

Phonological Analysis of Digital Advertising Campaigns in Nigerian Media Platforms and their Implications for Sustainable Consumer Education

¹Deborah Adejumo ADEJOBİ & ²Amelia Oluwatoniloba ADEJOBİ

¹adejobi.deborah@lcu.edu.ng: +234 803 378 8621

²amelia.adejobi@lcu.edu.ng: +234 902 707 7032

¹Department of Languages and Literature, Lead City University Ibadan, Nigeria

²Department of Mass Communication and Media Technology, Lead City University Ibadan, Nigeria

Abstract

This paper does a phonological analysis of the spoken English employed in advertising campaigns by Nigerian digital marketers. By answering four research questions, it provides insights into the phonological resources and linguistic strategies used by Nigerian digital marketers, their impact on audience engagement, and alignment with sustainable education objectives. The study employs a mixed-methods research design, with a qualitative phonological content analysis of language use in advertising campaigns and a quantitative analysis of data gathered from 100 responses to a digital questionnaire on audience perceptions and responses to the identified phonological features and linguistic themes. The study fills the gap in knowledge regarding how language can be leveraged to achieve the goals of advertising campaigns and sustainable consumer education. The study found Code-mixing, Pronunciation Variations, Alliteration, and Wordplay were among the strategies that gained the most customer engagement across platforms and resulted in behaviour change. It also found that messages about sustainable education goals were not very prominent in the campaigns. Based on the findings, the paper makes recommendations on how various phonological strategies can be employed to enhance the effectiveness of advertising campaigns and promote sustainable education. The study is hinged on Howard Giles' (1973) Accommodation Theory; Petty and Cacioppo's (1986) Elaboration Likelihood Model (ELM), and Mezirow's (1991) Transformative Learning Theory. The findings contribute to existing knowledge in the field of Nigerian English phonology, effective digital marketing strategies, and language resources that promote sustainable consumer education.

Keywords: Nigerian English phonology, Advertising campaigns, Phonological strategies, Audience engagement, sustainable consumer education.

Word count: 236 words

Introduction

Advertising is “the nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media” (Bovée and Arens, 1992). According to Cook (2001), advertising a

commercial product accomplishes several goals including entertaining, informing and warning, all to the end of persuading people to buy the advertised product. Consumers are successfully persuaded when the advertisement induces them to make a voluntary change in their attitude, beliefs or behaviour towards a particular product or service (Schmidt & Kess, 1986). This persuasion can only be accomplished through the instrumentality of Language. According to Sapir (2014), Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires using a system of voluntarily produced symbols. Without language, written, spoken or signed, humans cannot conceive a message in the mind, let alone convey it to another.

With the advent of the internet in the 1990s, digital marketing, the use of digital channels like websites, mobile devices, social media, search engines, and other similar channels, to market products and services to consumers has become increasingly popular as a method of conveying advertising messages to prospective and existing consumers (Barone, 2023).

Language, being a powerful tool for communication, persuasion and engagement, must be harnessed effectively by advertisers to reach diverse audiences, drive meaningful connections and brand engagement and leave a memorable impression on them. The way that language is used and an understanding of linguistic nuances and the phonological aspect of spoken English is essential for digital marketers operating in diverse cultural contexts. Nigeria, with its vibrant and diverse linguistic landscape, offers an intriguing backdrop for this study. This paper carried out a phonological analysis of language use by Nigerian digital marketers in their advertising campaigns, with a specific focus on its implications for brand engagement and durable, sustainable consumer education.

Advertising brings new products to the attention of consumers and creates a demand for them. They also help producers maintain their existing market and overcome competition by tactfully emphasising various features of their products. They make information readily available, save the time, effort and money of obtaining information and also facilitate intelligent buying. (Eram, 2020). The scope of this study is the Nigerian digital marketing space and the Phonological devices or strategies used by digital marketers to communicate their marketing messages. A perceptual phonological analysis of purposively selected adverts was done and different phonological devices and strategies were identified. The persistent devices found in the advertising messages were: Code-mixing and code-switching, Pronunciation variation, Language variation, Localisation, Wordplay, Rhymes and Repetition including Alliteration, Assonance, Epizeuxis, Anaphora, Antithesis, and Polypoton. A carefully designed digital questionnaire was used to gather data on how the identified devices resonated with the audience, which ones led to positive engagement with the brand and which did not; and how these devices can be leveraged for sustainable consumer education were also identified.

The study is hinged on three theories. The first is the phonological aspects of Howard Giles' (1973) Communication Accommodation Theory. This theory explores how people adapt their language and speech patterns to fit a communication context or an interlocutor. The application of this theory makes it possible to analyse how Nigerian digital marketers deliberately adapt the language of their adverts towards the linguistic peculiarities of their audience, converging

towards Nigerian English phonology and diverging from Standard British English, (SBE), phonology, depending on the target audience and the object of their campaign. This is very important for the success of the campaign in a linguistically diverse country like Nigeria, where Standard Nigerian English, (SNE), Nigerian Pidgin, (NP), and regional local languages are used extensively. The second Theory that the study hinged on is a Digital Marketing and Advertising theory, Petty and Cacioppo's (1986) Elaboration Likelihood Model (ELM), which examines how individuals process and respond to persuasive messages based on their motivation and ability to engage in cognitive processing. The theory explains how attitudes are shaped, formed, and reinforced by persuasive arguments and how shaping attitudes also shapes behaviours. Yocco (2014) explains that incorporating the principles of the Elaboration Likelihood Model into advertising messages will maximise the influence advertisers have on user attitudes and behaviours. The effort people expend when they encounter a persuasive advertising message is referred to as elaboration, and it could be high or low. When Nigerian digital marketers apply the ELM theory, they can analyse how the incorporation of specific phonological devices into digital marketing messages influences the audiences' cognitive processing, attitudes and behaviours. ELM's central idea is that when people are confronted with a persuasive message, they want to assess the validity of the message's claim. Thus, speakers who are credible, or have expertise on the topic, and who are deemed trustworthy are more persuasive than less credible speakers. Similarly, more attractive speakers are more persuasive than less attractive speakers. The use of famous actors and athletes to advertise products on television and in print relies on this principle (City University of New York, n.d.). The third theory which guides this study is a theory of Sustainable Education, Mezirow's (1991) Transformative Learning Theory, which understands that people learn in different ways, and examines how teaching and critical reflection on their assumptions and beliefs lead to transformative change in their views and behaviours. A key feature of this theory is discourse; effective participation in discourse is crucial if one is to validate what and how a person understands, and is central to meaning-making (Mezirow, 1997). The application of this theory makes it possible to explore how a deliberate manner of language use and the integration of specific phonological devices can be leveraged effectively and sustainably to educate consumers, facilitating memorable and durable transformative, lifelong learning experiences.

Several studies have been carried out on the nexus of Linguistics and Digital Advertising, focusing on different levels of linguistic analysis. For example, Shirinboyevna (2020) acknowledges that the language of advertising can be studied on different levels of language, including phonetic, lexical, syntactic and morphological; They examined the language of advertisements from a sociolinguistic point of view, focusing on the fact that members of society use language differently in different contexts. The study showed that language use in advertising is an art and a reflection of life. Advertisers creatively use language, including indigenous languages in unusual ways, to attract the attention of consumers and ensure retention of the message of the advert. It also pointed out that the language of advertising reflects the lexical resources available in the national and indigenous languages. The study did not touch on the phonological devices that are available in a language and how these can be used to increase engagement and memorability.

Deng et al., (2020), in trying to understand what contents work better for which brand and in what way, and to find out which linguistic styles can impact consumer engagement, focused on the Stylistic use of language; while El-Dali (2019) study focused on Syntax and the interaction of language, image and layout; and also examined persuasive strategies by drawing on pragmatic, psycholinguistic and sociolinguistic theories. These studies did not look into the way the advertisers use the sounds in a language and how the sounds of language affect brand engagement. Another study titled ‘Linguistic Choice in a Corpus of Brand Slogans: Repetition or Variation’ by Musté et al., (2015) revealed that Language use in advertising may involve linguistic deviations, alterations and repetitions of phrases, lexical units, words or sounds used to awaken a positive reaction in the target audience and persuade them to consume the product. Repetition makes it easier to recall the product and etch the brand in the memory of the consumer. Yet another paper, titled Use and Usage: Dealing with Language in the Digital Marketing World, Oza, (2019), concluded that the use of language was the most impactful marketing technique. It showed that in Digital Marketing, creating material and content in the local language or the preferred language and culture of the audience was crucial to the overall experience and engagement with the brand. This study confirmed what earlier researchers found, that the great majority of online shoppers, in this case, 75% of online shoppers, were more likely to buy products advertised in their language. In summary, the study found that the more the local language was used to produce content, the greater the likelihood the audience would engage. This study did not touch on any specific phonological features of the language.

A manuscript on conducting language research in marketing explored how language influences behaviour and how language can express thoughts, emotions, and mental states in marketing contexts. In the manuscript, Kronrod (2022), affirmed that a single sound or letter can influence a consumer’s decision to purchase a product or not. Much of the existing research also shows the prominence of code-switching that is, switching from one language to another in one communicative event; and code-mixing, the change from one language to another within the same utterance or in the same oral/written text. The work revealed that code-switching takes advantage of the target audience’s familiarity with several languages and uses these languages for a rhetorical effect. If an advertiser chooses to capitalise on language stereotypes, they can effectively heighten the emotional effect of the communication to convey specific meanings, increase attention and enhance memory. In another article titled ‘The Importance of Local Languages in Digital Marketing’ (Ye, 2022), Localisation, the process of adapting content to a target market, was shown to include translating and adapting the advert content to better appeal to the target audience’s culture, making the marketing messages more relatable and accessible to the customers. The article stated that the local language is the primary way of communicating and reaching the target market, building trust, tapping into new markets, increasing cultural relevance, and making digital marketing more personalised. It concluded that by reaching out to them in their language, the customers understand that they are valued by the brand and this builds trust and loyalty, which are essential for any successful digital marketing strategy. The superiority of the indigenous language, in this case, Yorùbá, was shown by Adejobi (2023) in effectively communicating the ideals of the SDGs and increasing the participation of the citizenry. These papers, however, did not explore which phonological features of a local language can be used effectively to reach the target audience. And finally, Fuxman et al., (2018)

in their study based in America, suggest that media messages are only acceptable to the audience if they suit their already established preferences. This suggests that American audiences already have their biases. This present study sought to establish if this was true of Nigerian audiences. This study by Fuxman et al., (2018), also showed that the way language is used to convey thoughts in advertising influences the way language is then used in ordinary communication by the audiences of such an advert. Looking closely at the issue of sustainable education, Frenk et al. cited in Enkhtur (2017), affirmed in the Lancet Commission report of 2010, that learning happens on three levels: informative learning, focusing on acquiring knowledge; formative learning, which is about socialisation around values, and transformative learning, the level at which the learner becomes an enlightened social change agent who can apply their learning across diverse areas and situations. The result of this study suggests that if the learning is adequately received, then it would have a permanent transformative effect on the learner, in this case, the audience of the advertising campaign.

Statement of the Problem

Despite the growing significance of digital marketing and advertising and the copious amount of studies on the nexus of language and advertising, limited research exists on the phonological analysis of language use by Nigerian digital marketers and the effect of various phonological devices on audience engagement and sustainable consumer education. Addressing this research problem and bridging this knowledge gap is significant because by exploring the different Phonological devices that are present in the advertising campaigns of Nigerian digital marketers, valuable insights can be gained into how different features of language are employed to engage and persuade diverse audiences in the digital marketing and advertising industry. Also, the findings of the research can enlighten stakeholders on how to successfully leverage digital advertising campaigns to communicate the message of sustainability, thereby increasing active participation in the attainment of sustainable development goals and contributing to sustainable, life-long education.

Aim and Objectives

The aim of this study is to do a phonological analysis of language use by Nigerian digital marketers and the effect the various phonological devices identified have on audience engagement and sustainable consumer education. The specific objectives are: 1. to identify the specific phonological devices present in the advertising campaigns of Nigerian digital marketers; 2. to examine the extent to which the specific phonological devices identified in the advertising campaigns of Nigerian digital marketers influence brand engagement; 3. to determine the extent to which the phonological devices used by Nigerian digital marketers reflect cultural relevance and localization within the Nigerian context; and 4: to explore the ways the phonological devices used by Nigerian digital marketers can be leveraged to ensure sustainable consumer education.

Research Questions

Four research questions will be answered during the course of this study, and they are: Research Question 1: What are the specific phonological devices present in the advertising campaigns of Nigerian digital marketers? Research Question 2: To what extent do the specific phonological devices identified in the advertising campaigns of Nigerian digital marketers influence brand engagement? Research Question 3: To what extent do the phonological devices used by Nigerian digital marketers reflect cultural relevance and localization within the Nigerian context? and Research Question 4: In what ways can the Phonological devices used by Nigerian digital marketers be leveraged to ensure sustainable consumer education?

Methodology

Research design: The study employed a mixed-methods research design combining both qualitative and quantitative approaches. A qualitative phonological content analysis of advertising campaigns is carried out to gain an in-depth understanding of the phonological devices used, while a quantitative analysis of data gathered from 100 responses to a digital questionnaire on audience perceptions provides a statistical analysis of the reactions of the target audiences to the different phonological devices used.

Population: The population for the study was all digital advertising campaigns carried out by Nigerian digital marketers available in the public domain including YouTube, Facebook, Online radio and Television streaming websites.

Sample and sampling techniques: From the population of adverts on all digital platforms, three samples were purposively selected from YouTube, Splash FM105.5's live streaming page on Facebook, and Channels TV's live streaming webpage. These platforms were chosen because they curate video and audio materials and also because they were ranked among the top ten advertising platforms that give the best return on ad spend, ROAS. (Muhammad 2022). One advert sample was selected from the three platforms. Efforts were made to ensure that the adverts selected were targeted to different segments of society. The selected sample videos were downloaded and the adverts were transcribed. A phonetic transcription was also done using the International Phonetic Alphabet (IPA) so that the phonological features used can be displayed phonetically.

Instrument for data collection: A carefully designed digital questionnaire was created using Google Forms; the videos of the selected advertising campaigns from the different platforms were embedded in the form along with questions about demographic data, observed phonological devices, pronunciation preferences, language attitudes, and the perceived effectiveness of specific phonological devices in digital marketing contexts. The demographic information was used to analyse the reaction to the phonological features along social lines. No identifying data, like name or email address, was collected, ensuring anonymity and confidentiality. The data gathered provided insights into engagement and attention, memorability, persuasiveness and influence, alignment with sustainable education objectives, and overall response and effectiveness.

Validity of the instrument: The research instrument was submitted to a marketing expert as well as a language expert for validation. Any ambiguous or redundant elements were removed.

Reliability of the instrument: To ensure the reliability of the research instrument, it was subjected to a pilot test. The results recorded in the pilot test did not form part of the study.

Administration: Permission was received from the Administrators of the selected social media groups. A brief introductory message and the link to the form was posted on the social media platforms. The members of these groups were encouraged to participate in the study by clicking the link. The responses were captured and saved automatically on submission of the form, on Google Drive, from where they were retrieved for analysis.

Ethical approval: All known ethical guidelines were adhered to throughout the study. To get informed consent, a compulsory question was included right at the start of the Google Forms questionnaire which must be answered in the affirmative before the survey could continue.

Method of data analysis: Qualitative data analysis methods were used to appraise the data. After listening to and viewing all the selected advertisements, a thematic analysis of the adverts was done to identify various phonological devices present in the adverts. An iterative approach was used to identify and code the responses of the respondents. Conclusions were drawn from the results.

Results and Discussion of Findings

Over 150 responses were received, of which 100 were selected. Twenty-five responses each were randomly selected from the 4 age range groups: 18 years and below, 19-25 years, 25-55 years and 55 years and above. Other Bio-data details from the selected responses are displayed in the tables below:

Table 1: Gender

Gender	Percentage
Male	37
Female	63
Total	100

Of the 100 responses, 63% were from females and 37 % were from males.

Table 2: Status

Status	Percentage
Single	43

Married	50
Parent	22
Grandparent	0

Forty-three percent of the respondents were single, 50% were married and 22% of them were parents. There were no grandparents captured in the responses.

Table 3: Level of Education

Level of Education	Percentage
Primary School	0
Secondary School	25
Bachelor's Degree	19
Master's Degree	26
PhD or Higher	22
Trade School	8
Total	100

The maximum level of education attained by 25% of the respondents was secondary school, while 19% had Bachelor's degrees, 26% had Master's degrees, and 22% had a Ph.D. or higher. A small percentage, (8%), had trade school as their highest level of education.

Table 4: Languages spoken

Languages spoken	Percentage
English	100
Nigerian Pidgin	85
Yorùbá	75
Igbo	12
Hausa	0

All the respondents spoke English language. Pidgin was the highest other language, spoken by 85% of the respondents. Yorùbá was spoken by 75% and Igbo by only 12%. None of the respondents spoke Hausa.

Research Question 1: What are the specific phonological devices present in the advertising campaigns of Nigerian digital marketers?

The following Phonological devices were found in the advertisement samples:

Language variation. Nigeria is a linguistically diverse country, with English, the National language, exhibiting several varieties. Then, there are over 500 indigenous languages, with 3 of them (Hausa, Igbo and Yorùbá) being classified as Regional Languages. There is also the Nigerian Pidgin, which has numerous varieties depending on the region where it is found. All of these languages and varieties of languages also have various accents and dialectal differences, depending on the speaker. Language variation therefore has a great impact on the marketing strategies of digital marketers and the perception of their target audiences. The selected advertising samples are a true reflection of the Nigerian language situation,

Localisation: This phonological device was very prominent in the advert samples. The advert samples selected were targeted at the Southwest region of Nigeria and aired in this region. All the samples reflect the phonology of the languages present in the linguistic landscape of this region, including the Standard Nigerian English (SNE), the Nigerian Pidgin, (NP) and the indigenous language, Yorùbá; They also reflect the cultural realities of the environment.

Pronunciation Variation: From their IPA transcriptions, the following 2 lines from advert sample 1, ordinarily do not rhyme, however, the pronunciation of the word ‘metaphor’ /'metəfə/ has been varied, or changed to sound more like the word ‘Four’ /fɔ:/:

Language	IPA Transcription	Pronunciation Variation
Four, Four, Four	fɔ:fɔ:fɔ:	fɔ:fɔ:fɔ:
Four meta is a metaphor	fɔ: 'metəɪz ə 'mɛtəfə	fɔ: 'metəɪz ə 'mɛtəfɔ:

Convergence and Divergence: The operation of the CAT is observed in advert sample 1, as the standard British pronunciation of the word metaphor /'metəfə/ has been made to converge towards and reflect the Nigerian English phonology, sounding more like /'mɛtəfɔ:/. Convergence towards the language younger generation, diverging away from SNE, the language of the Educated Nigerians or the older generation, through the use of street slang is also observed in the use of expressions such as: '*Òrémimálofó*' which connotes, 'my friend, do not miss out on this offer' or 'do not hesitate'. The same is observed in advert sample 2, for example: '*bòkòtòò wey go senior school*', a street slang which connotes a very high quality or good looking, big piece of *bòkòtòò* (cow leg).

Wordplay: Wordplay is observed in the line: '*Four meta is a metaphor*' in advert sample 1. The network code that is being advertised, *444#, has 3 figure fours in it. The word three, in Yorùbá, is *méta*. Thus, Three Fours = *méta* four = Metaphor.

Rhyming: Rhymes, words with matching endings also feature in the data, including ‘thriving, hustling and showing’ in advert sample 3. Several words were also ‘made to rhyme’ using stylistic licence.

Repetition: Repetition is used extensively in the advert samples. The code 444 is repeated 10 times in the 61 seconds of advert sample 1, and the phrase 'The new Close-up complete care protection' is mentioned 4 times in the 60 seconds of advert sample 2. In advert sample 3, the word Today is repeated 3 times. The word 'set' and the brand initials 'FCMB', appear 2 times in the 58 seconds of the advert. Various other linguistic devices on the phonological level of language analysis, connected to repetition, are also observed such as **Epizeuxis**, the repetition of a word or a phrase, as a way to emphasise the word, increasing its power and memorability, is observed. The word '*today*' is repeated once at the end of one sentence and twice at the beginning of the very next sentence. That repetition is also an example of **Consonance/Alliteration**, the repetition of a consonant sound, in this case, the initial plosive sound /t/ in advert sample 3; **Anaphora**, the repetition of a word or phrase at the beginning of successive clauses, emphasizing the word, is observed in advert sample 3: '*set goals and set your minds to achieve them*'. **Antithesis**, a literary device in which a contrast of ideas is expressed is found in the line: '*If tomorrow is not guaranteed at least you've got control over today*'. **Polyptoton**, the repetition of a root word in a variety of ways, is observed in the line: '*It's not enough to believe it, you've got to live it too*'.

Intonation, the variation in pitch used to indicate the speaker's attitudes and emotions, to highlight or focus an expression, to signal the illocutionary act performed by a sentence, or to regulate the flow of discourse is found in the string: '*today. Today, today.*' The upward intonation is Optimistic and encouraging, and a call to action, to go ahead and join the bank.

Code-mixing/Code-switching: In advert sample 2, the entire narrative revolves around Yorùbá, NP and SNE. Within the NP interaction, Yorùbá words like *bòkòtòtò*, *shàkì* and *oríshírísi*, were mixed in with the NP utterances. In advert sample 1, the admonition: 'O jé sáré lo Four FourFour' mixed Yorùbá and English in the same sentence, evidence of code-mixing. The essence of these, as espoused in the reviewed literature, is that the advert resonates with as many people as possible in a language that they consider their own, making them more inclined to engage with the brand.

Research Question 2: To what extent do the specific phonological devices identified in the advertising campaigns of Nigerian digital marketers influence brand engagement?

Of the 100 responses analysed, 85% of the respondents selected localisation as the feature that made the most impression on them and made them want to engage with the brand. Rhymes and Repetition were both selected by 72% of the respondents, followed by pronunciation variation (68%) and Code-mixing and Code-switching (65%). On a scale of 1-5, 1 being low and 5 being high, 70% selected 5, 20% selected 4 and 10% selected 3 as the extent to which the phonological devices were persuasive and capable of leading to brand engagement. The responses indicate that the audiences prefer to receive their advertisement messages in Nigerian Pidgin and Yorùbá. This supports the findings of Fuxman et al., (2018) which suggested that the audience has pre-existing language-use preferences and will only engage with brands which

appeal to those preferences and those of Musté et al., (2015) that adverts that involve linguistic deviations, alterations and repetitions of phrases, lexical units, words or sounds awaken a positive reaction in the target audience.

Research Question 3: To what extent do the phonological devices used by Nigerian digital marketers reflect cultural relevance and localization within the Nigerian context?

All of the adverts sampled reflect the linguistic realities of the Nigerian context, using the languages that are common in the southwestern region of Nigeria, where the adverts are aired, namely Standard Nigerian English, Nigerian Pidgin, and Yorùbá. The advert sample 1 for instance is voiced by a popular Nigerian artiste who uses phonological features of language in a way that appeals to young audiences. Her fame also made the advert more valuable as over 90% of that age bracket found advert sample 1 the most preferred. Advert sample 2 uses the concept of localisation effectively by ensuring that the common languages that co-exist in the target region of the advert, SNE, NP and Yorùbá, are reflected in the advert. The result showed that the younger audiences engaged with advert sample 1 best because the language use and the Phonological devices appealed to that demographic. Adults, Parents and the highly educated related more with advert sample 3 because of the sophisticated use of language, the same language use which proved a turn-off to the younger generation.

Research Question 4: In what ways can the Phonological devices used by Nigerian digital marketers be leveraged to ensure sustainable education?

The study found that messages about sustainability and sustainable education goals were not present in any of the advertising campaigns. Respondents indicated that Rhymes and Repetition were effective in creating lasting memories. As such, these Phonological devices can play a crucial role in delivering lifelong, transformative learning experiences, and promoting sustainable practices, environmental awareness and social responsibility. The study also found that the use of local languages in conveying information, along with code-mixing and code-switching are valuable tools for engaging with the audience and can be used effectively in delivering sustainable consumer education, validating the findings of Fuxman et al., (2018) that the way language is used to convey thoughts in advertising influences the way language is then used subsequently by the audiences of such an advert. Thus, sustainable education ideas can be conveyed using the phonological devices that were used to convey the adverts so effectively. These devices can be used to great effect in encouraging participation and ownership of sustainable behaviour, especially in areas where the learners are not highly skilled in English.

Conclusion

This phonological analysis of language use by Nigerian Digital Marketers found Code-mixing and code-switching, Pronunciation Variations, Language variation, Wordplay, Rhymes and Repetition as common phonological devices used in their advertising Campaigns. Of these devices, localisation was found the most likely to lead to brand engagement, followed by Rhymes and Repetition, pronunciation variation and Code mixing and Code switching. The respondents preferred to have their advertising messages delivered in a mixture of Nigerian

Pidgin and Yorùbá, the regional local language. Concerning how the findings can be leveraged to attain sustainable consumer education, the effective phonological devices can be used effectively to convey the message of sustainability, to encourage participation in the attainment of the goals, especially where a deficiency in English proficiency exists, leading to lifelong, transformative learning experiences, sustainable practices, environmental awareness, social responsibility and other sustainability ideals.

Recommendations

The following are recommendations that arise from this study:

- i. When designing adverts, digital marketers should use a local language or a mixture of the languages of the community to effectively communicate with the audience.
- ii. The phonological devices found in this study to appeal to different age groups should be considered when creating digital adverts for different target audiences.
- iii. Since repetition was very effective in enhancing memorability and product engagement, it would be an effective method of teaching and driving home the principles of sustainability.
- iv. The central idea of ELM is that when people are confronted with a persuasive message, they assess the validity of the message's claim, the credibility of the speaker, his expertise on the topic, and whether or not he is trustworthy. The principles of ELM can be leveraged to attain sustainable education by ensuring that the message is delivered by people who are knowledgeable, credible and relatable.
- v. To ensure the attainment of sustainable education goals, the local language of the community should be used to produce content to increase the likelihood of engagement and retention.
- vi. The study showed the effects of the adverts on the audience but there was no recourse to the intentions of the digital marketers themselves and the specific contexts in which they employed the phonological devices; what motivated them and what decision-making processes they go through in making these choices. This can be a worthy area for further studies.

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