

A Stylistic Analysis of Language Use in Mtn And Glo Facebook Advertisements: A Systemic Functional Linguistics Approach

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Abstract— This study examines the stylistic features and linguistic choices employed in selected MTN and Glo advertisements on Facebook, with particular attention to how language and visual resources are deployed to communicate and persuade target audiences. The study adopts a qualitative descriptive research design and is anchored on M. A. K. Halliday's Systemic Functional Linguistics (SFL), specifically the ideational, interpersonal, and textual metafunctions. Data comprise two purposively selected Facebook advertisements, one from MTN promoting a social media data bundle and one from Glo promoting bulk data for retailers. The advertisements were subjected to close textual and visual analysis, focusing on lexical choices, grammatical structures, imperatives, slogans, direct address, imagery, typography, colour, and layout. Findings reveal that both advertisements make deliberate use of linguistic and visual resources to attract attention, communicate product benefits, establish relationships with audiences, and encourage consumer action. The MTN advertisement adopts an informal, youthful, and socially oriented style, while the Glo advertisement employs a professional, business-oriented, and transactional style. The study demonstrates that Halliday's three metafunctions provide a productive framework for explaining how advertising language represents experience, constructs advertiser-audience relationships, and organises messages for clarity and persuasion. The study concludes that the effectiveness of GSM advertising lies not only in the information conveyed but also in the strategic integration of linguistic and visual choices, and recommends that advertisers prioritise audience-oriented language, multimodal coherence, and the application of SFL in advertising research and pedagogy.

Keywords: advertising; stylistics; Systemic Functional Linguistics; telecommunication; social media; multimodal analysis.

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INTRODUCTION

Language is a fundamental tool for human communication, functioning as a code system through which meaning is constructed, negotiated, and exchanged within social contexts. Lyons (1981) defines language as the principal system of communication used by particular groups of human beings within the specific society of which they are members. This definition underscores the social embeddedness of language and its role in shaping human interaction. As language assumes a vital role in communication, so too does it hold fundamental significance in advertising, a domain where persuasive language is deployed with deliberate precision to influence consumer behaviour.

Advertising is a form of communication involving a sender (the advertiser), a message (the advertisement itself), and a receiver (the target audience). The advertiser utilises persuasive, creative, and innovative language to capture attention and stimulate consumer interest. Ezejideaku and Ugwu (2010) observe that the language of advertising should be informative, instructive, distinctive, alluring, and persuasive. Advertising is transmitted through various media, including television, radio, magazines, email, billboards, the web, flyers, banners, and newspapers. Leech (1966) identifies four attributes of successful advertising: attention value, readability, memorability, and selling power. Attention value refers to the capacity to incite consumer curiosity and interest; readability concerns the ease with which the message is grasped; memorability involves features such as brand names and slogans that make the advertisement easy to recall; and selling power relates to grammatical features, particularly imperative clauses, that make advertising effective in driving sales.

The history of Global System for Mobile Communication (GSM) in Nigeria can be traced to the liberalisation of the telecommunications industry, which paved the way for the GSM revolution from 2001. The introduction of GSM communication has dramatically improved the communication landscape and accelerated national development. Unlike traditional methods of communication, GSM provides a platform of job opportunities and facilitates communication across geographical barriers. In Nigeria, four major GSM operators dominate the market: MTN, Glo, Airtel, and 9mobile (formerly Etisalat). According to the Nigerian Communications Commission (NCC, 2024), MTN leads the market with approximately 81 million active subscriptions, followed by Airtel with approximately 63 million, Glo with approximately 19 million, and 9mobile with approximately 13 million. This study focuses on MTN and Glo, two of the most prominent providers representing both multinational and indigenous ownership structures.

MTN, a South African multinational telecommunications company, entered the Nigerian market in 2001 following a landmark GSM auction by the Nigerian Communications Commission. On May 16, 2001, MTN made the first mobile phone call on a GSM network in Nigeria, marking a revolution in the telecommunications sector

(MTN Nigeria, 2023). Since then, the company has played a major role in expanding mobile connectivity across the country, investing heavily in network infrastructure and brand development. MTN's market positioning has consistently emphasised connectivity, innovation, and youth engagement, reflected in its slogan "Everywhere you go" and its sponsorship of music, sports, and digital content platforms.

Globacom Limited, commonly known as Glo, is a Nigerian multinational telecommunications company founded on 29 August 2003 by Mike Adenuga (Globacom, 2023). As a fully indigenous telecommunications company, Glo introduced per-second billing to the Nigerian market, a move that significantly lowered call tariffs and made communication more accessible. Glo also launched Glo-1, a submarine fibre-optic cable system connecting Nigeria to the United Kingdom and beyond, providing a significant boost to internet connectivity in the country. Glo's market positioning has traditionally emphasised value for money and indigenous identity, reflected in its slogan "Rule your world" and its sponsorship of the Glo-CAF Awards and Nigerian football.

The shift from traditional media to digital platforms has transformed advertising practice in Nigeria. Facebook, with over 30 million Nigerian users (DataReportal, 2024), has become a primary channel for GSM providers to reach their audiences. The platform's visual and interactive affordances enable advertisers to combine linguistic and visual resources in ways that demand multimodal analysis. This study responds to that demand by applying Halliday's Systemic Functional Linguistics to the analysis of MTN and Glo Facebook advertisements, examining how language and images work together to achieve persuasive goals.

STATEMENT OF THE PROBLEM

Stylistic analysis has proven valuable for dissecting advertisements and linking persuasive language to cultural contexts (Cook, 2001; Leech, 1966). However, while considerable research has examined the language of advertising generally, limited stylistic research has focused specifically on how Nigerian GSM network providers, particularly MTN and Glo, strategically deploy linguistic and visual resources on social media platforms to attract, persuade, and influence their target audiences. Most existing studies appear to be based on general analysis of advertising language, with little or no application of Halliday's Systemic Functional Linguistics (SFL) to Nigerian GSM advertising (Shariq, 2020; Namwandi, 2019). This gap provides the basis for the present study, which seeks to extend stylistic research by applying SFL to the language of MTN and Glo advertisements on Facebook.

The aim of this study is to analyse the language features used by GSM network providers in advertising their products. Specifically, the study seeks to: (1) identify the linguistic choices used in selected MTN and Glo Facebook advertisements; (2) examine

how these linguistic choices engage and persuade the target audience; (3) analyse the stylistic and visual features employed in the selected advertisements; and (4) interpret the advertisements using Halliday's Systemic Functional Linguistics, with particular attention to the ideational, interpersonal, and textual metafunctions.

LITERATURE REVIEW

Stylistics

Stylistics is a branch of linguistics that studies style in language. It analyses the linguistic features of a text, including grammar, vocabulary, and sentence structure, to understand how they contribute to the text's overall meaning, effect, and tone (Jeffries & McIntyre, 2010). Stylistics is the scientific study of variations in language use and is concerned with the choices made by individuals and writers in their language use. Widdowson (1975) defines stylistics as "the study of literary discourse from a linguistic orientation." While stylistics has traditionally been applied to literary works, it is equally applicable to any text type, including advertisements, news reports, and political speeches (Simpson, 2004). In the context of advertising, stylistics provides tools for understanding how linguistic choices shape consumer perception and behaviour (Cook, 2001).

Advertising

Advertising is a form of communication used to persuade an audience to take action with respect to products, ideas, or services (Crystal & Davy, 1983). Cook (2001) affirms that advertising's creative use of language makes it a rich domain for language and discourse analysis. Advertising and language are deeply intertwined; advertising is fundamentally a linguistic act, employing carefully selected words, structures, and images to influence consumer perception and behaviour. Kadry (2015) observes that innovation and creativity are the soul of advertising, as they bring life to the message and enable it to achieve its persuasive aim. Goddard (2002) emphasises that advertising language is characterised by brevity, memorability, and emotional appeal, using devices such as rhyme, alliteration, and metaphor to create lasting impressions.

Multimodal Discourse Analysis

The analysis of advertising increasingly requires attention to multiple semiotic modes, including language, image, colour, and layout (Kress & van Leeuwen, 2020). Kress and van Leeuwen's visual grammar extends Halliday's functional framework to visual communication, identifying representational, interactive, and compositional metafunctions that parallel Halliday's ideational, interpersonal, and textual metafunctions. In advertising, the interaction between verbal and visual elements is central to meaning-making. Forceville (1996) demonstrates how pictorial metaphors in

advertising work alongside linguistic metaphors to create persuasive messages. The present study draws on this multimodal tradition while maintaining its primary focus on the verbal text, interpreting visual features as complementary resources that reinforce linguistic choices.

Empirical Review

Several studies have examined the stylistics of advertising in Nigerian contexts. Namwandi (2019), in “A Stylistic Analysis of Bank Advertisements in Nigerian Newspapers,” examined the linguistic and non-linguistic aspects of style in bank advertisements, revealing the use of capitalisation for emphasis, repetition of words, and other stylistic devices to attract customers. Shariq (2020), in “Tools and Techniques Used in the Language of Advertisements: The Linguistic Perspective,” examined 75 Indian television advertisements, identifying devices such as rhyme, alliteration, assonance, code-mixing, hyperbole, metaphor, and onomatopoeia. These studies demonstrate the value of stylistic analysis for understanding advertising language. However, limited research has applied Halliday’s SFL to Nigerian GSM advertisements, particularly in the context of social media (Odebunmi, 2013). The present study addresses this gap by providing a systematic SFL analysis of MTN and Glo Facebook advertisements.

THEORETICAL FRAMEWORK: SYSTEMIC FUNCTIONAL LINGUISTICS

Systemic Functional Linguistics (SFL), developed by M. A. K. Halliday, is a theory of language that focuses on how language is used to make meaning in social contexts (Halliday & Matthiessen, 2014). SFL views language as a resource or “meaning potential” that people use to achieve their social purposes. Unlike formal grammar, which primarily analyses language structure, SFL emphasises the function of language. A central concept of SFL is that language is a social semiotic system; the choices speakers make are driven by social context and communicative purpose.

Halliday’s central claim is that all language simultaneously serves three metafunctions. The ideational metafunction represents human experience of the world, encompassing processes, participants, and circumstances. The transitivity system identifies six process types: material (doing), mental (sensing), relational (being), verbal (saying), behavioural (behaving), and existential (existing). The interpersonal metafunction enacts social relationships, expressing attitudes, opinions, and role negotiations through features such as mood (declarative, interrogative, imperative) and modality (degrees of certainty or obligation). The **textual metafunction** organises language into coherent and cohesive texts, realised through theme (point of departure) and rheme (development), and cohesion (reference, substitution, conjunction, lexical cohesion). SFL also emphasises the context of situation, comprising field (what is

happening), tenor (the social relationships between participants), and mode (the role of language in interaction).

This framework is well suited to advertising analysis because advertisements are goal-oriented texts designed to accomplish specific social purposes: informing, persuading, and motivating action. The three metafunctions provide lenses for examining how advertisements represent products and consumers (ideational), how they construct relationships between brands and audiences (interpersonal), and how they organise information for maximum impact (textual).

METHODOLOGY

Research Design

This study adopts a qualitative descriptive research design grounded in stylistics and Halliday's Systemic Functional Linguistics. The design is appropriate for identifying and interpreting the linguistic and visual features used in GSM advertisements and how these features create meaning and achieve persuasive purposes.

Data Source

The data consist of two social media advertisements, one from MTN and one from Glo, obtained from their official Facebook pages. The MTN advertisement promotes the Pulse Stream data bundle with the slogan "Keep your streaks alive," while the Glo advertisement promotes bulk data for retailers through expressions such as "Maximize your margins" and "Make your customers happy." The corpus includes verbal features (vocabulary, slogans, sentence structures, persuasive expressions) and visual features (colours, fonts, images, layout, brand symbols). The full visual content of both advertisements is reproduced as Figures 1 and 2 in the analysis section.

Sampling Procedure

Purposive and convenience sampling techniques were employed. Purposive sampling was used to select advertisements containing relevant linguistic and visual features, while convenience sampling was based on accessibility on the providers' Facebook pages. Two advertisements were selected for detailed analysis.

Analytical Framework and Procedure

The study is anchored on Halliday's three metafunctions. The ideational metafunction examines how the advertisements represent actions, participants, goals, and circumstances through transitivity analysis. The interpersonal metafunction examines how advertisers establish relationships with audiences through mood, imperative clauses, pronouns, modality, and direct address. The textual metafunction

examines how linguistic and visual elements are organised to create coherent and effective messages, including theme and rheme, headings, slogans, layout, font, colour, and call-to-action features.

The analytical procedure involved close textual and visual analysis. Each advertisement was segmented into clauses, and each clause was coded for process type, participants, and circumstances (ideational); mood type and modality (interpersonal); and theme and rheme (textual). Visual features were analysed according to Kress and van Leeuwen's (2020) framework, examining representational, interactive, and compositional meanings. The identified features were interpreted according to Halliday's three metafunctions, and the two advertisements were subsequently compared.

DATA ANALYSIS

Analysis of the MTN Advertisement

Figure 1: MTN Advertisement



Source: <https://www.instagram.com/p/DNgQ9eutNxE/>

[Figure 1 shows a bright yellow background with the headline "Keep your streaks alive" in large, bold white font. Below is the supplementary text "Stay active on Snapchat with MTN's Pulse

Stream bundle.” The central image is a stylised illustration of an excited young woman holding a phone, with floating emojis including a ghost and a heart. The MTN logo appears in the top corner. At the bottom, a call-to-action reads “Dial 4064#.”]

The MTN advertisement promotes the Pulse Stream bundle, targeting young social media users, particularly Snapchat enthusiasts. The style is informal, persuasive, and youth-oriented, appealing to the reader’s social life and sense of belonging.

Ideational Metafunction

The main clause “Keep your streaks alive” represents a process of continuity. The imperative verb “Keep” functions as a material process, commanding the user to perform an action directed at the Goal, “your streaks.” This represents a problem-solution structure: the risk of losing a Snapchat streak is the implied problem, and the MTN data bundle is the solution. The supplementary text elaborates on the circumstances: location (“on Snapchat”), accompaniment (“with MTN’s Pulse Stream bundle”), and cost (“for just N300”). The modifier “just” minimises the cost, making the solution more appealing. The field of the text is digital social life and connectivity.

Table 1 presents the transitivity analysis of the MTN advertisement.

Table 1: Transitivity Analysis of MTN Advertisement

Clause	Process Type	Participants	Circumstances
Keep your streaks alive	Material (imperative)	Actor: implied “you”; Goal: “your streaks”	Manner: “alive”
Stay active on Snapchat	Material (imperative)	Actor: implied “you”	Location: “on Snapchat”
with MTN’s Pulse Stream bundle	—	—	Accompaniment: “with MTN’s Pulse Stream bundle”
for just N300	—	—	Cost: “for just N300”
Dial 4064#	Material (imperative)	Actor: implied “you”; Goal: “4064#”	—

The table shows that all processes are material and imperative, constructing a sequence of actions for the consumer to perform. The advertisement represents a world of action rather than description, positioning the consumer as an active agent.

Interpersonal Metafunction

The advertisement is structured as a series of commands, using imperative verbs “Keep,” “Stay,” and “Dial.” This creates a direct, informal, and authoritative tone, positioning the advertiser as a helpful guide or friend. The possessive determiner “your” directly addresses the reader, building a personal connection and making the message feel relevant to their individual social life. The absence of modality (no “might,” “could,” or “should”) gives the commands a sense of certainty and urgency. The visual component supports this interpersonal relationship. The image of the excited young woman represents the target audience and a positive emotional response to the product. Her expression invites empathy and reinforces the idea that maintaining social media streaks is a source of joy. The casual, stylised drawing style also contributes to the friendly, approachable tenor of the text, avoiding a formal, corporate feel. The tenor is that of a peer or friend offering helpful advice.

Table 2 presents the mood analysis of both advertisements.

Table 2: Mood Analysis of MTN and Glo Advertisements

Mood Type	MTN Advertisement	Glo Advertisement
Imperative	3 clauses (“Keep,” “Stay,” “Dial”)	2 clauses (“Maximize,” “Make”)
Declarative	0 clauses	1 clause (“Enjoy the WIN-WIN deal”)
Interrogative	0 clauses	0 clauses
Total	3	3

Both advertisements rely heavily on imperative clauses, reflecting the call-to-action nature of advertising. The absence of interrogative clauses means that the advertisements do not invite dialogue; they command action.

Textual Metafunction

The bold, large font of the headline “Keep your streaks alive” functions as the Theme, establishing the central topic. The smaller text below serves as the Rheme, providing specific information about the product and its cost. The visual organisation supports this: the image of the young woman is central, with the yellow background and floating emojis providing a cohesive visual field that reinforces the field of social media. The call-to-action “Dial 4064#” provides a clear, actionable instruction, completing the communicative purpose. The colour yellow is associated with energy, optimism, and attention, while the white font contrasts sharply for readability. The overall layout follows a problem-solution-information-action structure, guiding the reader from attention to action.

7.2 Analysis of the Glo Advertisement

Figure 2: Glo Advertisement



Source:

https://www.google.com/search?q=green+and+white+colour+scheme+with+the+heading+%22GLO+BULK+DATA%22+%7CMaximize+your+margins%E2%80%9D+and+%E2%80%9CMake+your+customers+happy%E2%80%9D+&sca_esv=b0c671fd83345bc7&udm=2&biw=1498&bih=683&sxsrf=APpeQnubcGXtjYmf8Er-E-YBx9YqCehcQ%3A1787218398810&ei=3smGaoT_MJTrhbIPhM6D0AM&ved=0ahUKEwiE5q-u866WAxWUdUEAHQTnADoQ4dUDCB&uact=5&oq=green+and+white+colour+scheme+with+the+heading+%22GLO+BULK+DATA%22+%7CMaximize+your+margins%E2%80%9D+and+%E2%80%9CMake+your+customers+happy%E2%80%9D+&gs_lp=Egtd3Mtd2l6LWltZyJ9Z3JlZW4gYW5kIHdoaXRlIGNvbG91ciBzY2h1bWUgd2l0aCB0aGUgaGVhZGluZyAiR0xPIEJVTEsgREFUQSIfE1heGltXplIHlvdXIgbWFyZ2luc-KAnSBhbmQg4oCcTWFrZSB5b3VyIGN1c3RvbWVycyBoYXBweeKAnSBI2wtQAFjrA3AAeACQAQCYAdcBoAHXAaoBAzItMbgBA8gBAPgBAfgBAPgCAKACAJgDAJIHAKAHDLIHALgHAMIHAMgHAIAIAQ&sclient=gws-wiz-img#sv=CAMSURoyKhBILThRSHctb1BBUFFxLU1NMg44UUh3LW9QQVBRcS1NTToOY1VqYVFDUHNiNGptYk0gBCoXCgFzEhBILThRSHctb1BBUFFxLU1NGAEwARgHIIlggOIM SggQARgBIAEoAQ

[Figure 2 shows a green and white colour scheme with the heading “BIGGER DATA, SAME OLD PRICE” in large, bold font. The central image shows A smiling women, looking at Hher phones. The Glo logo appears in the top corner]

The Glo advertisement promotes bulk data for retailers, targeting small-scale business owners. The style is formal, professional, and transactional, appealing to the reader's financial and business motivations.

Ideational Metafunction

The advertisement focuses on a transactional process: selling data to businesses. The imperative clauses "Maximize your margins" and "Make your customers happy" represent desired outcomes. The Goals are "your margins" and "your customers happy." The phrase "WIN-WIN deal" represents the outcome as mutually beneficial. The text "ideal for data retailers" identifies the target participants. The visual background, with market stalls and people, reinforces the field of small-scale business.

Table 3 presents the transitivity analysis of the Glo advertisement.

Table 3: Transitivity Analysis of Glo Advertisement

Clause	Process Type	Participants	Circumstances
Maximize your margins	Material (imperative)	Actor: implied "you"; Goal: "your margins"	—
Make your customers happy	Material (imperative)	Actor: implied "you"; Goal: "your customers"; Attribute: "happy"	—
Enjoy the WIN-WIN deal	Material (imperative)	Actor: implied "you"; Goal: "the WIN-WIN deal"	—
Ideal for data retailers	Relational	Carrier: "the deal"; Attribute: "ideal"	Beneficiary: "for data retailers"
DIAL 500	Material (imperative)	Actor: implied "you"; Goal: "500"	—

The Glo advertisement also relies primarily on material processes, but includes one relational clause ("Ideal for data retailers") that defines the product. This combination of action and definition constructs both the product and its benefits.

Interpersonal Metafunction

The language is direct and advisory, using imperative verbs to command the user towards beneficial action. The possessive determiner “your” creates a sense of direct address and personal investment. The image of two smiling women creates a relatable scene of satisfaction and trust. The tenor is formal, professional, and business-oriented, befitting a service aimed at entrepreneurs. Unlike the MTN advertisement, which positions the advertiser as a friend, the Glo advertisement positions the advertiser as a business advisor or partner.

Textual Metafunction

The heading “GLO BULK DATA” serves as the Theme, establishing the topic. The sub-headings function as the Rheme, explaining key benefits. The use of separate lines for each benefit provides a clear, scannable format. The information is organised hierarchically, with benefits at the top and contact details at the bottom. The green blocks and Glo logo provide consistent brand identity. Green is associated with prosperity, growth, and financial success, reinforcing the business-oriented message.

DISCUSSION

The analysis reveals both similarities and differences between the MTN and Glo advertisements. Both employ imperative clauses, direct address, and possessive determiners to engage audiences. Both use visual elements to reinforce the verbal message and establish brand identity. Both follow a structure that moves from attention to information to action. These similarities reflect the shared conventions of advertising discourse and the specific demands of the GSM market in Nigeria.

However, the differences are equally significant. The MTN advertisement adopts an informal, youthful, socially oriented style, appealing to emotion and social belonging, while the Glo advertisement employs a professional, business-oriented, transactional style, appealing to financial motivation and rational calculation. These stylistic differences reflect the different target audiences and market positions of the two brands. MTN, as a multinational brand with a strong youth following, uses language that resonates with young people’s social lives. Glo, as an indigenous brand competing on value, uses language that appeals to the financial interests of small-scale entrepreneurs.

Halliday’s three metafunctions provide a productive framework for explaining these stylistic choices. The ideational metafunction reveals how the advertisements represent different worlds: MTN represents the world of digital social interaction, while Glo represents the world of small business. The interpersonal metafunction reveals how the advertisements construct different relationships: MTN positions itself as a friendly peer, while Glo positions itself as a professional advisor. The textual metafunction

reveals how the advertisements organise their messages for clarity and impact, with both using bold headlines as Themes and structured layouts to guide attention.

The findings align with prior research on advertising language. Leech's (1966) four attributes—attention value, readability, memorability, and selling power—are all evident in both advertisements. The imperative clauses provide selling power, the bold fonts ensure attention value, the simple language ensures readability, and the slogans ("Keep your streaks alive," "WIN-WIN deal") ensure memorability. The study also confirms the relevance of SFL for analysing advertising discourse, as argued by Odebunmi (2013) and Alo and Igwebuike (2012) in the Nigerian context.

The study also contributes to the emerging field of multimodal analysis. While SFL was originally developed for language, the integration of visual analysis—drawing on Kress and van Leeuwen's (2020) visual grammar—demonstrates how the framework can be extended to account for the interaction of verbal and visual modes. The colour choices, images, and layout of the advertisements are not decorative but meaning-making resources that work alongside the verbal text.

CONCLUSION

This study has investigated the stylistic features and linguistic devices used in MTN and Glo advertisements on Facebook, anchored on Halliday's Systemic Functional Linguistics. The findings reveal that advertisers strategically deploy linguistic and visual resources to attract attention, communicate product benefits, establish relationships, and encourage consumer action. The MTN advertisement adopts an informal, youthful style, while the Glo advertisement employs a professional, transactional style. These stylistic differences reflect the brands' distinct target audiences and market positions.

The study demonstrates that SFL provides a valuable framework for analysing advertising discourse, revealing how language and visuals work together to achieve persuasive goals. The ideational metafunction exposes the problem-solution and transactional structures of the advertisements. The interpersonal metafunction reveals the relationships the advertisers construct with their audiences. The textual metafunction shows how information is organised for maximum impact. Together, these metafunctions explain how the advertisements function as coherent, persuasive texts.

The research contributes to the growing body of stylistic research on Nigerian advertising and offers a model for applying SFL to multimodal texts. It underscores the significance of language as a strategic resource in the competitive GSM market and highlights the importance of stylistic analysis for understanding how brands position themselves through discourse.

RECOMMENDATIONS

1. First, telecommunication companies and advertising agencies should continue using creative linguistic features in social media advertisements. Imperatives, direct address, slogans, and persuasive expressions effectively attract attention and encourage engagement. Advertisers should ensure that word choice, tone, and sentence structures are audience-oriented and appropriate for their target consumers.
2. Second, advertisers should pay closer attention to the integration of linguistic and visual elements. Colours, fonts, images, and layout work with language to convey meaning and strengthen persuasion. MTN, Glo, and other providers should ensure that visual design supports rather than distracts from the message, improving clarity, brand recognition, memorability, and engagement.
3. Third, students and scholars of linguistics, stylistics, and communication should apply Systemic Functional Linguistics to contemporary advertising discourse. Halliday's metafunctions are useful for analysing how advertisements represent experience, build relationships, and structure messages. Including social media advertisements in research and teaching would enhance understanding of language in real communicative contexts.
4. Fourth, future research should broaden the corpus to include more advertisements across different platforms, networks, and time periods. Comparative studies of MTN, Glo, Airtel, and 9mobile could provide deeper insight into how brands use language and visuals to influence consumers. Future work could also explore audience responses to specific stylistic devices and examine the effectiveness of different advertising strategies in driving consumer behaviour.

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