



**Revue des Sciences humaines
et sociales, Lettres, Langues et
Civilisations**

**ISSN
(E) 2958-2814
(P) 3006-306X**

Volume 3, Numéro 4, Octobre 2025

**Université Alassane Ouattara
UFR Communication Milieu et Société**

revue.akiri-uao.org



DOI: <https://dx.doi.org/10.4314/akiri>

Site web: <https://revue.akiri-uao.org/>

E-mail : revueakiri@gmail.com

Editeur

UFR Communication, Milieu et Société
Université Alassane Ouattara, Bouaké (Côte d'Ivoire)



ISSN-L: **2958-2814**
ISSN-P: **3006-306X**

INDEXATIONS INTERNATIONALES

Pour toutes informations sur l'indexation internationale de la revue *AKIRI*, consultez les bases de données ci-dessous :

auré HAL
accès aux données
de référence de HAL

<https://aurehal.archives-ouvertes.fr/journal/read/id/398946>

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[https://ipindexing.com/journal-details/AKIRI-\(Revue-des-sciences-humaines-et-sociales-lettres-langues-et-civilisations\)/2360](https://ipindexing.com/journal-details/AKIRI-(Revue-des-sciences-humaines-et-sociales-lettres-langues-et-civilisations)/2360)

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OAJI **Open Academic Journals Index**
.net Founded 2013

<http://oajl.net/journal-detail.html?number=14071>

Impact factor : SJIF 2025 : 6.586

REVUE ELECTRONIQUE

AKIRI

Revue Scientifique des Sciences humaines et sociales, Lettres, Langues et Civilisations

ISSN-L: 2958-2814

ISSN-P: 3006-306X

E-ISSN 2958-2814 (Online ou en Ligne)
I-ISSN 3006-306X (Print ou imprimé)

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Indexations internationales :

Auré HAL : <https://aurehal.archives-ouvertes.fr/journal/read/id/398946>

Mir@bel : <https://reseau-mirabel.info/revue/15150/Akiri>

Sjifactor: <http://sjifactor.com/passport.php?id=23334>

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DRJI: <https://olddrjilbp.world/IndexingCertificate.aspx?id=14086>

OAJI: <http://oaji.net/journal-detail.html?number=14071>

Impact factor : SJIF 2025 : 6.586

ISSN-L: 2958-2814

ISSN-P: 3006-306X

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Dans un environnement marqué par la croissance, sans cesse, des productions scientifiques, la diffusion et la promotion des acquis de la recherche deviennent un impératif pour les acteurs du monde scientifique. Perçues comme un patrimoine, un héritage à léguer aux générations futures, les productions scientifiques doivent briser les barrières et les frontières afin d'être facilement accessibles à tous.

Ainsi, s'inscrivant dans la dynamique du temps et de l'espace, la revue « *AKIRI* » se présente comme un outil de promotion et de diffusion des résultats des recherches des enseignants-chercheurs et chercheurs des universités et de centres de recherches de Côte d'Ivoire et d'ailleurs. Ce faisant, elle permettra aux enseignants-chercheurs et chercheurs de s'ouvrir davantage sur le monde extérieur à travers la diffusion de leurs productions intellectuelles et scientifiques.

AKIRI est une revue à parution trimestrielle de l'Unité de Formation et de Recherches (UFR) : Communication, Milieu et Société (CMS) de l'Université Alassane Ouattara. Elle publie les articles dans le domaine des Sciences humaines et sociales, Lettres, Langues et Civilisations. Sans toutefois être fermée, cette revue privilégie les contributions originales et pertinentes. Les textes doivent tenir compte de l'évolution des disciplines couvertes et respecter la ligne éditoriale de la revue. Ils doivent en outre être originaux et n'avoir pas fait l'objet d'une acceptation pour publication dans une autre revue à comité de lecture.

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La revue *AKIRI* n'accepte que des articles inédits et originaux dans diverses langues notamment en allemand, en anglais, en espagnol et en Français. Le manuscrit est remis à deux instructeurs, choisis en fonction de leurs compétences dans la discipline. Le secrétariat de la rédaction communique aux auteurs les observations formulées par le comité de lecture ainsi qu'une copie du rapport, si cela est nécessaire. Dans le cas où la publication de l'article est acceptée avec révisions, l'auteur dispose alors d'un délai raisonnable pour remettre la version définitive de son texte au secrétariat de la revue

Structure générale de l'article :

Le projet d'article doit être envoyé sous la forme d'un document Word, police Times New Roman, taille 12 et interligne 1,5 pour le corps de texte (sauf les notes de bas de page qui ont la taille 10 et les citations en retrait de 2 cm à gauche et à droite qui sont présentées en taille 11 avec interligne 1 ou simple). Le texte doit être justifié et ne doit pas excéder 18 pages. Le manuscrit doit comporter une introduction, un développement articulé, une conclusion et une bibliographie.

Présentation de l'article :

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- Juste après le titre, l'auteur doit mentionner son identité (Prénom et NOM en gras et en taille 12), ses adresses (institution, e-mail, pays et téléphones en italique et en taille 11)
- Le résumé (200 mots au maximum) présenté en taille 10 pts ne doit pas être une reproduction de la conclusion du manuscrit. Il est donné à la fois en français et en anglais (abstract). Les mots-clés (05 au maximum, taille 10pts) sont donnés en français et en anglais (key words)
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Analysing advertising discourse in Côte d'Ivoire: the case of advertising in Baoulé and Malinke

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Date de soumission : 09-07-2025

Date de publication : 31-10-2025

doi: <https://dx.doi.org/10.4314/akiri.v3i4.1>

Abstract

This current research tends to establish a correlation between commercial advertisement and language promotion process. It focuses on exploring to what extent linguistic tactics in commercial advertising can be a means of promoting and saving African Languages for their development. To reach such an investigation, this work examines how far national languages in Cote D'Ivoire can be planned and promoted through commercial advertisements. To this end, the theory of language planning policy and Fairclough's three-dimension theory are employed to reveal the discursive tactics and functions of local languages in advertising. It is observed that various local words and utterances are used as slogans and brand names in advertising discourse. In fact, in the context of Côte D'Ivoire, the use of local languages such as Baoulé and Malinké in commercial advertising is progressively noticeable. Such an integration of local languages in advertisements is due to the power of advertising in being into contact with population. As involved in selling new items and promoting modern products, commercial advertising can be used in the process of modernization and standardization of language planning policy to save and valorise local languages. This article is a problem-solving suggestion to language policy makers in order to promote our languages through advertisements.

Key words: Advertisement, Development, Language planning, Three-dimension Theory.



Analyse du discours publicitaire en Côte d'Ivoire : le cas des publicités en Baoulé et Malinké.

Résumé

Cette étude essaie d'établir une relation entre la publicité et le processus de promotion des langues. Elle vise à explorer dans quelle mesure les tactiques linguistiques du langage publicitaire, dans son processus de vente, peut être un canal de promotion et de sauvegarde des langues Africaines pour un développement durable. Pour réussir une telle enquête, ce travail examine comment les langues locales ivoiriennes peuvent être planifiées and promues à travers la publicité. A cet égard, les théories de l'aménagement linguistique et des trois dimensions de Fairclough sont utilisées pour montrer les tactiques discursives et leurs fonctions des langues locales dans la publicité. En effet, nous observons une utilisation progressive de plusieurs langues locales pour décrire et nommer des produits dans les discours publicitaires. Dans le contexte ivoirien, on remarque l'utilisation des langues locales telles que le 'Baoulé' et 'le Malinké' dans la vente de plusieurs produits. Une telle intégration des langues locales dans la publicité est liée à la force du contact entre publicité et population. Puisque la publicité s'intéresse à la commercialisation d'articles et est en perpétuelle contact avec la société, elle peut alors être un canal dans le processus de standardisation et de modernisation pour sauvegarder et valoriser les langues locales. Cet article se présente comme une piste de proposition de solution pour les responsables des politiques d'aménagement linguistique afin de promouvoir nos langues par la publicité.

Mots clés : Aménagement Linguistique, Développement, Publicité, Théorie des Trois Dimensions.

Introduction

Less attention is paid to the importance of linguistic autonomy or sovereignty when it comes to question the dynamism, changes and development of a particular community. The quest of change, development and sustainability of a community or a nation calls for various social factors among which language is a key. For instance, S. Wright (2004: 4), advocates that "language is a necessary product of a society and the people that use it". A necessary product of society and its users must not be overlooked in the search of national power and integrity. In fact, language is linked to its users, and the integrity and identity of users must include language planning for linguistic independency. Such an observation leads to question the correlation between local languages, social innovation and the quest of national language independency. In the context of Côte D'Ivoire, which is a multilingual setting, planning national languages through commercial advertising can be a way of affirming linguistic identity for the sake of language autonomy.

The topic of this investigation is "Analysing Advertising Discourse in Côte D'Ivoire: The case of Advertising in Baoulé and Malinke". From this topic, the current research aims at exploring to what extent the use of local languages in commercial advertising can be means of promoting and saving African Languages in order to avoid language decay. In order to reach such an investigation,



this work tends to show how far national languages in Cote D'Ivoire can be planned and promoted through commercial advertisements. This research is intended to position advertising language as one of the channels of planning and saving national languages for linguistic innovation and sustainability in an Ivorian context. This article advocates that the fact of inserting utterances of local languages in advertising discourse can raise awareness of the target population regarding their languages.

Regarding the topic and its objective, the theory of language planning policy and Fairclough's three-dimension theory are employed to reveal the discursive tactics and functions of local languages in advertising. The theory of language planning policy deals with the way and process of valorising, positioning and use of language of a community. It focuses on strategies of developing and saving languages. As for Fairclough's three dimensions theory, it deals with critical discourse analysis and shows the relationship between language use, ideology and society. This theory advocates that all discourse conveys implicit messages and these messages impact the target. The use of such a theory is to demonstrate that the integration of local languages in advertisements implicitly participates in their savings. In fact, to question of the correlation between advertising, local languages and language independency raises a central question: to what extent commercial advertising, in selling items can be a means of promoting and saving some local languages in Ivorian context? The analysis of such a problem raises key questions: which role can advertisement play in the process of planning national languages? to what extent does the insertion of Ivorian local languages in advertisement play a role in national language planning? In order to answer these questions for the sake of results, this research is structured into two main titles: the first title deals with linguistic autonomy, expression of social reality and the quest of social unity. Concerning the second title, it focuses on commercial advertisement in the process of planning national languages for the sake of saving local languages.

1. Linguistic Autonomy, Expression of Social Reality and the Quest of Social Development

This title is framed to explore the key points of possessing one's language to describe social facts. It details the correlation between linguistic independency, social reality and development. This part presents the necessity of developing and speaking one's own language. Speaking the same language in a community can help people of this community cope with their society and its issues. An interrelationship between language and social development is explained to demonstrate the



usefulness of language independency for a community. Moreover, the notion and quintessence of language planning are considered in the search social developing.

1.1. Linguistic Autonomy and the Expression of Social Reality

Language is an essential social factor; it represents the social belonging of users. Apart from its use, language can work as a tool of social unity and integrity. Unity and integrity are two valuable concepts and ideologies promoted by most of all nations. Thus, these concepts carry multiple interpretation and can vary according to the view of a social. Unity and integrity of a nation can be planned and reinforced through linguistic management. When the linguistic situation of a nation is managed to reach language independency, we talk about linguistic autonomy. In fact, the concept of linguistic autonomy goes along with making a community use its own language as a means of communication. This thought grants a nation with a possibility of expressing its linguistic identity by developing and using its local language (s) in various context of exchange (school, business, hospital...). Language is a social factor, a channel of interaction that can reveal features of its environment and speakers. Thus, according to T. Evani and al., (2016: 537), “language...helps determine social norms and behavior”. Language is part of human and its society, for this such a reason, it is paramount to consider the save and the developing of language regarding the way of social innovations.

Possessing one’s own language includes various privileges such as protecting cultural values, ideologies and social integrity. On the basis of Linguistic Determinism, planning language for a nation is paramount to make a nation linguistically autonomous. Such a language implementation is to lead this country to think about their social reality in their own language. Because “the language of the group expresses its social and cultural reality” said E. Sapir, quoted by S. Wright (2004: 1). Otherwise, thinking in one’s own language permits to easily express one’s social issues and determine the social objective of this group. Ideas about our society is clearly vehicled through our mother tongues rather than with foreign languages. The interconnection between language and the expression of social reality lies in the consideration of language as behavior (Behaviorism).

Language embodies multiple features that constitute the lifestyle of speakers. From this point, undertaking or understanding any social action demands a knowledge of local languages. In the context of social reality, local language autonomy helps better manage social facts because language sheds light on culture, identity and way of living. Language, through specific words



communicates ideas that are linked to what people can see and experiment. For example, translating or expressing ideas of snow in an Ivorian environment become ambiguous. In fact, the word “snow” does not exist in Ivorian local languages because there is no social reality connected to this season. Then, if language carries realities of a community through expression of ideas, it is obvious to mention that social decisions such as development of lifestyle and economy are well discussed by considering local languages. Being linguistically independent can favour a better analysis of a locality for the construction and reconstruction of a nation.

1.2. Language Planning, Social Development and Unity in the Context of Côte D’Ivoire

Language planning refers to a social policy which tends to study and harness languages of different communities for the sake of establishing them as official local languages. This policy is structured by considering the linguistic context of the environment. For instance, policy in planning language in a monolingual area should be different from a multilingual setting. In fact, in both cases, language planning policy has the goal of managing the linguistic situation of nations in order to reveal and value all languages for the purpose of daily communication. The focus of national language planning is “related to the issues of creating national unity and developing and maintaining effective communication within emerging nations” according to A. J. Liddicoat and al. (2008: 3). By applying this linguistic policy to Côte D’Ivoire, local languages can work as channel to unify communities, maintain collaboration among people and facilitate process of development.

As far as social development is concerned, it is complex term in both definition and implementation. Even if the term is associated to the amelioration of society and living standard, it involves various features, criteria and depends on the context. However, we can consider the concept of social development as a process in which positive changes of a society are operated and manifested. Social development encompasses a wide range of components such as economy, politics, environment, culture, only to quote these. Thus, for A. P. Uzoma (2026: 9), developing a society infers “improving the well-being of the majority of the population..., economic growth... reformation of social institutions and infrastructures”. Basing on this point, using local languages of the population which belongs to the cultural heritage of each country can accelerate the achievement of a social sustainable development.



Language allows people to perform several actions in society through ideologies. Thus, N. Fairclough, (2010: 59) asserts that “Language is a material form of ideology, and language is invested by ideology”. In addition to its capacity of transmitting messages, language is an ideological tank and it affords to man the possibility to act and transform his environment. However, language users can reach their desire of developing their society if they are able to communicate with the same language for a better understanding. For the reason of clear understanding in terms of ideas, nations like Côte D’Ivoire must set a plan of language identity. For the sake of motivating people to social reality, social change and sustainable development, Ivorian should have a language planning policy and implement it. As A. P. Uzoma advocates (2016: 8) “Language is a vehicle for social change, social mobilization, social reconstruction and national development...Language defines the path of socio-economic construction and as such language is central to any discussion of development”. From the idea of Agwu P. Uzoma, language becomes the pillar of nation building like in some European and American countries. According to S. Wright (2004), Language planning was an integral part of nation building in the 18th and 19th century with intellectual in USA, France, German, Italy.

The connection between social development and language is manifested in the process of sensitizing and changing people’s attitude. Indeed, the change of behaviour of a community requires the respect of some social norms which go along with the cultural values of this community. This said, to easily convey information adapted to a society, leaders should express their ideas with the language that contains words able to detail and express their social context. Thus, T. Evani and al. (2016: 537) assert that “Using local languages can contribute in authentic development process”. Planning local languages for daily use in Côte D’Ivoire and including them in new decisions making and businesses can catalyst the process of development of this country. Embodying social and cultural clues, language of a community is immanent in the quest of social innovations if it is well planned and applied.

The power of speaking local languages can be perceived during various political campaigns and foreign investigations. To establish relationship and familiarity between politicians and voters of some localities, local languages are used during their exchange with audience. They make use of the language of the area to show their belonging, integrity and devotion to sympathize focusing on social realities. For example, a Baoulé’s political leader can use some sentences in Malinké (Djula) toward Malinké’s audience during political campaign and vice versa. This communicative strategy



functions as a way of showing belongingness and unity with the audience; it infers that they speak with the same voice for progress. Such a piece of evidence witnesses how far leaders should pay attention to the development of their local languages because languages represent the bridge between human, society and innovation. This stratagem of using local languages for integration is also applied by foreign investigators to reach their objective.

Local languages are sometimes used for business collaborations between farmers, sellers and other business groups, developing them can be a tactic to position these languages at the international level. According to S. Wright (2004: 4) “language adapts itself inevitably to the new ways of being”. However, such adaptation depends on the users. If language is not active and used for expressing new realities, it cannot work as instrument of modern facts. From this view, managing language policy based on contemporary issues and new forms of businesses is able to improve social situation. Planning local languages for business collaborations permits to lead foreign consumers to buy both products and languages. In this modern world of inclusion and conflict of cultural ideologies, planning local languages is a template to enhance linguistic identity, preserve our heritage and ensure subsistence. A commitment to language policy permits to embark a group of people to new perspectives with their languages by developing, saving and promoting these languages for social unity and development. Then, being linguistically independent can allow a group of people to easily express their social realities and undertake decisions of development based on their environments.

2. Advertisement and the Process of Planning National Languages in Côte D’Ivoire

The correlation between advertisements and planning local languages is merely tight. People mostly consider other means such as classroom teachings with textbooks rather than advertising discourse regarding language planning process. In this part, the emphasis is put on the role that commercial advertisements can play in promoting and preserving our mother tongues or local languages. In fact, advertisement is known for its power of spreading information and details about the selling of goods. Thus, W. F. Arens (2002: 6) advocates that advertisement represents “a form of communication by which the companies and organizations come in contact with their consumers or clients”. Such a form of communication can be used by institutes of languages in Côte D’Ivoire to achieve a goal of planning, promoting and saving local languages.



2.1. Involving Commercial Advertisement in Local Language Planning

The role of commercial advertisement is generally restricted to the promotion of products and services. Even though it has a principal mandate to commercialise items, it can be exploited to work in other fields. “Advertising is part of the establishment and reflection of a common symbolic culture” according to M. Schudson, (1984: p1). Otherwise, advertisement can be involved in the process of language planning policy because language is a cultural element in all societies. With its tactics of products promotion, commercial advertisements must be included in the promotion of local languages. Using local languages in the construction of slogans and brand names indirectly appears as a way of valorising these languages. Such a strategy keeps local languages alive and compel foreign consumers of the products to try to know the origin of both languages and goods. From this notice, planning languages can match with the discursive clues in commercial advertisements. State institutes of language planning in Côte D’Ivoire must implicate advertising agencies in the process of planning policy.

As A. Goddard (1998) quoted by I. U. Zaharah (2018: 1) says “Advertisement is not only about promoting branded products, but also delivering the idea through texts which are intended to create the image of an individual, group or organization”. These ideas about people are built through texts, with language. Language appears as the pillar of advertisements. This linguistic pillar of advertisements must be taken into account in the marketing of local products. The language of a community can be used during the promotion and selling of their goods. For example, rice (Saka, in Bété and Malo, in Malinké) produced in the area of Gagnoa, Daloa and shea butter in Korhogo must carry names in their different local languages during commercialization but not foreign languages. These examples are already visible in many foreign marketing companies where international languages are used in advertisements (Kebab, Pizza, Ketchup...) in order to keep their language spreading all over the world.

The domain of advertising is very flexible, it touches various aspect of inquiries and goes beyond the marketing of products. As a form of discourse, advertisement is used to set an interaction between commercials and consumers. This form of discourse can be a powerful tool of constructing society since N. Fairclough (1995: 7) advocates that “discourse is a social practice”, it represents social facts through expression. Regarding its discursive power, we notice that advertisement is sometimes employed as means of ideological, cultural and linguistic propaganda to build new images of the targeted society through consumptions. In the process of language planning policy,



“there are different levels of agency in language planning: government, agencies, pressure groups and individuals” affirm A. J. Liddicoat and al. (2008: 5). Among these levels of agency, advertisement can be included in order to help promoting local languages. Including commercial advertising in the building of a linguistic autonomy is not only to facilitate promotion of languages but also to enhance the linguistic activities in Côte D’Ivoire and motivate the use of local languages by Ivorians. Advertisements stands among the most powerful media tools in impacting and changing our society. If this media tool is integrated in corpus planning, status planning and the implementation of language plan, it can play a role of accelerating the language policy in Ivorian Context.

Language is dynamic and for local languages to fit this dynamism, they must be adapted to new terms, situations, modernity and social innovation. As advertising is involved in selling new items and promoting modern products to fill social needs, this medium can be used in the process of modernization and standardization of language planning policy because language is always changing. Ivoirian local languages are endangered and to avoid the total extinction of these languages, authorities, researchers and institutions need to give much interest in the development of their languages. To resuscitate these languages for the sake of daily use, commercial advertisements can work in the process of modernization and standardization. The fact of claiming a linguistic autonomy is a factor of building cultural and identity power for social unity and sustainability. Promoting local languages for African nations can appear as key in giving status to those languages. Languages can be promoted, not for sale but for surviving and resisting to their decay or disappearance. Regarding the factor of promoting languages, involving advertising in the process of language planning process is crucial to language stability and durability.

As far as language planning policy is concerned, modernization refers to the development of the lexical aspect of language, N. Coupland and al. (1993). It focuses on borrowing, coining or adapting vocabularies of the developing languages to modern facts and actions. This step is essential in increasing the words bank of languages; by creating adapted vocabularies related to new social facts. As for standardization, A. Gilbert (1971), R. Wardhaugh, (1990), it copes with the selection of the sector or domain in which the chosen languages will be used. In the context of Côte D’Ivoire, this step is critical in the sense that foreign languages are used in all public services. The French speaking countries system known as “Francophonie” is key obstacle in developing local languages in Côte D’Ivoire. For this reason, using commercial advertisement in promoting our local products

and services can enable the propaganda of our languages by including local words and sentences in advertising discourse. In the context of this research, only Baoulé and Malinké are considered to test the hypotheses of the importance of advertisements in promoting local languages in Côte D'Ivoire.

2.2. Baoulé and Malinké in Commercial Advertising: a Linguistic Tactic to Valorise and Save These Languages

Advertisement in Baoulé and Malinké such as “*Aya*”, “*Bara moussou*” only to quote these, in the process of planning national languages in Côte D'Ivoire is a key tactic in developing, valorising and saving our local languages. In fact, one cannot avoid contacts with advertisements in Baoulé and Malinké since a moment because they appear almost everywhere and at any time (posters, radio, TV...). For this reason, setting a strategy to combine this means to language planning is useful. Since Foreign languages are regularly used in advertisements to influence the target, Erion Shehu and al. (2022), using local languages in the promotion of local products is also an answer to position local languages. For the part of this research, Baoulé and Malinké are the two selected local languages in Côte D'Ivoire.

Through some observations, various local words and sentences are used as slogans and brand names in advertising discourse. In the context of Côte D'Ivoire, the frequent use of local languages such as Baoulé and Malinké in commercial advertising is noticeable. The analysis of this work focuses on ten selected advertisements through observations to show the importance of using local languages in advertisements. In fact, using Baoulé and Malinké in advertising can be seen as a way of implicitly promoting these languages which belong to the cultural heritage of the nation. As any discourse carries hidden ideologies or messages, the regular use of these local languages in ads to create contact and sell products allow advertisers to make languages known. Beyond the psychological and cultural influence, employing one's own languages in the promotion of local products can play a crucial role in fighting against language decay. When advertisers insert local languages in their campaign, they indirectly give value to these languages and help consumers buy both languages and items. For instance, many people learned some utterances such as pizza, sandwich, one people, one beer, Hollywood and the like because of advertisements. As advertising is involved in selling new items and promoting modern products, this medium can be used in the process of modernization and standardization to save languages. For instance, there are many grocery products advertisements in Malinké and Baoulé to boost these languages:

Ad 1 Gnangnan



Ad 2 Fanico



Ad 3 Akadi dèh !!!



Ad 4 Aya



Ad 5 Aya



The slogans and the products' name of these advertisements (from Ad 1 to Ad 5) are constructed in Malinké and Baoulé. These data are randomly collected from watching tv show and visiting the websites of the different companies. The method of collecting these data is based on a non-participant observation method. Regarding the method of data analysis, it focuses on content method of analysis since the corpus is a combination of discourses dealing with mass communication and particularly advertising discourse whereas Content Analysis is a method applied in both qualitative and quantitative research...and it has its “roots in mass communications” (Marilyn D. W. and al. 2006: 22). Utterances like “Gnangnan”, “Fanico”, “Akadi dèh!!!” and “Aya” are local names and expressions. Referring to the principle of critical discourse analysis, any discursive practices embody implicit messages or ideologies. Thus, any discourse can carry some traits of communicating multiple information in order to express social facts and influence. In the context of the selected advertisements, using local languages as a discursive strategy is not useless, it communicates beyond products promotion. This discursive strategy draws attention of audience about both goods and the languages of advertisements. Advertisements like these firstly pave a way of attracting local people to the importance of speaking their languages and secondly show to the target population (Baoulé and Malinké) how far these Ivorian languages can be used and adapted to modern societies.

The use of local languages as a medium of promoting local goods is able to impact the target by improving the taste of the communication languages. Advertisements are generally based on some cultural aspects of copywriters. The discourse, slogans, brand names and images are framed in a specific context to convey particular n **Ad 7 Bara Musso** udien **Ad 8 Bara Musso** e social and cultural features such as language in commercial advertisements, adaverusers indirectly succeed in promoting languages and keep their linguistic value in the mind of the targeted society. Thus, the use of some words in Baoulé and Malinké can influence consumers’ attitude and catalyst these languages and ensure the natives that their languages can be living and adapted to innovations. Considering the following advertising brand names in Baoulé from two marketing companies in Côte D’Ivoire: www.lessaveursdecheznous and www.AyaAfriquedelouest

Ad 6 Akpi Massa Musso



Ad 9 Akpi



Ad 10 Djoumblé



Apart from promoting products made in Côte D’Ivoire, these advertisements (from Ad 6 to Ad 10) showcase the existing languages. Through brands names and slogans like “Akpi”, “Massa Mousso”, “Djoumblé” and “Bara Mousso”, advertisers indirectly highlight and valorise local languages and make them known. This discursive tactic based on advertising discourse implicitly signals that languages are equal and the so-called indigenous languages can be adapted to social



innovations. This idea is supported by H. Tourneux¹ (2008 : 9) who says “il n’y a pas de différence de nature entre les langues, il n’y en a pas qui soient plus faibles et d’autres mieux...si certaines langues sont plus riches que d’autres en termes de vocabulaires, c’est alors à l’homme d’amplifier la langue par des actions”. Otherwise, for H. Tourneux, all languages have the same nature, they are all made to express thoughts and ideas. if some languages have more words than others, it is due to the actions of users. Languages users must link their languages to their actions, adapting them to modern situations in order to increase words.

In addition to brand names, copywriters make use of some syntactic constructions to frame slogans in local languages. In the context of reinforcing the use of Ivorian local languages in modern issues, advertisers build slogans in Malinkè to promote their items. For instance, in Ad 6 “Gwadouman tiguï”, Ad 7 and 8, “I Ta Ye I Ka Kow Ye”, advertisers build sentences to support the brand names “Massa Mousso” and “Bara Mousso”. These utterances in a local language testify the existence of a syntactic rule in Ivorian local languages. Advertising, perceived as the art of promotion, can play a role of enhancing words bank of local languages, saving and promoting these languages for the sake of linguistic sustainability and innovation. In fact, the social position of languages depends on their communities and the actions in which these languages are involved in. If advertising sells not only items but also cultures, it is therefore compulsory to mention that language is part of culture. From this perspective, commercial advertising has an important role in language policy and planning national language. The insertion of Baoulé and Malinké in the sale of all local products can be valorised and internationalised. To reach this objective, local products should be promoted abroad in order to allow these local languages to travel out of their borders.

Conclusion

Language connects people through interactions and actions in their society. This connection with language becomes successful when people of a given community share the same language. Due to this point, people should claim and consider the language of their culture and develop this language regarding new societal needs. Developing local languages for daily and contemporary use is paramount to linguistic autonomy, social innovation and integrity. Linguistic autonomy based on

¹ H. Tourneux, all languages have the same nature, they are all made to express thoughts and ideas. if some languages have more words than others, it is due to the actions of users.



local languages development enables local communities and nations to board to innovation and sustainability.

To reach a linguistic autonomy and sustainability of a nation, authorities and researchers must call for an innovative language planning policy. In processing a language planning, investigators must take into account a good means of communication which advertisement is part of. In this work, advertisement is put at the center of local language development and independency for a sustainable nation. Advertising discourse is qualified as the core pillar in structuring, enhancing and developing local languages in Côte D'Ivoire. Among these local languages, Baoulé and Malinké are used as examples to illustrate the objective. Using these two languages in the promotion of local products can accelerate their spread and be among the living languages.

The realization of local languages development through advertisements is possible when advertisers frequently employ local words and utterances in advertisements. Including local words in slogans can have an impact on social change by expressing common culture and self-representation of each language speaker. As advertising discourse is always adapted to newness and social needs, it can help in the process of modernization and standardization of Baoulé and Malinké. Advertisements can also allow these local languages in neologism if new products are created by the language speakers. Then, the couple commercial advertisement and language planning policy can match in saving and promoting local languages such as Baoulé and Malinké in the context of Côte D'Ivoire. This research project can be tested and applied for the sake of integrating African languages in this world of globalization and innovation.

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