

## A CRITICAL DISCOURSE ANALYSIS OF NANDO'S RADIO ADVERTISEMENT

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Radio advertisement is still a popular medium for companies despite the ever-increasing popularity of online marketing. This study examines the language used in Nando's radio advertisements using Critical Discourse Analysis. Data was taken from the Malaysian radio channel, Hitz.fm. For this purpose, Fairclough's 3-Dimensional approach was employed to investigate the discourse strategies and social practices used in the advertisement. The findings show that Nando's was successful in utilising the various discourse strategies found in their advertisement to gain their audience's attention to their product.

**Keywords:** discourse strategies, social practices, radio advertisements, CDA

### 1. INTRODUCTION

Radio advertising is one of the effective ways of reaching the mass audience. In order to make an advertisement effective, advertisers need to carefully decide what its format, time of broadcast and content should be (Perell-Oliver & Muela-Molina, 2013; Rashid *et al.*, 2016). Since advertisement and commercials are considered to be 'persuasive discourse' the language used in radio advertisement are heavily influenced by linguistic communicative means (Villarino & Marina 1997). Linguistic elements such as emphatic stress, independent clauses, ellipsis and coinage are some of the elements used to enable them to engage with the audience within a short period of air-time. This is a very difficult task as listeners are usually engaged with some other activity while the commercial is being broadcast. Therefore, in a short span of just thirty seconds, all the information would have to be conveyed and the audience would have to pay attention to the main point of the advertisement in order to process the message.

A radio advertisement is speech production that is usually read from a script. Also, image representation cannot be applied in radio advertisement as the consumer can only hear to spoken words without having the opportunity to see any related images. Due to this fact, this study seeks to investigate the discourse used in a radio advertisement, particularly in the Nando's advertisement on the Malaysian radio channel, Hitz.FM. Nando's is an international franchise specialising in grilled chicken with more than one thousand restaurants worldwide. This study seeks to find out: 1) What are the linguistic features used by the Nando's radio advertisement and 2) What are the discourse strategies used in the radio advertisement to persuade the consumers?

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## 2. METHODOLOGY

Fairclough's (2013) Critical Discourse Analysis 3-dimensional approach consists of three-related processes of analysis that are tied to another three inter-related dimensions of discourse which are:

1. The object of analysis (verbal, visual, or verbal and visual texts).
2. The processes by means of which the object is produced and received (writing / speaking / designing and reading / listening / viewing) by human subjects.
3. The social-historical conditions which govern these processes.

Fairclough (2013) states that each of these dimensions requires a different kind of analysis which are:

1. Text analysis (description),
2. Processing analysis (interpretation),
3. Social analysis (explanation).

Critical Discourse Analysis assists in focusing on the signifiers which make up the text – the specific linguistic selections, the juxta-positioning, the sequences, the layout and many more. The requirement of comprehending any text is to recognise the historical determination of these signifiers and understand that these choices are tied to conditions of possibility of that utterance.

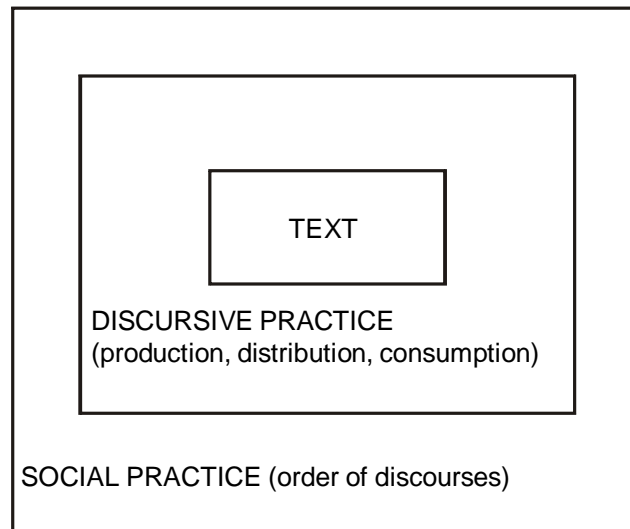
Analysis of texts, according to Fairclough includes 'interdiscursive' analysis of how genres, discourse and styles are articulated together. Interdiscursive analysis is a central and distinctive feature of Critical Discourse Analysis.

## 3. METHODOLOGY AND THEORETICAL FRAMEWORK

This study employed Critical Discourse Analysis (CDA) as the framework. Fairclough (2013) regarded CDA as the relationship between language and social practice. In addition, CDA also is related with language and power. Radio advertisements are considered as spoken media discourse which relates to language and power. It holds the power to persuade public via language.

Through purposive sampling, Nando's Malaysia radio advertisement was chosen because of the quality it possesses which is suitable to be analysed using the framework of CDA. This thirty-second advertisement was then transcribed to ease the process of analysis.

After transcribing the advertisement, it has been analysed critically using Fairclough's three-dimensional framework (2001). His framework consists of three distinct analysis which are; analysis of language text, analysis of discourse practice and analysis of sociolinguistic event which related to sociocultural practices (Behnam and Mahmoudy, 2013). As such, the method is manifested at micro, meso and macro levels. Micro-level deals with the aspect of lexicology, syntax,



**Figure 1:** Fairclough's three-dimensional model (2013)

morphology, metaphoric structure and certain rhetoric devices. Meso-level studies the text production and also the relationship between language and power, while the macro-level concerns about the text and society. Hence, this framework is useful to investigate the relationships between the discourse and language use, power and the socio-cultural aspect.

#### **4. FINDINGS AND DISCUSSION**

The analysis is presented at the textual analysis (micro), discourse practices (meso) and sociolinguistic (macro) level based on Fairclough's 3D framework.

##### **4.1. Textual Analysis (Micro Level)**

The Micro-level analyses text and the descriptions (Janks, 1997). The linguistic features used within the chosen Nando's Malaysia radio advertisement will be examined. At this level of analysis, the linguistic features such as vocabulary, syntax and rhetorical devices employed within the advertisement are discussed.

##### ***4.1.1. Linguistic Features Within Nando's Malaysia Radio Advertisement***

###### ***4.1.1.1. Direct Address***

The advertisement uses direct address to address its audience mainly for ideological and practical reasons. The use of second-personal and possessive pronouns such as 'you' aims to address the listeners directly and personally (Rashid, Rahman, &

Today at Nando's, we honour you for being you.  
 It's okay if you never won gold medals.  
 It's okay if you have no special escort to escape every traffic.  
 It's okay if you have no *kompang* boys Arau to give you a grand entrance.  
 It's okay if you never been to outer space.  
 No matter who you are, you deserve to feel like a big shot.  
 Haaaaaaaaaaaa who said you need to be a *Dato* ' to eat like one.

**Figure 2:** Direct Address

Rahman, 2016). When people are addressed individually rather than as part of the mass audience, it makes them valued and appreciated. The use of first and second person pronoun seems to indicate as if the advertiser is making promises that are sincere and honest. The use of personal pronouns establishes a certain type of relationship between the advertisers and the audience. To address people on individual basis is referred as 'synthetic personalizations', (Fairclough, 2015). From all of the 9 lines of the radio advertisement's excerpt, 7 lines have the word 'you' with 10 times of the word being repeated.

#### 4.1.1.2. Imperative

Today at Nando's, we honour you for being you.  
 No matter who you are, you deserve to feel like a big shot.  
Drop by Nando's and order the new butterfly chicken breast meal. The most premium cut there is for chicken breast plus two size.

**Figure 3:** Imperative

Verbs or phrases in an imperative mood within the advertisement plays an important role in affecting the emotion state of listeners. In order to persuade readers to buy or take certain actions, advertisers use imperatives. Table 3 shows imperatives that are used in the advertisements analysed in this study. The use of imperative signifies the effort of the advertisers in establishing a closer relationship with the readers. Such informality leads to the equality between advertisers and readers.

#### 4.1.1.3. Adjectives

Drop by Nando's and order the new butterfly chicken breast meal. The most premium cut there is for chicken breast plus two size...

**Figure 4:** Positive Adjective

Adjectives are pertinent in advertising as "they convey a positive or negative affective meaning" (Delin 2000: 133). "Affective meaning" here means that it will create the audiences' positive or negative evaluation of an advertised product. The advertisements in this study contained adjectives with positive and negative

connotations. The positive adjectives are related to the qualities of the product, i.e premium, whereby it refers to the value that can be experienced by the consumers. The way the positive adjective is used, illustrates the positivity of the advertised item. This will be inserted in the mind of readers which Cook refers as 'fusion' that will imbue the characterless product with desirable qualities' (Cook 2001:108).

It's okay if you have no special escort to escape every traffic.  
It's okay if you have no kompany boys Arau to give you a grand entrance.

**Figure 5:** Negative Adjective

Negative adjectives are linked to the problems which existed prior to not having the product or the item being advertised. The use of emotive adjectives or adjectival phrases can stimulate fantasy, dreams and desires of listeners.

#### 4.1.1.4. Parallelism

It's okay if you never won gold medals.  
It's okay if you have no special escort to escape every traffic.  
It's okay if you have no kompany boys Arau to give you a grand entrance.  
It's okay if you never been to outer space.  
It's okay.

**Figure 6:** Parallelism

Parallelism refers to the repetition of linguistic patterns such as sentences, phrases and expressions. Parallelism strategies are especially used in the field of advertising which refers to types that emerge as synonymic (using words or images or sounds in subtle repetitive patterns), antithetical (choosing one thing against another presented in a parallel manner), and synthetic (synthesizing a selection from the parallelism of presentation), (Kreimendahl, 2001). Table 6 presents the use of parallelism found in the advertisement analysed. The use of the phrase 'It's okay.' Repeatedly indicates parallelism to emphasize a certain aspect that no mistreatment is given to people and all of them are given equal treatment. Everyone, as the advertisement says, is able to enjoy the meal like a *Dato*' (an honorary title in the Malay language).

## 4.2. Discourse Practices (Meso Level)

The analysis at the Meso level involves the study on the spoken text production and interpretation (Janks, 1997), focusing on how power relations within the discourse are enacted to influence listeners. This dimension will discuss on the processing analysis by asking questions such as (1) who are the producers, (2) what are their objectives, (3) what is the context of the production. Discourse strategies within the advertisement is shown by interpreting the present linguistic devices.

Firstly, the situational context of producers and the production is analysed. The advertisement is produced by Nando's Malaysia and is aired via the Malaysian radio channel, Hitz.FM. It is created to promote the new Nando's premium meal by highlighting its premium quality and affordable price, as well as everyone can eat like a *Dato'* (someone carrying an honorary title).

#### 4.2.1. Discourse Strategies Within Nando's Malaysia Radio Advertisement

TABLE 1: DISCOURSE STRATEGIES

Num.	Strategy Used in Advertisement	Linguistic Devices
1	Promoting through implication	Today at Nando's, we honour you for being you ...order the new butterfly chicken breast meal.
2	Invoking inadequacies	...you never won gold medals... ...you have no special escort to escape every traffic... ... you have no <i>kompang</i> boys Arau to give you a grand entrance... ...you never been to outer space...
3	Puffery	Haaaaaaaaaaaa who said you need to be a <i>Dato'</i> to eat like one
4	Emotive words	honour, deserve, big shot

From the findings presented in Table 7, it can be seen that the advertiser applies various discourse strategies from the use of different linguistic devices. The aim of the advertiser is to promote the product. Nando's Malaysia holds the exclusive right in providing the product (meal). Thus, the advertiser promotes through implication that the product is exclusively theirs and not available at other places. The strategies of invoking inadequacies as well as usage of puffery and emotive words are to influence the listeners. This approach of advertising is known as "glittering generalities" which is one of the techniques that use language in a positive manner (Moreo 2000).

#### 4.3. Sociolinguistic Analysis (Macro-level)

Janks (1997) mentions that the analysis at the macro-level involves the study of the spoken text which concerns the relationship between text and society. Intertextuality ensues in any advertisement especially in radio advertising as words are exploited in various kind of way to attract and appeal to consumers as well as potential customer. Take this phrase for example; '**gold medals**', '**special escort to escape every traffic**', '**kompang boys Arau**', '**outer space**.' All these phrases have soecial significance to the Malaysian public.

'**Gold medals**' refers to the gold medal won by *Dato'* Lee Chong Wei, Malaysia's world number one badminton player. It is almost impossible to find someone who does not recognise *Dato'* Lee Ching Wei in Malaysia. This particular public figure could grab people's attention if mentioned as Malaysians idolise

him. '**Special escort to escape every traffic**' refer to those celebrities, public figures, sultans or other famous people who are always escorted by special force or the police away when using the road. In Malaysia, this kind of scene is naturally overwhelming to some others that people would stop and even step out of their vehicles to watch.

'**Kompang boys Arau**' refers to the wedding ceremonies of newlywed couples being escorted to their wedding dais. It is a highly ceremonious and glorious moment where people celebrate and rejoice the couple and extend their congratulations to the couple. '**Outer space**' refers to Dr. Sheikh Muszaphar Shukor, a Malaysian orthopaedic surgeon who is Malaysia's first astronaut. Again, the same effect can be elicited by mentioning his name, similar to *Dato*' Lee Chong Wei.

The message that is trying to be conveyed through this advertisement is that one does not require the title '*Dato*' in order to be treated like one. '*Dato*' can be considered a high status in the Malaysian society. In this particular advertisement, there is also intertextuality whereby a phrase is inter-related to another text involving people, social events, social experiences that is attractive and appealing to the Malaysian audience. Nando's advertisement has successfully used a variety of discourse strategies aforementioned to promote their product thus establishing their brand as a Malaysian-friendly brand of choice.

## 5. CONCLUSION

Based on the analysis, we can conclude that the advertiser has used various linguistics features such as direct address, imperatives, adjectives and parallelism. These features aid to make the advertisement appears very interesting. For example, the use of parallelism makes it beautifully rhyme and nice to be listened to. Direct address brings different connotation to the public as it makes them more intimate to the advertisement.

In addition, the advertisement employed a number of powerful discourse strategies such as puffery and emotive words. It also knows how to invoke inadequacies in a proper way to attract the listeners. For example, in the line '.... you never won gold medals', they try to persuade public to feel that it is okay for them to never be the best as long as they have Nando's. Emotive words are also very powerful such as 'honour' and 'big shot'. It caused extra impact to the public.

In term of societal aspect, the advertiser did include the element of "localness" in the advertisement. For instance, in line 'you have no *kompang* boys Arau to give you a grand entrance'. The use of '*kampung* boys Arau' reflects the traditional village folk in Malaysia, specifically people in Arau (a small district in northern Malaysia). Language is a powerful tool to persuade people. As can be seen from the analysis, the effective use of language can connect people due to the variety of approaches employed. In short, advertisers manipulate language in order to make their advertisements more appealing to the masses.

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