim, the language or diction of advertising is usually simple and normally thrives on short sentences or phrases which are appropriate, clear and void of ambiguity. Advertisement for products or services meant for children especially the much younger ones involved rhymes and rhythm because children will easily love to listen to them over and over again. For example, the common types of noodles consumed in Nigeria, Indomie and Hollywell noodles are both types of noodles loved by children and even adults and the songs that comes with their advertisement most times had to be interesting, catchy, fascinating, captivating, dramatic and full of rhymes that children would always love to hear over and over again. One of such advertisement that easily comes

to mind for example is the advert of Hollywell noodles by Hollywell foods Nigeria limited thus:

#### Hollywell noodles

**Bambamlalam, bambamlalam**

**Tasty and delicious, everybody loves it**

**Bambamlalam, bambamlalam.**

The main selling, interesting and captivating point here is the "bambamlalam" part of the song which obviously sounds nice, it is rhythmic and it is easy to understand even though the phrase does not really make much sense in the real sense of it as far as English language is concerned. The intention is to stimulate choice by children and parents on their parts. Most times children get what they want as far as food is concerned. Another popular example still within food product is the INDOMIE advert which in this case is sang in Pidgin English.

The song goes thus:

**Mama do good ooo**

**She do well**

**She give us indomie**

**She do well,**

**Indomie sweet well well**

**She do well**

Children cannot help but love to listen to these two adverts whether on radio or television because of the rhythm of the songs and unbelievably because it is rendered in Pidgin English. This to a very large extent also influences sales of the product positively which in the first place is the essence of the performance.

Other items aside foods also come inform of a simple little rhyme where the meter is repeated. This is popularly known as JINGLES. A jingle is a tricky and difficult tool and a copywriter cannot know a good or bad jingle except by trial and error. Jingle can easily be memorized because the idea is simple and appear almost childlike. It must comprise a tune that is catchy and motivating.

**For example, plus soap Jingle:**

Plus quality soap to wash and clean wash and clean  
Wash and clean plus quality soap to wash and clean  
For cleaner, brighter, washing.

(The beat was adapted from the nursery rhyme "this is the way we brush our teeth, brush out teeth early in the morning"). Another powerful influence radio and television adverts has on the targeted audience is a situation when the said target is influenced to purchase what he or she does not necessarily need may be as on health or religious grounds, moral or parochial reasons. Common among such products are cigarette, fast food (the fatty and high cholesterol types), creams and cosmetic products that could be hazardous to the skins, etc. the popular cigarette advert for example is the old

ST.MORRIS advert that has the song of the Light House Family, titled "so good" and it goes thus:

**You know why,  
You know why (chorus)  
Soo good  
The sun gonna shine anything you do  
From the sky, soo good  
The sun gonna shine on anything you do...**

One here would have ordinarily wonder why cigarette will be said to be "soo Good" but in this case "No". Another dimension in terms of use of words and literary terms is the subtle manipulative role played in this same adverts. For example, after the unprecedented increase in the death rate resulting from cases of lungs, heart, cancer, and liver malfunctioning or failure, the UNESCO embarked on an aggressive campaign against the cigarette or tobacco smoking. In Nigeria for example all of such adverts were mandated to be aired during odd hours (late in the night) at nights also, that all packets of cigarette must have the inscription stating initially that the Federal Government of Nigeria warns that "smokers are liable to die". These various warnings notwithstanding, no clear evidence has been put forth to claim that cigarette smokers have actually reduced.

The other aspect of the promotion that language brings to advertisement in Nigeria is in terms of diction which is the choice of words. The advertisers in today's industries have master the use of catchy words that influence and affect the choice patterns of consumers and this is collaborated by George Campel (18th Century) when he opines that there is always an end proposal or so effect where the speaker aims to produce to the listener. What this invariably portends the power of the speaker (using literature) to explore and affect mindset of the hearer (the target or consumer). Slogans and logos also are important in advertisement since the diction are catchy and easy to remember. Here are some slogans of some famous Nigerian adverts:

**DSTV- so much more  
Bank PHB- impossibility is nothing  
NOkia- connecting people  
Globacom- Glo with pride  
Nike-just do it  
Gulder- the ultimate  
Planta – for that rich and creamier butter taste.  
Rank Xerox – We taught the world to copy  
7UP – the difference is clear**

Advertising language usually make use of simple language, it also employs short sentences or phrases which are clear and appropriate so that it aim could be achieved. These sentences or phrases are carefully organized to give a lasting impression on the hearer. For example: Coke is it! A cursory look at this tells that language seeks to give a first impression to draw the

Reader's or the hearer's attention. Advertising employs monosyllabic words especially in brand names to create more effect on the audience, because if the names are too long, it will make little or no effect on the target audience. Another example is "OMO". The use of negative languages, dictions and words are not allowed in Advertising, except in the case of special effects, for example, Cadbury's chocolate slogan. "Don't keep it to Yourself, spread it on" The use of the dummy "do" as subject is to stress the fact that the target audience should help the advertiser to spread the good news of the product. The product is so irresistible that it would be a crime not to spread the gospel to others. Advertising language is also designed to win the heart of prospective customers; it could be designed to make other brands look inferior and substandard since the world we live in is highly competitive especially in terms of commerce where the major aim is to make profit for survival. Each product claims to be the best, and for us to confirm this, buying of the product becomes imperative. This therefore appears like forcing the audience for patronage. For instance, the OMO advert. The word 'super' as used by implication means that "OMO" is better compare to other brands of detergents. Many words were not used in the advert but the pictorial effect of two women washing and spreading their clothes in two separate ropes, one of the women used OMO and her clothes appeared brighter and clean. The other woman used another brand of detergent without a name and her clothes appeared dull and dirty. This shows vividly the advertiser's intention which is to make other brands look less active and effective. The word, 'brighter' is a superlative adjective in the sentence structure of the slogan. The sentences: Washes even brighter and it shows highlights the point. The word 'even' as used serves as intensifier and it further indicates that 'OMO' does not only wash 'brighter' but 'even' brighter.

### **Conclusion:**

Advertising seeks to sell goods and services and for this to be effectively achieved and accomplished, it is pertinent to note that creativity, coupled with general artistic through Language/Diction, Songs and style which forms part of the embodiments of literature, to a large extent have helped in promoting the effectiveness, potency, development and success of electronic advertisement in Nigeria. Since Literature has power to understand and shape the way men see and feel things around them, it is therefore seen as an exceedingly powerful means and instrument for advertising and advertising language or diction is very special and exceptional when used in Mass Media. And to Survive under a competitive environment such as Nigeria, advertisement requires captivating, catchy or attractive way of doing things.

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