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Critical Discourse Studies of Mobile Telecommunication Network Advertisements of 'Eto'o peut' in Cameroon

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Abstract: There is competitiveness in the telecommunications market in Cameroon which brings forth the implementation of strategies to attract consumers. This study examines MTN advertisements on their internet web pages using Critical Discourse Studies. The research pays attention to how the use of the metafunctions (ideational, interpersonal and textual) together with semiotic resources - participants, transitivity patterns, gaze, composition, modality, and distance, manipulates consumers and make them effect purchases. The used of the metafunctions is to demystify hidden power and ideologies embedded in the ads. The use of power and ideologies within the advertisements are to manipulate and influence consumption. The study uses Multimodal Discourse Analysis approach with Kress and Leeuwen (2006) method of reading images adopted in analysing the ads. The study uses the qualitative method in data collection and analysis. A purposive sampling was carried out on MTN internet web pages in Cameroon. The findings turn out that the use of the metafunctions together with the semiotic resources reveals how the use of power of celebrity '*Eto'o Fils',* ideology *'Eto'o peut'*, age group *'youthfulness and slim body, beauty of products and services, beauty as lifestyle' of represented participant* manipulates consumers into buying MTN products and services. The lifestyles portrayed by Eto'o on the ads is what the consumers aspire to be.

INTRODUCTION

The study examines the use of Kress and Leeuwen's (2006) metafunctions together with semiotic resources in 'Eto'o peut' by MTN in persuading consumers and selling using Critical Discourse Analysis. The MTN advertisements are used by the company as a way of selling its network, products and services through implementing linguistic devices which manipulates the audience. The MTN advertisements of 'Eto'o peut' uses the image of Eto'o who is a football celebrity in selling with the technic of constructing different products and services and naming them. The use of the football celebrity (Eto'o) with the adverb 'Eto'o peut' translated as 'Eto'o can' to present the products and services to the audience is to manipulate them. Eto'o is a celebrity who has the power to bring in consumers. Thus, giving their products and services different names, bonuses, tariff plans, using slogans and catchy headlines which are selling points by the company in advertising will bring in consumers.

The MTN advertisements are made to convince consumers to be like the football celebrity 'Samuel Eto'o Fils' with the words 'Eto'o can't believe you are not with MTN, 'Eto'o peut choisir les forfaits les plus simple & pratique', translated as 'Eto'o can choose simple and practical tariffs', 'Eto'o peut gagne un 4G chaque jour' loosely translated as 'Eto'o can win a 4G everyday', 'Eto'o peut profiter des plans les plus geniaux et toi aussi' loosely translated as 'Eto'o can profit from great plans and you as well' in a way of building relations. The internet is an important mass media of information dissemination which reaches a wider audience, people visit the internet on daily bases as they carry out research, browse through the social media in Cameroon (Petrus, 2014). The term "mass media" has been used in a variety of different ways by communication scholars working in various traditions. Petrus (2014) conceptualises that the mass media are those technologies that are widely used by members of specialized groups to disseminate messages to a large, heterogeneous and widely dispersed audiences. With this choice of definition, there are multiplicities of mass media such as the internet, news-papers, road side and brochures.

Since these mass media 'internet' is a major means by which these telecommunication agencies promote their products and services to prospective customers across the country, it is therefore also an important source of information about the different products and services. The advertisements summarily provide practical information about the background and

characteristics of the products and services and tries to get the advertisements messages very brief with the most important captivating words used. These selling points are captivating such that it tends to manipulate the readers in believing that the information's are true.

These Advertisements are studied from a CDA perspective using a Multimodal Discourse Analysis approach. There is a need to investigate the language used and other semiotic resources in these MTN advertisements as these findings will contribute to reading images, discourse, language and society, and in the area of language and communication in particular.

The objectives of this study seek to use Kress and Leeuwen's (2006) metafunctions (ideational, interpersonal and textual) and semiotic resources (participant, transitivity patterns, prominence, gaze, information value, distance, modality), in demystifying power and ideologies embedded within the ads. The metafunctions demonstrate how the advertisements of 'Eto'o peut' correlate to issues of celebrity (power), ideology, youthfulness and beauty of MTN products and services which manipulates consumers. This study also aims at investigating how the use of power and ideology as exemplified in the MTN adverb 'Eto'o peut' manipulates and controls consumers.

The objectives will enable us to ask the following research questions:

1. *What are the linguistic devices used by MTN in their advertisements of* ***'Eto'o peut'*** *that captivates and manipulates consumers?*

2. *How does the use of the metafunctions and semiotic resources reveal discursive practices of power and ideologies employed which manipulates consumers*?

Literature Review

This section discusses the background of the company, discourse analysis, critical discourse studies, multimodal discourse studies, advertisements, power and ideology.

Mobile Telecommunication Network (MTN), is a South African Mobile Phone company which entered the Cameroon market in the year 2000 when it obtained license from the telecommunication monopoly, Cameroon Telecommunications (CamTel). The arrival of MTN was due to increase competition with the sol mobile phone company at the time French Telecoms (later Orange Cameroon, 2002). MTN quickly strategized the market, acquired

consumers and today it is the number one locally consumed mobile telephone network company in Cameroon with about 10 million subscribers as compared to the 6million subscribers by Orange as of January, 2019 (www.mtn.cm and www.orange.cm). Research has seen the implementation of innovative products and services over the years and using aggressive communication methods to reach consumers thereby selling. The use of advertisements and marketing public relations just to name a few are some of the tools used which have attracted the wider population structure in Cameroon. The discursive strategies of these advertisements are worth investigating to bring out the language used which manipulates and enforces consumerism. The genres of the MTN advertisements are four in number, that is, they are selling products, services, promises, and fidelising current and would-be consumers.

According to the Linguistic Society of America (LSA, 2019) Discourse is sometimes defined as the analysis of Language 'beyond the sentence'. Fairclough & Wodak (1997, 258, in Aslani, 2018, p. 239) view Critical discourse analysis (CDA) is a rapidly developing area of language study. Wodak (2001, in Aslani, 2016) regards discourse as "a form of social practice" and takes consideration of the context of language use to be crucial to discourse. It takes particular interest in the relation between language and power (Aslani, 2016, p. 239). Kress (1992, p. 92) who propagates CDA is actually a holistic approach which binds together elements from many other disciplines. In fact, Critical Discourse Analysis is not a homogenous model; it is a sort of discourse that does not consider language use free from ideological perspectives (Aslani, 2016). Wodak (2001) says "The term CDA is used nowadays to refer more specifically to the critical linguistic approach of scholars who find the larger discursive unit of text to be the basic unit of communication" (p. 6). It is, generally-speaking "a study of the relations between discourse, power, dominance, social inequality and the position of the discourse analyst in such social relationships" (Aslani, 2018, p. 239).

Van Dijk (2009) says: 'Critical discourse analysis deals with problems rather than disciplines and thus, 'requires a multidisciplinary approach' (p. 63). Conducting critical discourse analysis, the analyst typically goes beyond the common theories of the structure of discourse describing the way discourse plays a role 'in the reproduction of power abuse or against domination in society' (Van Dijk, 2009). Waugh et al. (2015) says CDA is primarily concerned with 'the connections/relations between language use, its producers and consumers, and the social and political contexts, structures and practices in which it occurs'. In this sense,

the notion of context is crucial for CDA (Meyer, 2001), with discourse being understood as historically produced and interpreted, as well as structured by existing power relations and ideologies.

Fairclough et al. (2011, as cited in Ayman 2016, p. 140) argues that CDA is an interdisciplinary movement which includes different approaches, and each abounds in various theoretical models. Fairclough and Wodak (1997) argues CDA sees itself not as an 'objective' social science, but as a form of intervention in social practice which is engaged and committed. To them, CDA addresses issues of power relations and ideology embedded in language, especially in cases in which social and linguistic conventions make them appear 'natural', 'neutral' and not socially constructed as they are in fact (Wodak, 2001). Van Dijk (2015) presents critical discourse studies (CDS) which is more traditionally called critical discourse analysis (CDA). Van Dijk (2015) avoided the term CDA because it suggests that it is a method of discourse analysis, and not a critical perspective or attitude in the field of discourse studies (DS), using many different methods of the humanities and social sciences. The critical approach of CDS characterizes scholars rather than their methods: CDS scholars and their research are socio-politically committed to social equality and justice (Van Dijk, 2015, p. 63). Due to the research and development in CDS, they are pluralities of theories of CDS with Multimodal Discourse Studies which is a method of CDS available for analysing media Discourse. Kress and Leeuwen (2006) introduced a method of Multimodal Discourse Analysis titled "Reading Images: The Grammar of Visual Design" which they borrowed the metafunctions from Halliday (1994).

The term 'Critical Multimodal Discourse Analysis (CMDA)' represents a merging of two strands of discourse studies: multimodal discourse analysis (MDA) and Critical Discourse Analysis (CDA, also referred to as Critical Discourse Studies; Waugh et al. (2016). MDA 'explores the meaning-making potential of different communication modes and media and their actual use and dynamic interaction with each other and the sociocultural context in which they operate' (Djonov & Zhao, 2014) and 'approaches representing, communication, and interaction as something more than language' (Jewitt, 2009, p. 14).

Wodak & Meyer (2016, in Ledin & Machin, 2018, p. 2) says CDS is broadly, a critical investigation of diverse social phenomena, with language as its core focus, aiming at challenging what is usually taken for granted, in order to draw out buried discourses which support the

interests of specific ideologies and dominant groups in society. Language here is seen as a social practice and the focus is on its contexts of use (Flowerdew & Richardson, 2018).

There is a specific reason for the flourishing of concepts and models in multimodality (Machin, Caldas-Coulthard & Milani, 2016, p. 304). Understanding this process is key to allowing us to make our case for a multimodal approach that is in the first-place problem solving, and, like CDA, reveals the discourses buried in texts, which may not be apparent to a casual viewer (Machin, Caldas-Coulthard & Milani, 2016, p. 304). The concept-driven multimodality (which focuses more on theory making than problem solving of real social issues) is, in part, a symptom of the origins of multimodality in a specific form of linguistics (Machin, Caldas-Coulthard & Milani, 2016, p. 304). Crucially, as Van Dijk (2013, in Ledin & Machin, 2018, p. 2) notes, this is a problem-oriented approach which must rely on methods that are 'able to give a satisfactory (reliable, relevant, etc.) answer to the questions of a research project'. Whether indeed the principles of SFL which underpin and guide multimodal analysis are suitable for such a critical approach is a discussion which needs to take place (Ledin & Machin, 2018, p. 2). It has now, in fact, been argued amongst multimodal scholars that it is now time to pause, reflect upon, criticize and consolidate, the kinds of concepts used (Bateman, Wildfeuer, & Hiippala, 2017; Ledin & Machin, 2018a).

Halliday's (1994) work introduced theories of social semiotics and systemic functional Grammar which commenced the social Semiotic Multimodal Analysis. According to Halliday (1994), "every semiotic fulfills an "ideational" function, a function of representing "the world around and inside us" and an "interpersonal" function, a function of enacting social interactions as social relations" (Kress & Leeuwen, 1996, p. 15). New authors in the field of MDA such as Kress and Leeuwen (2006) study indicated how ideational, interpersonal and textual functions which they borrowed from Halliday (1994) are realized visually, through semiotic resources such as participants, prominence, transitivity patterns, gaze, distance, modality, composition (information value, salience), modality (vectors) and framing.

Atanga and Ngu's (2019) work on Energy drinks advertisements in Cameroon uses Critical Discourse Analysis theoretical framework with the Multimodal Discourse Analysis approach. They adopted Kress and Leeuwen's (2006) method of MDA in their study to demystify power and ideologies embedded within the advertisements to manipulate consumers in

buying the energy drinks. It looks at the linguistic devices and unveil power and ideologies embedded within the energy drinks advertisements. They use the metafunctions from Kress and Leeuwen (2006) which they borrowed from Halliday's (1994), and semiotic resources (participants, transitivity patterns, gaze, frames, distance, information value, modality, and salience) which manipulates consumers. They used the qualitative method and purposive sampling technique in data collection and analysis. The findings of their research show the use of the Metafunctions and semiotic resources reveals represented participants, beauty, youthfulness, and aspects of ideologies such as celebrity, power, innovativeness, etc. to manipulate consumers in effecting purchases.

According to Cook (2001) advertisements are compilation of different elements and these elements are interrelated to each other. He again described the components of the ads which should be taken care of while scrutinizing the discourse of ads, in a certain way such as: Substance, Music and pictures, paralanguage, situation, co-text, inter text, Participants, Function. He further stated that advertising is a prominent discourse type in virtually all contemporary societies, and we live in a society where it is already well established or rapidly gaining ground. Some important differentiating characteristics of advertisements is that, discourse is its function, this is because it is always aimed at persuading people to buy products though they are more functions like reminding, fighting competition etc. other authors like Durant & Lambrou (2009) pointed out that advertising conveys information, so that consumers know what is available, who makes it, and where and how they can get it.

According to Fairclough (2003, p. 9) ideologies are representations of aspects of the world which contribute to establishing and maintaining relations of power, dominations and exploitation. Ideologies are associated with socially shared ideas which include expressing the way of life of people in the society and the conditions of existence. Fairclough (2003, p. 9) divides ideology into the critical view and the descriptive view. He explains that the critical view of ideology sees it as a modality of power, while the descriptive view of ideology is positions, attitudes, beliefs, perspectives of social groups without reference to relations of power and domination between groups.

Fairclough (2001, p. 16) stated 'advertising constructs consumption communities through ideology'. Resulting to that, language is significant in the production, maintenance, and change

of social relations of power and contributes to the domination of some people by others (Fairclough, 2001, p. 16). Ideology is closely linked to language because; using language is the commonest form of social behaviour. The advertising discourse is interesting because the nature of the power relations enacted in it is often not clear, and there are reasons for seeing it as involving hidden relations of power, that producers exercise power over consumers in that they have sole producing right and can therefore determine what is included and excluded, how events are represented, and even the subject positions of their audiences (Seino, 2016, p. 16). The advertisers of MTN products and services uses multiple strategies to manipulate consumers. This comprises of the use of images and written texts carrying meanings and hidden power and ideologies which this study seeks to demystify.

Methodology

The study uses CDS theoretical framework, CDS here is to empower language users and raise their awareness about the connections between language and socio-cultural context, communicative conventions, power relations and ideology (Fairclough, 2003). Due to the multiplicity of CDS framework, the method of analysis used in this study is the MDA method by Kress and Leeuwen's (2006) Reading Images.

Ledin and Machin (2018) in simple terms posit that, these metafunctions have been used in SFL to explain the way language is organised to fulfil three basic functions:

1. **The ideational metafunction;** It stresses the need to communicate ideas and experiences

2. **The interpersonal metafunction**; It stresses to form social relationships and identities; and

3. **The textual metafunction;** it aims to create coherence between the different parts of the texts.

This choice of method is because the data under analysis have written texts and images which both contributes in meaning making. The choice of choosing Advertisements for analysis is because ads are media discourse as they involve pictures and written texts supporting each other in meaning making.

In analysing the texts, we shall use the below methodological approach propagated by Jewitt et al., (2016, p. 49):

1. Firstly, we shall metafunctionally organise and develop the texts according to systems

2. Secondly, we shall Analyse the texts according to the choices that are selected

3. Lastly, we shall Interpret the combinations of choices according to genres.

The MDA method chose is aimed at showing the link between verbal texts and images in making meaning.

The qualitative method was adopted in this study. The aim of using the qualitative method was to investigate the Discourse of meaning making in the advertisements and meaning construction within the MTN advertisements. The MTN advertisements were collected from the internet web pages with the purposive sampling technique used to investigate only MTN advertisements using 'Eto'o peut' translated as "Eto' can".

This study is based on MTN advertisements on their internet web pages (www.mtn.cm) in Cameroon. The advertisements carry the image of Samuel Eto'o a Cameroonian football celebrity. In Cameroon, Eto'o has the power to attract consumers into the consumption community. People want to be like Eto'o, they imitate him in terms of lifestyle such as in clothing and consumption patterns. The advertiser uses the adverb 'Eto'o Peut' translated as 'Eto'o can' to sell its products and services. The advertisements have the reflection of power (celebrity), beauty (youthfulness, slim), beauty (products and services). The advertisements were carried out between the years 2016 to 2017 but were collected in 2018 out of the numerous images taken using Eto'o. The advertisements selected use the image of Eto'o in selling different products and services namely; 'the MTN Network, smartphones' and services internet data, MTN Go Plans. The reason for choosing MTN 'Eto'o Peut' advertisements among the other advertisements was because of the similarities in terms of the visual and verbal language in promoting the products and services.

THEORETICAL FRAMEWORK

The CDS theoretical framework is used in this study with MDS used as an approach of analysis. Hence this framework is used to show the link between the nature of social practice and

the properties of language "text". Kress and Leeuwen (2006) present a framework for analyzing and understanding visual images, and the interaction between verbal and visual components in media discourses. Kress and Leeuwen (2006, p. 186) have considered semiotic modes other than language in various kinds of discourses. They introduced the "Grammar of Visual Design" method which advanced MDA, to include semiotic resources and use of images. The key characteristics in MDA is to analyse linguistic structures. Kress and Leeuwen (2006) adopted Halliday's (1994) metafunctions in analyzing multimodal texts.

Kress and Leeuwen Social Communication theory

➢ **The metafunctions in the Communication Theory**

The visual like all semiotic modes should serve several communicational and representational requirements, in order to function as a full system of communication (Kress & Leeuwen 2006, p. 40). They adopted the theoretical notion of metafunctions from the work of Michael Halliday (1994) in dealing with their study. The three metafunctions are the ideational, the interpersonal and the textual though Kress and Leeuwen (2006, pp. 40-41), specified that they are not specific to linguistics. They adopted Halliday's (1994), terms, "every semiotic fulfills an "ideational" function, a function of representing "the world around and inside us" and an "interpersonal" function, a function of enacting social interactions as social relations" (Kress & Leeuwen, 1996, p. 15). All texts include elements which are coherently interrelated and those elements are also coherently related to the relevant environment fulfilling the "textual" function (Kress & Leeuwen, 2006, p. 15). The textual metafunction is the cohesion and connectivity between the elements of a text (Kress & van Leeuwen, 2006, p. 43). The proposed several semiotic resources that should be used along with the metafunctions which are:

➢ **Description of Resources for Multimodal Discourse Analysis**

In the analysis of composite or Multimodal texts (any text whose meanings are realized through more than one semiotic code, Kress and Leeuwen (2006) proposed the major following theoretical approach:

• **Participants**

The ideational metafunction is the ability of semiotic systems to represent objects and their relations in a world outside the representational system or in the semiotic systems of

culture. Instead of these objects and or elements Kress and Leeuwen (2006) decided to use the technical term participants or more precisely, represented participants. The term has two advantages: it points to the fact that there are two kinds of participants involved in every semiotic act, the interactive participants and the represented participants (p. 46).

- **The Image act and Gaze**

There is a fundamental difference between pictures from which represented participants look directly at the viewer's eyes and pictures in which this is not the case. When represented participants look at the viewer, vectors, formed by participants eyelines, connect the participants with the viewer. Contact is established, even if it is only an imaginary level. In addition, there may be a further vector, formed by a gesture in the same direction (Kress & Leeuwen, 2006, p. 122). The producer uses the image to do something to the viewer. They called this kind of image a "demand": the participants gaze (and the gesture, if present) demands something from the viewer, demands that the viewer enters into some kind of imaginary relations with him or her. Images with participants not looking at the audience are called "offer" gaze, it 'offers' the represented participants to the viewer as items of information, objects of contemplations, impersonally, as though they were specimens in a display case (Kress & Leeuwen, 2006, p. 124).

- **Size of Frame and Social Distance**

Another dimension of to the interactive meanings of images it related to the 'size of the frame'. To the choice between close-up', medium shot and long shot, and so on. Just as image producers, in depicting human or quasi-human participants, must choose to make them look at the viewer or not, so they must also, and at the same time, choose to depict them as close to or far away from the viewer and this applies to the depiction of objects also. Close shot (or 'close-up') shows head and shoulders of the subjects, and the very close shot ('extreme close-up', 'big close' up) anything less than that. The medium close shut cuts of the subject approximately at the waist, the medium shot approximately at the knees. The medium long shot shows the full figure. In the long shot, the human figure occupies about half the height of the frame, and they are always seen and talked about in terms of this system (Kress & Leeuwen, 2006, p. 130).

- **Modality and a Social Theory of the Real**

We routinely attach more credibility to some kinds of messages than to others. We 'know', for instance, that photographs do not lie; and a 'report', we know is more reliable than a

'story'. Kress and van Leeuwen (2006, p. 155) explain that modality serves as part of the interpersonal metafunction because it relies on a shared value of 'truth' between the producer and the viewer of the image. Analyzing modality requires first, identifying the 'coding orientation' of the image, and second, identifying the 'modality markers' within that orientation. Modality markers are the elements of an image which indicate some aspect of the image's realism (Kress & Leeuwen, 2006, p. 165).

- **Composition and the Multimodal Text**

Composition is the way in which the representational and interactive elements are made to relate to each other, the way they are integrated into a meaningful whole (2006, p. 182). Composition also involves framing (or its absence), through devices which connect or disconnect parts of the picture (Kress & Leeuwen, 2006, p. 182). Composition relates to representational and interactive meanings of the picture to each another through three interrelated systems (Kress & Leeuwen, 2006, p. 183):

1. Information values: the placement of elements (participants and syntagms that relate them to each other and to the viewer) endows them with specifics informational values attached to the various 'zones' of image: left and right, top and bottom, centre and margin.
2. Salience: the elements (participants and representational and interactive syntagms) are made to attract the viewer's attention to different degrees, as realized by such factors as placement in the foreground or background, relative size, contrasts in tonal value (or colour), differences in sharpness, etc.
3. Framing: the presence or absence of framing devices (realized by elements of the image, signifying that they belong or do not belong together in some sense.

The theoretical framework of CDA enable us to focus on the linguistic devices MTN employs on these ads and bring out how the use of language tends to manipulate beliefs. We intend to uncover power and ideologies using the metafunctions and semiotic resources.

DATA PRESENTATION

Fig. 1: Eto'o Can't believe

Fig 1 is an advertisement by MTN Cameroon selling the MTN Network with the caption written in English 'Eto'o Can't believe that you're not with MTN'. The data was collected from the MTN internet web page (www.mtn.cm). The ad has one frame with image placed in the middle and verbal texts at the bottom of his face. The image is that of a Cameroonian football celebrity Eto'o of youthful age endorsing the MTN network to consumers with his right-hand on his mouth. The most prominent part of the image is his upper body with face in focus and occupying most of the ad. Just below his right hand on his mouth are the verbal texts written in dark fonts with white background. There are other verbal texts in yellow and white written in small fonts. The background of the ad shows thick colour which is yellow. The face of Eto'o is the focus with picture taken from chest to head.

Fig. 2: Eto'o peut Choisir les Forfaits

Fig. 2 is an advertisement using Eto'o with the caption written in French 'Eto'o peut choisir les forfaits….et toi aussi'. The data was collected from the internet web page of MTN (www.mtn.cm). The ad has one frame used with images placed at the right-hand corner and

verbal texts on the top left-hand side. A young man with smiling gesture and holding a smartphone in his right-hand is seen on the right-hand corner of the ad. He is seen looking and smiling at the audience while presenting the smartphone. On the screen of the smartphone are verbal texts written in french 'Decouvrez MTN go Plans' together with the symbols of SMS, calls and internet data. An important aspect of the image is the look of the man while the verbal texts which describes the image are placed at the top using large fonts. The background of the ad is seen in thick yellow colour with the MTN Brand placed at the bottom left-hand side of the ad. The signs used are placed at the top left-hand side of the ad namely; SMS, call, Mo-meaning megabits. The image of Eto'o is seen taken from his neck to head and the focus is his face.

Fig. 3: Decide ce que Eto'o Peut

Fig. 3 is an advertisement by MTN with headline written in French 'Decide ce que #Eto'o peut' collected from their internet web page (www.mtn.cm). The ad has one frame with verbal texts and image placed in different positions. The written texts are placed on the top-left hand position while the image is placed on the right hand side of the ad. A handsome, thin young man of youthful age is seen in the ad. An important aspect of the image is the gesture with the young man pointing towards the audience with a smile using his right-hand. The young man is placed in background of thick yellow. The verbal texts on the top are written in large fonts while the other texts of small sizes are written in yellow and in small fonts. The active words are written using white in small fonts and placed closer to the hand of the young man. The image of Eto'o is taken precisely from his chest to head with his face in focus.

Fig. 4: Eto'o Peut profiter

Fig. 4 is an advertisement by MTN using the headline written in French 'Eto'o peut profiter' taken from their internet web page (ww.mtn.cm). The ad has one frame with verbal texts and images placed in different positions carrying numerous meanings. Seen from the ad is a handsome thin young man of youthful age placed on the right-hand side of the ad while the image of the smartphone is placed on top left-hand side close to him. Part of the verbal texts are written on the top left-hand side of the ad describing the smartphone while those found at the bottom left-hand side are close to the young man thus, describing him. Large fonts written in black and white gives the name and price of the smartphone while small font sizes written in white and yellow are seen below. They describe the place where the product can be obtained. The background of the ad is in thick yellow colour. An important aspect of the image is the young man wearing sun glasses and holding his jacket while looking at the audience. The picture of Eto'o is taken approximately from his waist with the upper part of his body in focus.

ANALYSIS

This section will use the metafunctions with research questions in deciphering the images.

➢ **The Representation of Participants**

What are the different ways in which the man and verbal texts are represented in the advertisements?

The focus here is identifying the participant and transitivity patterns of the advertisements with the use of the ideational metafunction. The ideational metafunction is the dimension of a text which involves the representation of the elements in the text (Kress & Leeuwen, 2006, p. 41).

Leeuwen (2005) stated that, they are two participant types involved in a text: 1) represented participants, and 2) interactive participants. The Represented participants are the people/objects/products/animals/characters that are depicted in a text. Interactive participants can be of two kinds; represented participants interacting with each other inside the text, or represented participant(s) interacting with the consumer of the text (Kress & Leeuwen, 2006, p. 46).

From the data above, in all the ads (fig.1, 2, 3, 4) we have represented participant interacting with the consumers of the text, the represented participant is a man of youthful age and a football celebrity 'Eto'o'. In fig. 1, the represented participant carries the gesture of putting his right-hand on his mouth showing surprise to the audience who are not being connected to the MTN network thereby selling the MTN Network. In fig. 2, the represented participant is carrying an object a smartphone. The represented participant has the gesture of holding a smartphone with a smile and selling the service MTN go plans. The written statement 'Eto'o peut choisir les forfaits les plus simple & practique et toi aussi' loosely translated as "Eto'o can choose very simple and practical tariffs and you as well" supports the image. In fig.3, the football celebrity Eto'o who used the advertised MTN product (MTN S860) is the dominant selling point. The verbal statement 'Decider ce que Eto'o Peut gagne un 4G MTN L860 chaque jour' while fig. 4 carries the verbal statement 'Eto'o peut profiter des plans les plus geniaux et toi aussi'.

Looking at "salience", it is defined as the interaction of several factors (such as the choice of colour, placement/location of the images, the image/letter size) and compares the size of the image with the written text (Kress & Leeuwen, 2006). The MTN advertisements have equal salience as the other elements in terms of text colours, fonts sizes, position of information and image positioning. Texts of white colour in large fonts are used to give the headline while texts in small fonts with white colour gives the characteristics and qualities (see fig. 1), larger fonts are used to present the product and its qualities (see fig. 2), white and large fonts gives the headline, small fonts in yellow colour gives the characteristics (see fig. 3), large fonts in dark and white gives the product name and price while small fonts in white and yellow gives the qualities and characteristics of the product advertised (see fig. 4). The football star 'Eto'o of 'youthful age' occupies the role of celebrity who advertises and endorses the different MTN products and services brands to consumers.

Looking at the image together with the verbal texts, it can be further said that transitivity patterns are present. Looking at the transitivity pattern of representation, the actor is the service 'MTN Network' (fig. 1), "MTN Go Plans" (fig.2), 'Eto'o peut gagne MTN L860' (fig.3), 'Eto'o Peut profiter des plans les plus geniaux' (fig.4) while the goal is the celebrity 'Eto'o'. Eto'o's actions in all the advertisements shows the effects of these products and services on him. Eto'o is presented as using the network (see fig.1), using the product and service (see fig. 2 and 4), winning the mobile phone (see fig.3) thereby obtaining the looks of happiness and satisfaction. Within the advertisements, 'Eto'o' shows dramatic looks (hand on open mouth and pointed finger towards the audience) in fig. 1 and 3, magnetic looks (happiness and handsomeness) in fig. 2 and 4. The celebrity is presented as using the MTN network, benefiting from MTN cheap tariff plans, winning and buying MTN smartphones at cheaper prices. All the benefits Eto'o gets are seen from the desire looks of surprise to those who are not subscribed to the MTN network and appealing to them to join him.

From the images and verbal texts, what comes in mind is the fact that the target population of these advertisements are Cameroonians who want to look like Eto'o when they consume the MTN products and services, MTN network, which the represented participant is appealing to them to become members.

In fig. 1, the verbal qualities and the image are visually positioned close to each other to demonstrate the interaction between the verbal and the visual modes. The written statement "Eto'o can't believe that you're not with MTN", "Switchez to the most amazing network in Cameroon" are placed closer to his face thereby describing his gesture. The slogan "switchez to the most amazing Network in Cameroon" shows the quality of the products and services the consumers will benefit from when they switch to using the MTN Network.

In fig. 2, the celebrity is selling the service MTN Go Plans. The statement 'Eto'o Peut choisir les forfaits les plus Simples & practique' describes the benefits, qualities and characteristics consumers will have when they buy and consume the MTN service 'MTN Go Plans'. The holding of the smartphone and presenting to audience is implying that, it is the same smartphone Eto'o uses in order to get the desired satisfaction.

From fig. 3, the data shows represented participant having the power to invite consumers in winning the MTN product MTN L860. The represented participant is inviting consumers to play and win MTN smartphones as he does. The represented participant carries the gesture of pointing at the readers thereby inviting them to participate and win the smartphone MTN L860. The actor does something to the goal (celebrity) which is seen visually and can be compared to transactional clause written verbally "decide ce que #Eto'o peut gagne un 4G MTN L860 chaque jour" loosely translated as "deciding is that Eto'o can win a 4G MTN L860 every day".

On the other hand, fig. 4, shows represented participant Eto'o selling the object smartphone. The represented participant carry the gesture of putting on sun glasses and holding his jacket and selling the MTN smartphone S730. The actor (S730) does something to the goal (Eto'o) which is seen visually and can be compared to transactional clause verbally "Eto'o peut profiter des plans les plus geniaux et toi aussi" loosely translated as "Eto'o can profit from great plans and you as well" a look seen from the image.

➢ **The Representation of Participant and Viewer Relationships**

What are the relationships that exist between the viewer and represented participant?

This will be analysed in terms of the interpersonal metafunction with emphasis on looking at salience, framing, gaze, composition, distance, linguistic resources and modality.

In fig.1, the celebrity (football star) who is persuading consumers to switch to MTN network dominates the selling point. The verbal texts, font sizes and colours highlight different meanings and thus have equal salience as the other elements in the advertisement, white colour of large fonts are used to describe the image of Eto'o while yellow and white are used to present the selling points of the ad. The football star Samuel Eto'o takes the role of celebrity endorsing the MTN Brand to the audience.

In the data, (fig. 2) the celebrity (Eto'o) who is presented as using and advertising the MTN product (Smartphone) and service (MTN go plans) are the dominating elements. The MTN service and product have equal salience as the other elements in the advertisement in terms of font sizes of texts, colours and their position. Large fonts are used to demonstrate Eto'o's choice of tariff plan, thick fonts are used when announcing the ease of getting it, small fonts are used to announce the characteristics of the services while white colour is used to give the services 'MTN go plans'. The celebrity 'football star' occupy the role of model who endorses the MTN smart phone and service brand 'MTN go plans'.

On the other hand, in fig. 3, the football celebrity (Eto'o) who is advertising the 4G MTN L860 smartphone dominates the selling point. The MTN product have equal salience with the other elements in the advertisement in terms of letter size, colour, position and image of the represented participant and the smartphone. The key words 'decide ce que Eto'o peut' loosely translated as "deciding is that Eto'o can" has larger fonts and written in Black and white colours, the product advertised carries Yellow colour. The celebrity 'football' star occupy the role of model who stand the chance of winning the MTN mobile phone daily and inviting the consumers to be like him appears on the right-hand side of the ad.

Finally, fig. 4 has the celebrity Eto'o is advertising the product MTN S730. Looking at salience, the image, product and placement of information are in relation to each other. The image of Eto'o is close to the verbal description 'Eto'o Peut' profiter des plans les plus geniaux et toi aussi'. There is high salience in terms of fonts sizes and colour as well. The headline is written in dark and white large fonts, the characteristics and description of Eto'o takes small fonts in white and yellow colours.

Concerning framing, frames signify whether the present images in the texts are placed together or not (Kress & Leeuwen, 2006, p. 214), another dimension of the interactive meanings

of images is related to the 'size of the frame' (Kress & Leeuwen, 2006, p. 214). The entire data above has one frame used; but verbal texts and images are placed in different positions on the advertisements. In fig.1, the verbal texts are placed on the image of the represented participant. In fig. 2, the data has only one frame used; the top left-hand side holds the verbal texts that supports the image on the right-hand side of the advertised product and service. The right-hand side of the ad is used to show the celebrity Eto'o who is advertising the MTN product and service. In fig. 3, there is only one frame used, the image of Eto'o is placed on the right-hand side while the verbal texts are placed on the top left-hand side of the ad. Lastly, fig. 4 has only one frame used; the right frame holds the image of the represented participant while the left frame holds the verbal texts and image of the product advertised.

Like the choice between 'offer' and 'demand' (Kress & Leeuwen, 2006, p. 123). All the ads make's use of demand gaze where the represented participant is looking directly at the viewers thus demanding items of information. In Fig.1, the celebrity is inviting consumers to switch to the MTN network and enjoy the products and services which he is using and getting the desired satisfaction. In fig. 2, he is demanding items of information about the MTN smartphone and MTN go plans. In fig. 3, he is demanding particular items of information about winning the MTN L860 smartphone. Also, in fig. 4, he is demanding items of information concerning the price reduction of the MTN S730 smartphone.

Concerning the background, all the ads (fig.1, 2, 3, 4) shows represented participant placed in an abstract background which is thick yellow. The most striking feature of the ad is the level of abstraction, with the celebrity individually depicted against abstract backgrounds. Nazli (2016, p. 49) quote (Fairclough, 2003), who noted that: 'abstract backgrounds serve to perform ideological work'. (Nazli, 2015, p. 49) says Abstract backgrounds ideologically promote assumptions of universal agency, individuality and consumerism.

Another visual characteristics analysed in the ads is the composition which is concerned with how dimensions of visual space are organized (Kress & Leeuwen, 2006, p. 193), in fig.1, the ad takes the ideal/real dimension of information given. That is the image of the represented participant advertising the services is located at the top while the verbal texts are located at the bottom. The image on the top carries the 'ideal' information and the verbal texts at the bottom carries the real or 'practical' information supporting the image. In fig. 2, 3 and 4, the ads take's

the left/right dimension of information. That is the image of the represented participant is located on the right-hand side of the ads while the verbal texts are located on the left-hand side. The verbal texts on the left carries the 'given' information 'the existing information' and the image on the right carries the 'new' information. Linguistically, the verbal texts on the left-hand side is the old information while the image of Eto'o on the right-hand side is the new information. The right image brings in the new characteristics of the smartphones and services which is the ability to be won, price reduction and cheap call rates.

Most prominent parts of the advertising texts are the images, it is necessary to refer to the verbal characteristics found in the ad since they complement and enhance the visual aspect of the advertising messages. The main linguistic resources used in the data (fig. 1) includes: ***verbs*** 'can't, believe, are', **conjunction** 'that', **pronoun** 'you', **adverb** 'not', **preposition** 'with'. The bottom position is devoted to the description of the qualities of the products. There is detailed description of the organization using structures that state a cause-effect relationship in the form of **noun** 'switch', **adjective** 'amazing', **particle** 'to', **article** 'the' phrases modified by prepositional phrase such as 'switchez to the most amazing network in Cameroon'. The effect of MTN network is visually seen that ones you use the MTN Network, you will be "happy" as the celebrity Eto'o. The connotation of happiness and satisfaction, is made clear by the words "Switchez to the most amazing Network in Cameroon", implying that this network will project all the attention on you in a positive sense as it does to the represented participant Eto'o.

The main linguistic resources used in (fig 2.) given in original and translated version in the data are; **noun** 'Eto'o', **verbs** 'peut "can", choisir' "choose", **determiner** 'les' "these", **nouns** 'forfaits' "tariffs", **adjectives** 'plus simple' "very simple", **noun** 'practique' "practical", **conjunction** 'et' "and", **pronoun** 'toi' "you", **adverb** 'aussi' "also, as well". These adjectives are attached to the nouns as "Eto'o peut choisir les forfaits les plus simple & pratique et toi aussi'. There is the description of the characteristics of the services with the use of signs such as 'Mo, call and SMS' which the consumers stand to benefit from when they subscribe to using this service MTN go plans. The producer uses words to direct the consumer into getting the service like 'tapez *123*12#. There is detailed description of the services using structures that state a cause-effect relationship in the form of noun phrases modified by adjectives in phrases like 'Eto'o peut choisir les forfaits les plus simple & pratiques et toi aussi'. The effect of these

services the consumers will benefit from is verbally carried to a further point that the ones who use this services will be 'happy' as Eto'o. The connotation of happiness, is made clear by the noun, verb, adjectives like "Eto'o peut choisir les forfaits les plus simple & pratique et toi aussi", which implies the message that this service will project all the attention on you in a positive sense when you subscribe to it as Eto'o does.

The verbal characteristics found in the ad (fig. 3) also complement and enhance the visual aspect of the advertising messages like "decide ce que Eto'o peut gagne un 4G MTN L860 chaque jour" loosely translated as "deciding is that Eto'o can win a 4G MTN L860 everyday" together with the ad linguistic resources which are: **adjectives** 'decide' "Deciding", **conjunction** 'ce que' "is that", **verbs** 'peut' "can", gagner "win", **nouns** 'un 4G MTN L860', **adjective** 'chaque jour' 'everyday". The verbal qualities of the image are placed close to each other to demonstrate the interaction between the verbal and the visual modes as Meyer (2008), evokes spatial contiguity principle by placing corresponding words and pictures near each other. The written statement "decide ce que #Eto'o peut", "gagne un 4G MTN L860 chaque jour" are placed on the left side of the image of the represented participant on the advertisement. The statement "joue maintenant" loosely translated as "play now" shows the time frame which is immediate. The ad show's represented participant with upper part of his body in focus and occupying half of the advertisement. With the dominant image being the face, it describes and promotes characteristics of the products in terms of quality and beauty and are made so visible that there is almost a one to one correspondence between the visual and the verbal modes. The effect of this product is verbally carried to a further point that the ones who play this game will win the smartphone and be "happy" as the celebrity Eto'o. The connotation of happiness, is made clear by the words "Eto'o peut gagne, chaque jour, joue maintenant", implying the message that this product will satisfy the consumers in a positive sense as it does to Eto'o.

The verbal characteristics found in the advertisement (fig. 4) complement and enhance the visual aspect of the advertising messages. The main linguistic resources used in the data and loosely translated include: **verb** 'peut' "can", **noun** 'profiter' "profit", **preposition** 'des' "of", **noun** 'plans' "tariff", **determiner** 'les' "these", **adjective** 'plus, great', **conjunction** 'et' "and", **pronoun** 'toi' "you", **adverb** 'aussi' "as well", which melt down to the use of positive descriptive adjectives attached to the nouns. The use of adjectives to advertise the product

highlights the most prominent characteristics such as 'new price '19900 F, old price 27.000 F'. The use of adjectives also dictates to buyers the amount and qualities they will have if they buy the MTN product with characteristics of it given namely; 3G compatible, android 5.1, Camera: 3.2 MP, Memoire interne: 2Go. Visually, the ad shows represented participant with upper part of his body in focus and occupying half of the advertisement. The dominant image of his face describes and promote characteristics of the product which is made so visible that there is a one to one correspondence between the visual and verbal modes.

There is detailed description of the represented participant using structures that state a cause-effect relationship in the form of noun phrases modified by adjectival phrases such as 'Eto'o peut profiter des plans les plus geniaux et toi aussi', the place of acquiring the service is given as 'dans tous les points de vente MTN'. The effect of these product and service on their consumers is verbally carried to a further point that the ones who use them will be "like" Eto'o. The connotation of happiness, is made clear by the noun "profiter, plans", adjective "plus" "great" implying the message that this products and services will project all the attention on you in a positive sense as it does to the celebrity Eto'o.

The verbal language class on the ad plays an essential role in attracting people. The verbal qualities of the picture and the visually emphatic image of the smart phone are positioned close to each other to demonstrate the interaction between the verbal and the visual modes. The written statement "MTN S730, price 19.900 F" and the barred price "27.000 F" are placed on top of the advertisement as a catchy headline. The slogan "Eto'o peut profiter.." shows the 'advantages' of the product advertised and it is placed close to the represented participant.

Looking at modality, the term 'modality' as defined by Kress and Leeuwen (2006, p. 165), comes from linguistics and refers to the truth value or credibility of (linguistically realized) statements about the World. The ad (fig. 1) shows instances of colour saturation on the background where we fine thick yellow running from full mode and white when we have verbal texts. The ad (fig. 2) shows instances of colour saturation figuring on the background where we fine yellow colour running from full mode linguistically supporting the truth about the information coming from the organization MTN. In (Fig. 3), there are instances of colour saturation on the background running from full yellow colour in the image background. Black is used as the verbal texts background when the text colour is in white while white background is

used when the text colour is in black. The use of white colour background is because white is a clean surface to be written on while black enables clear writing. The ad (fig. 4) shows instances of colour saturation at the background where we fine yellow colour running from full yellow colour saturation when we have the image. There is the absence of colour when the image is present, black is used as the background of verbal texts and the dressing colour of the represented participant. Red background is used to give the price of the product. Secondly, there is Colour differentiation when verbal texts are written which carries different meanings.

➢ **The Relationships and the MTN advertising Genres**

How do the relationships relate to the objectives of the advertisements genres?

This will be analysed in terms of the textual metafunctions, which are the cohesion and coherence of the various parts of the texts. The textual metafunction is the cohesion and connectivity between the elements of a text (Kress & van Leeuwen, 2006, p. 43).

With regards to the visual and verbal modes, the make up or position of the represented participant placed on the top side of the ad assumes the place of remedy of the ad thus signifying something "ideal" while the text at the bottom assumes the 'real' or practical information (see fig. 1). Through this ad, the overall meaning is the satisfaction the service will give the consumers when they buy. It is further supported by the verbal texts switch to MTN network and benefiting from the best products and services which the organization is offering.

On the other hand, in fig. 2, 3, and 4, looking at the verbal and visual modes, the make up or position of the represented participant is placed on the right-hand side of the ads assuming the place of remedy thus signifying something "new" while the verbal texts on the left assumes the place of the 'given' information. From the position of image and verbal texts, we can assume the overall meaning is an innovation within the products (smartphones) and call services (MTN Go Plans) among MTN and its consumers.

Regarding the verbal mode (see fig. 1), the extension support of the image with the complement and extension of verbal texts with the texts written on the top-left and bottom of the image on the ad, "Eto'o can't believe that you're not with MTN", together with the words "switchez to the most amazing network in Cameroon", fig. 2, "Eto'o peut choisir les forfaits les plus simple & pratiques. Et toi aussi", fig. 3, "decide ce que #Eto'o peut gagne un 4G L860

chaque jour, joue maintenant", fig.4, "Eto'o peut profiter des plans les plus geniaux et toi aussi" along with the attach services to benefit from which are: internet data, calls and SMS. The service "MTN go plans" gives promises of beautiful, innovative products and services.

The concept of beauty is salient in products and services across all the ads occurring at both visual and verbal modes with the represented participant presenting the smartphones and services (calls, internet data and SMS) while laughing and the written texts which explains the products and services qualities namely "Switchez to the most amazing network in Cameroon, decouvrez MTN GO plans, Gagne un 4G MTN L860 chaque jour, Eto'o peut profiter des plans les plus geniaux!". Through the visual mode, beauty is seen in the ads as in Eto'o (Celebrity), quality (smart phone, MTN Go plans, win smartphones etc.), beauty (youthfulness, slim), beautiful products (cheap, win MTN Smartphones, beautiful services 'MTN go plans'). Products (smartphones) and services (MTN go plans) beauty through additional products and services to benefit from like free wining MTN L860, MTN S730 and cheap services; MTN Go plans 'internet data, calls and SMS' is the point of focus where consumers will want to subscribe and be like Eto'o; however, celebrity, gender and age are interwoven through the verbal and visual modes.

The ads portray different inter-modal relations between images and verbal texts with each placed close to each other to provide support in meaning making. The content of the image is adding further information to the texts and vice versa. There is transitivity pattern in the ads showing that there are two participants, the agent (here we mean the MTN network and 'products and services' advertised) and the patient (here, we mean the people who will buy the MTN network and its products and services) to be precise who are Cameroonians. The former is the doer of the action, the latter receives the action (having the looks of the represented participant) performed by the former. The image, thus, activates the underlying transitivity structure through visual means.

The verbal texts follow the same transitivity pattern. The ads describe the verbal section of the advertisements where descriptions and purposes are located, it is possible to collate the sentences "Eto'o can't believe you are not with MTN, Eto'o peut choisir les forfaits les plus simple & practiques, Eto'o peut gagne un 4G MTN L860 chaque jour, and Eto'o peut profiter des plans les plus geniaux et toi aussi with the image of the celebrity Eto'o.

Looking at gaze, they are two types 'offer' and 'demand' gaze (Kress & Leeuwen, 2006, p. 122), the ads makes use of demand gaze where the represented participant is looking directly at the viewers and demanding items of information about the products and services like inviting consumers to join the MTN network, apply the MTN Go plans, to join him in playing and winning the smartphones and to profit from great tariff plans as he does. The background of the represented participant is an abstract one. The background of the represented participant promotes ideas of universal agency, individuality and consumerism (Nazli, 2016, p. 49).

DISCUSSION OF FINDINGS

The data analysis of MTN advertisements of 'Eto'o Peut' translated as "Eto'o can" can be further argued that the advertiser uses various linguistic devices appearing in the ideational, interpersonal and textual metafunctions. The use of Kress and Leeuwen's (2006) method reveals semiotic resources present in the ads namely; participant, transitivity patterns, framing, distance, prominence, gaze, composition, modality and salience used to manipulate consumers. The use of the metafunctions equally unveils aspects of celebrity, youthfulness and beauty planted in the ads to persuade consumers.

Verbally, there is the use of linguistic resources, catchy slogans, catchy headlines which comprises of verbs, adverbs, nouns, adjectives, adverbs, and naming of different products and services to attract consumers. The represented participant used is a celebrity Eto'o who has the power to bring in consumers in consuming the products and services of MTN. Their consumption attitude is measured by lifestyles as they will be consuming to be like the celebrity Eto'o. The vocabulary used in the MTN advertisements in this study are ideologically contested such as 'Eto'o peut et toi aussi' translated as "Eto'o can and you as well". These vocabularies coupled with the image constitutes beauty as being happy, quality mobile phone (3G compatible, Android 5.1, Camera 3.2MP, memoire intern 2Go, quality services; great bundles, MTN go plans with internet megabites, calls and SMS, and joining Eto'o in being an MTN registered network user).

The ads also portray a handsome man 'Eto'o' with certain features as happy, laughing, smiling, presenting different mobile phones, different services etc. the image of Eto'o on the ads shows how the consumers will look when they consume the MTN products and services. The use of direct pronouns or addresses 'you, toi' carries messages that the consumers are of prime

importance. The consumers can be influenced directly towards the products and services through the use of gaze such as demand gaze which aims at demanding items of information from consumers concerning the products and services beauty, youthfulness of represented participant etc. the presentation of Eto'o as slim is ideologically built where slim people is seen as beautiful (Fairclough, 1989).

There is the use of linguistic devices such as represented participant (Eto'o), transitivity pattern (actor and goal), prominence (placement of picture and texts), gaze (mostly demand), framing (one frame), information value (left/right, ideal/real), distance (extreme close), beauty (youthfulness), modality (high yellow), gender (male), celebrity, salience etc. aims at persuading consumers.

However, the use of a football celebrity or well-known local and international celebrity as Eto'o is another technique of manipulating the consumers in Cameroon. This football celebrity seems to reflect power over others successfully. The ideology of power is depicted by the celebrity in the ads with the verbal support of 'Eto'o peut et toi aussi' translated as "Eto'o can and you as well". Every consumer would like to look handsome and attractive as reflected in the image of Eto'o. The fact that Eto'o is a local and international celebrity endorses the products and services to a wider audience both locally and internationally, the testimony by local and international celebrities help attract a wider population.

CONCLUSION

Fill (2002) argues advertisements can influence consumers to purchase a product that they have never used before. The celebrity is presented as handsome, with a slim body and of youthful age. Fairclough stated that, using slim people in advertisements perform ideological work (Fairclough, 1989). The youthfulness of Eto'o is the power of inviting the trending population group into the consuming society. The constant showing of the images of slim body, perfect flawless skin becomes normalized with handsomeness. Language is a powerful tool which can shape people. People communicate through language. Advertisements just like other media portray a great impact on readers as Fairclough (2002, p. 47), aptly states that this is due to the complexity of the media discourse which presents different ideological processes. In short, the advertiser manipulates consumers into buying ways of life which are the lifestyles lived by the celebrity Eto'o.

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