

A Multimodal Discourse Study of Soft Drinks Advertisements as Supplements to Traditional Dishes in Cameroon

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ABSTRACT: The study examines language use on advertisements presenting soft drinks as supplements to traditional dishes on billboards in Cameroon from a Multimodal perspective. Critical Discourse Studies theoretical framework and Multimodal Discourse Studies Approach are used in analysing the images. Ledin and Machin's (2018) metafunctions and Kress and Leeuwen's (2006) semiotic resources were adopted in analysis. The use of multimodality in the analysis is to demystify the interplay of multimodal strategies also the linguistic landscape, semiotic strategies and linguistic devices which manipulate consumers in purchasing. The research approach uses the qualitative method of data collection and analysis. Data consists of three types of Cameroon traditional dishes and soft drinks; 'Achu and Bubble Up', 'Ndole and Planet Orange' and 'Sanga and American Cola.' The advertisements used the linguistic landscape of Cameroon, verbal language class, persuasive and visual strategies to enforce the image of 'culture, beauty and quality products'. Findings reveal the presence of the linguistic landscape, semiotic resources; participants, transitivity patterns, composition, distance, linguistic resources, modality, and gaze within the advertisements to set 'ideals', 'culture', 'beauty' and 'innovations', having semiotic and linguistic juxtapositions. Power and ideology are demystified relating to culture, beauty and quality which are constructed with synonymous to beautiful traditional dishes, Good food, Good appetite, and supplements to reinforce satisfaction. These advertising ideologies are used to control and manipulate the audience to effect purchases of the soft drinks when consuming these traditional dishes.

KEYWORDS: Soft drinks, Semiotic, Multimodality, Traditional dishes, Supplements, Ideology

INTRODUCTION

The stiff competitiveness of soft drinks in Cameroon markets has created competition between companies which produce such products to satisfy consumers. To achieve competitive strength and market power, they employ different strategies to market their products and achieve large market share. Advertisements (ads) are used a promotional tool of selling these products (Ngu et al. 2022). Source du Pays (SP) strategizes by employing the official languages of Cameroon (English and French) together with the traditional dishes thereby presenting these soft drinks as supplements (Nkamta & Ngwenya, 2017). The soft drinks are new supplements to these dishes, acting as selling points by these organisations.

These ads were collected from road side (billboards), billboard is an important display media of information dissemination which reaches a wider audience in Cameroon (Ngu, 2024). People migrate from one place to another on either for work or from one town to another on daily basis; the presence of information calls their attention. These ads on billboards are found in the cities, outskirts of cities and are often very brief.

Communication requires a code which is known as language. Language is used as a vital tool in human communication which conveys ideas, feelings and statements in this process (Aprili, 2017). The linguistic landscape, images along with the verbal language class in the advertisements play a pertinent role in creating an effect on the Cameroonian society and especially on the different people in that culture who serve as consumers to buy the products. Cook (2001) argues that advertisements inform, persuade, remind, influence and perhaps change opinions, emotions and attitudes. Advertisements can help create awareness, construct identities and attitude. Atanga and Ngu (2019) argue that 'advertisements apart from selling products equally change societal behaviour and make people in that society to react positively with regards to what they do not want or need (p. 528). The language of the advertisements creates identities and social relations between Cameroonians of these different cultural backgrounds through the use of official languages (Nkamta & Ngwenya, 2017).

The use of Multimodal Discourse Studies (MDS) approach is to unveil the meanings on the advertisements which manipulate consumers. It enables an understanding of the effects of the representation of the linguistic landscape on the Cameroon society. Also, it facilitates an understanding of how the images along with verbal language class contribute in manipulating consumers.

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Three traditional dishes and soft drinks are seen from the visual and textual aspects of the advertisements. Each traditional dish has a soft drink placed next to it as a supplement proposed by the organisation to the consumers. The advertiser used visual and linguistic means to persuade the audience into buying these soft drinks when eating the presented cultural dish. Nazli (2016) says advertising is the most influential institution of socialisation in modern society. Lau and Zuraidah (2010) states; advertising has been subtly distorting reality and manipulating consumers to make them buy a way of life as well as goods.

1.2 Objectives of Study

The study aims to:

1. To investigate language used in these advertisements.
2. To demystify power and ideologies embedded within these advertisements which manipulate consumers.

2 LITERATURE REVIEW

Source Du Pays is an Enterprise specialized in the production and sales of soft drinks, energy drinks and mineral water in Cameroon. They are licensed under the Monarch Beverage Company. Soft drinks produced by Source du Pays are Bubble Up, American Cola, Super Jus, Planet Ananas and Orange.

Cameroon is a multilingual country in Central Africa with over 270 national languages, 2 official languages (English and French), and two lingua francas (Cameroon Pidgin English and Camfranglaise) (Echu, 2003a). These languages are the most popular and widely spoken. The national languages remain locally spoken. Source Du Pays over the media uses these languages in communicating with their target audience in Cameroon. Anchimbe (2005) says culture, for instance, can be viewed as derived from, if not constituted in, communication and language practices.

Triandis (1972) says culture is the product of the interaction between universal biological needs and functions. These cultural practices include the food the people eat. In Cameroon, the company uses three traditional dishes: firstly, 'Achu' is popular traditional dish of the Grass field people who occupy the North West Region of Cameroon. Many people living in this Region now eat 'Achu' because of its popularity. Secondly, 'Ndole' is the cultural dish of the Duala people. Lastly, 'Sanga' is the traditional dish of the Ewondo people.

Multimodal Discourse Study (MDS) analyses visual texts. According Meyerhoff (2006), Hudson (1996) believes that there is a close connection between language and society because one cannot segregate language from society. MDS is an analytical method of Critical Discourse Studies (CDS) is employed in this study to demystify power and ideology employed in these visual ads. Kazemian and Hashemi (2014), Gee (2004) and Fairclough and Wodak's (1993) define discourse studies as "the discipline devoted to the investigation of the relationship between form and function in verbal communication" (p. 1).

A CDS has been expanded with an approach used in analysing texts and pictures known as Multimodal Discourse Analysis. Halliday's (1994) systemic functional (SF) theory to provide frameworks for conceptualising the complex array of semiotic resources which are used to create meaning and detailed practices for analyzing the meaning arising from the integrated use of those resources in communicative artifacts and events. SFG (Systemic Functional Grammar) contains three systems, that is, semantic system, lexico-grammatical system and phonological system. Among the three systems, semantic system is the core one which involves three metafunctions: ideational function, interpersonal function and textual function.

Power refers relations of difference, and particularly about the effects of differences in social structures. The constant unity of language and other social matters ensures that language is entwined in social power in a number of ways: language indexes power, expresses power, is involved where there is contention over and a challenge to power (Wodak & Meyer, 2001).

Ideology on the other hand in its critical sense, according to Wodak (1996) and Van Dijk (2001) is a particular "way of representing and constructing society which reproduces unequal relations of domination and exploitation" (p. 18). Ideology involves cognitive comprehension of power relations in society. Thompson (1990) sees ideology as social forms and processes within which, and by means of which, symbolic forms circulate in the social world. The use of the verbal language 'Good Food', 'Good life' and 'bon appetit' is ideological when we see these cultural dishes.

Feuba and Ngu (2019) used Multimodal Discourse Analysis Method to analysis competitive non-alcoholic drinks advertisements on billboards in Cameroon. They use the qualitative method in data collection, Critical Discourse Analysis theoretical framework and the Multimodal Discourse. Atanga and Ngu (2019) equally used the CDA theoretical framework and the MDA method by Kress and Leeuwen (2006) to analyze images. Ads carry persuasion, Jamal (2012), Dillard (2002) view Persuasion as 'the use of symbols (sometimes accompanied by images) by one social actor for changing or maintaining another social actor's opinion or behavior' (p. 1).

2.1 Theoretical Framework

Kress and Leeuwen's (2006) Social Communication theory is used in analysing the multimodal texts. 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:

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2.1.1 The ideational metafunction; It stresses the need to communicate ideas and experiences

2.1.2 The interpersonal metafunction; It stresses to form social relationships and identities; and

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

Kress and Leeuwen's (2006) provided semiotic resources which are used along the metafunctions as discussed below:

Participants, Kress and Leeuwen (2006) identified two kinds of participants involved in every semiotic act, the *interactive participants* and the *represented participants*. The former are the participants in the act of communication- who speak and listen or write and read, make images or view them; the latter are the participants who are the subject of the communication, that is people, places and things including abstract things represented in and by the speech or writing or image (Kress & Leeuwen, 2006, p. 46). They provided terms like 'Actor', 'Goal' and 'recipient'. Actor, goal, transaction are used in functional linguistics. Concerning the narrative processes, they stated that, when participants are connected by a vector, they are represented as doing something to or for each other (Kress & Leeuwen, 2006, p. 56).

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. Composition relates to representational and interactive meanings of the picture to each another through three interrelated systems (Kress & Leeuwen 2006, p. 183):

- i. **Information values:** the placement of elements (participants and syntagms that relate them to each other and to the viewer) endows them with specific informational values attached to the various 'zones' of image: left and right, top and bottom, centre and margin. It involves the layout of items on a page, wherein their arrangement may be deemed significant. That is, whether they appear on the left/right, top/bottom/ centre/margin, etc. may represent a particular meaning. The 'left' and 'right' are associated with 'given' and 'new' (respectively) and seem to have some associations to of good (morally sound) and bad (morally wrong) religious ideas.
- ii. **Salience:** the elements (participants and representational and interactive syntagms) are made to attract the viewers 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.
- iii. **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.

With respect to modality, Kress and Leeuwen (2006) 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.

3. METHODOLOGY

Kress and Leeuwen's (2006) theory is employed in reading the images. A qualitative approach is chosen for data collection. The methodological approach propagated by Jewitt et al., (2016, p. 49) is used in organizing the texts:

1. Firstly, metafunctionally organise and develop the texts according to systems
2. Secondly, Analyse the texts according to the choices that are selected
3. Lastly, interpret the combinations of choices according to genres.

Advertisements of traditional dishes namely; Achu (a Grassfield dish), Sanga (Centre Region), Ndole (Littoral Region) of Cameroon were collected with soft drinks namely: Planet Orange, American Cola and Bubble Up. The advertisements were produced by 'Source Du Pays' and collected from billboards in Yaounde, Douala and Bamenda.

3.1 Data Presentation



Figure 1: Achu and Bubble Up

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The advertisement (fig.1) was collected in Bamenda. The language use is English and French which follows the official language of Cameroon. The images and written texts placed are placed in different positions. The right-hand side of the ad carries the product 'Bubble Up Tonic'. The left-hand side is seen the cultural dish 'Achu', dry fish and yellow sauce in a bowl. Next to the 'Achu' are vegetables, pepper and garden eggs. The soft drink 'Bubble Up Tonic' is a recommended supplement.



Figure 2: Ndole and Planet Orange

This ad was collected from a Billboard in Douala. English and French are visible on this ad. The right-hand side of the ad is seen the soft drink 'Planet Orange' in a yellow can container. The left-hand side of the ad presents the traditional dish 'Ndole and baton de manioc'. Crayfishes are seen on the top of the 'Ndole.' The 'Ndole' is the traditional dish of the Duala's. The Duala's occupy the Littoral Region of Cameroon. Planet Orange is presented as a supplement when eating ndole.



Figure 3: Sanga and Original American Cola Zero

This ad was collected from a Billboard in Yaounde. The official languages; English and French are visible on this ad. Written information and images placed in different positions. At the right-hand side of the ad is the soft drink 'Original American Cola Zero'. The left-hand side is seen the traditional dish 'Sanga'. 'Sanga' is the traditional dish of the 'Ewondo people' who occupy the Centre Region, Yaounde - Cameroon. The soft drink American Cola Zero is the new supplement presented to consumers when eating 'Sanga'.

4. DATA ANALYSIS

This section discusses the linguistic landscape, verbal language, participants and transitivity patterns which are the resources of the ideational metafunction.

4.1 Ideational Metafunction of the advertisements

The linguistic landscape follows the official languages of Cameroon which are English and French. These languages resulted from colonialism when France and Britain partitioned Cameroon in 1916 after the Germany was defeated during the first world war in 1914 and ousted from Cameroon (Ngoh, 2019). Britain ruled their section in English while and called it British Cameroons while French was used by France in French Cameroon. These two languages were later adopted by the two territories during the

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Reunification in 1961 (Ngoh, 2019). These official languages are taught in schools and use as languages of administration in Cameroon. The use of the languages on the advertisements by the organization represents these linguistic landscapes.

These ads used participants, we have: 1) represented participants, and 2) interactive participants (Kress & Leeuwen, 2006, p. 41). The above ads have represented participants which are objects interacting with the viewers of the texts. The represented participants (Achu, Ndole, Sanga) and the soft drinks (Bubble up, Planet Orange and Original American Cola Zero) are the subjects of the communication. Their association is seen from their colours (Achu and Bubble Up 'yellow', Ndole and Planet Orange 'Orange', Sanga and American Cola Zero 'black') supported by the verbal texts in Blue and red colours. The target population of these advertisements are the people who cohered with these cultures from the North West (achu), Douala (ndole) and Yaunde (sanga) in particular and other 'Cameroonians' as a whole who regularly eat these cultural dishes thereby drinking the soft drinks presented as supplements.

In these ads, we find transitivity patterns of representation showing the actors are the products (Bubble Up, planet orange and American cola zero) which consumers will drink when they are eating 'Achu, ndole, sanga' to get the desired outcome which is **good food** and **satisfaction** (see fig. 1, 2 and 3). The goals are the people who love to eat these traditional dishes and get the desired satisfaction when they eat the advertised meals thereby obtaining the **desired outcome** which is **satisfaction**.

The verbal language class on the ads play essential role together with the images in attracting people. The written statements in all the advertisements such as 'Good Food' describes the characteristics and qualities of the food advertised while the statement 'bonne appetite!!' loosely translated as 'good appetite' describes the satisfaction consumers will get when they buy the soft drinks to consume along the traditional dishes. The general idea of the advertisements are to recommend, promote, new supplements and sell the products (Bubble Up) to consumers when they are eating 'Achu' (see fig. 1), (Planet Orange) when eating 'Ndole' (see fig. 2) and (American Cola Zero) when eating 'Sanga' (see fig. 3).

In figs. 1, 2, and 3, the written statements "Good Food" is a denotation of the qualities of the traditional dishes and it is placed at the top of the advertisements. The verbal texts 'Good Appetite' shows satisfaction derived from the products advertised. The advertised products (Achu and Bubble up, Ndole and Planet Orange, Sanga and American Cola Zero) are placed in relation to each other with the intention to point out the relationship of their verbal and visual elements of the words 'Good Food', 'Good Appetite'.

The presented of these soft drinks enthuse consumers to buy as supplements to get the desired satisfaction when eating the traditional dishes. The represented participants show attractive and magnetic looks as beautiful when presented. Beauty is visualized in its aesthetic looks in the appearance of cultural dishes and as Cameroon cultures. The actors (soft drinks) do something to the goals (recipients) seen visually and compared to verbal transactional clause "Good Food, Bon Appetite".

4.2 Interpersonal Metafunction of the Ads

Suggested relationship types that exist between the viewer and participants are unveiled in this section using semiotic resources namely: salience, composition, linguistic resources, gaze, modality, distance.

There is salience in terms of written texts font sizes, colours, images and positioning of information. Texts of large font sizes are used to give consumers the qualities (what to get) when they consume the products in red colours (as in bon appetit). Blue colour fonts are used to give the qualities of the food in small fonts (as in Good Food), while white and yellow fonts give the brand of the product on the left-hand side (see figs. 1, 2 and 3). Yellow is given as the background when advertising 'Bubble Up' (see fig. 1), Orange as the background of the advertised 'ndole' (see fig. 2) and dark colour palate is the colour of the advertised American cola zero (see fig. 3).

The verbal language follows the linguistic resources used in the advertisements. The verbal language class used comprises nouns and adjectives in their classes. The use of adjectives enables the company to qualify the products while Nouns tell consumers what they will have. The linguistic resources used in the data are: **adjective** 'good, bon', **nouns** 'food, appetite'. Structurally, nouns modified by adjectives dominate the verbal sections of the advertisements beside the images. Nouns modified by adjectives establish a direct contact with the consumers and give the messages in an effective manner. Nouns and adjectives dictates to buyers what they will have when the buy and consume the soft drinks along with the cultural dishes.

The linguistic resources are verbally carried to a further point that the ones who use them will be "happy". The connotation of happiness is made clear by the adjective and noun "Bon appetit" implying that these products will project all the satisfaction on you in a positive manner.

The products (soft drinks) represented by their images on the advertisements has objectives of showing consumers what to get when they buy and consume the products. The images of the traditional dishes 'Achu, Ndole and Sanga' and the soft drinks 'Bubble Up, Planet Orange and American Cola' are placed close to each other to show the relationships between them. The traditional dishes occupy the role of cultural models in the soft drinks advertisements.

The actors (soft drinks) show magnetic looks and attractive looks through their placement of information throughout the advertisements. The compliments of the 'Achu' are placed close to it, pepper is presented in yellow, 'Bubble Up' is given in yellow to show the relationship between the sauce 'yellow' and the colours around it (see fig. 1). In fig. 2, the compliments of 'Ndole' are placed close to each other, the crayfish, 'Planet Orange' and Onion are presented in Orange colours and placed close to show the

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relationship between the traditional dish and the soft drink. In fig. 3, the compliments of the Sanga are given at the top right-hand side which is fresh corn and 'American Cola'. The dark colours of the food and soft drink are the same to demonstrate similar relationships between them.

A striking feature of the adverts is the level of abstraction, represented participants are depicted against abstract backgrounds. 'Achu' and 'Bubble Up' are placed in a yellow background, 'Ndole' and Planet Orange take an orange background, Sanga and American Cola are placed on a dark background. Placing the advertised products against vague and abstract backgrounds is in contention with Nazli (2016) who argues that: 'abstract backgrounds serve to perform ideological works of beauty.' Fairclough (2003) puts forth, abstract backgrounds serve to perform ideological work. The backgrounds of the ads promote ideas of beauty. The visual planes of all the ads are seen with three drawn lines at the top in red colour separating several items from each other. These lines verbally imply in the messages that, "if you buy these soft drinks, you will get the desired satisfaction when eating the traditional dishes".

Information value is another visual characteristic drawn from the adverts; it is concerned with how dimensions of visual space are organized along three components: left/right, ideal/real, and centre/margins (Kress and Leeuwen, 2006, p. 183). The ads follow the left/right placement of information which is what appears at the left-hand side and right-hand side on the texts. The information on the left-hand side (Achu, Ndole, and Sanga) takes the '**Given**' information while information on the right-hand side (Bubble Up, Planet Orange and American Cola) takes the '**New**' information. The overall meaning of the adverts is an innovation within the soft drink company where they are offered as new supplements. The new soft drinks are presented with features such as drink ice cold. These promises can be seen from the containers with cold water running down. Drinking ice cold is a spice up benefit in hot weather.

Looking at the semiotic device between '**offer**' and '**demand**' gaze (Kress and Leeuwen, 2006, p. 124), the ads take the position of demand gaze where the represented participants are looking at the viewer. The demand gaze is identified through the presentation with focus on viewer's direct relationship. This is for the viewer to demand information about the products in terms of beautiful and quality supplements, characteristics and culture which is a persuasive communication strategy.

Modality markers are seen from these ads, instances of high colour saturation figuring at the background and running from full yellow where they are texts, images and red when we find headlines and supplements of the product (see fig. 1). The use of yellow is because the sauce of 'Achu' is yellow, it is in conformity with the colour of the soft drink. There is high yellow colour saturation in the background of the represented participants to show the reality about the products. In fig 2, there is high modality of the texts which shows high Orange colour saturation running from full mode when they are images and verbal texts. There is colour differentiation which is a scale running from maximally diversified range of colours to monochrome. In fig. 3, the data shows instances of white and black colour saturation with the colours running from full colour saturation when the background, bowl and soft drink are given. With the absence of these colours in the background, the product 'American cola' loses its truth of reality. There is Colour differentiation between the represented participants when they are presented, high modality of dark colour is used for American Cola and light dark colour is used for the cultural dish 'Sanga'.

4.3 Intertextual Metafunction of the Ads

It investigates the cohesion and coherence within the texts. The linguistic landscape is used as the languages of giving the messages to Cameroonians. The visual and verbal modes show make up or position of the represented participants are placed on the left and right-hand side of the ads assuming the place of remedy and signifying something '**Given**' and '**New**'. The image on the left (traditional dishes) takes the given information while the image of the products (Bubble Up, Planet Orange and American Cola) takes the place of the '**New**' information. These ads carry the overall meaning of **innovations** within the consumption of the **traditional dishes** with **soft drinks** presented as **new supplements**.

From the data, the extension support of the images with complements and verbal modes of written texts and narrations '**Good Food**' and '**bon appetit**', gives promises of beauty, culture, and quality products to be consumed together. As concerns salience, beauty is salient in both products which occur at both visual and verbal modes with the represented participants presented as being used together and the texts which explain the characteristics of the products. Salience is also seen in text sizes, colours, and positions. The headline is written in large fonts and carries the green and red colours. The key words are written in small font sizes and small letters in green and serve as catchy headlines.

The visual and verbal modes show beauty between the products' qualities. The beauty is salient in both the visual and verbal modes. Beauty occurs at the visual mode presenting participants using high technology such as Camera of high quality and flash. In the visual mode, Beauty is seen in the ads as a culture (Achu, Ndole, Sanga), beauty as supplements (Bubble Up, Planet Orange, and American Cola). Presenting the soft drinks as supplements when consuming the cultural dishes is the focus, however, the linguistic landscape, tradition, beauty, and quality are interwoven through the visual and verbal modes.

In the ads, the transitivity pattern shows that there are two participants, the agent (here we mean the soft drinks advertised) and the patient (here, we mean the people who use the soft drinks alongside the traditional dishes). The former is the doer of the action, the latter receives the action (having the looks of the represented participants) performed by the former. The image, thus, activates the underlying transitivity structure through visual means. The verbal texture follows the same transitivity patterns. The verbal texts

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describe the verbal section of the advertisements where descriptions and purposes are located, it is possible to co-relate the sentences “Good Food, Good Appetit” with the images of the ‘Achu, Ndole and Sanga’ in relation with ‘Bubble Up, Planet Orange and American Cola’.

5 DISCUSSION OF FINDINGS

The linguistic landscape of Cameroon is represented with English and French used to pass the messages to the viewers. Nouns (food) and adjectives (Good) are the main verbal language classes used to persuade consumers.

The information value of ‘left’ and ‘right’ used in all the ads shows **innovativeness** in the consumption of the soft drinks along with the traditional dishes. The images of traditional dishes on the left hand show they existed within the Cameroon cultures. Images on the right-hand side show the soft drinks are innovative supplements.

There is the use modality markers like colours, high saturation of colour as a modality marker designates the culture, beauty and qualities of the soft drinks and cultural dishes. The high colour saturation also shows the information is coming from the organisation. The reduction of the colours makes the modality to lose its truth.

The advertisements show direct gaze which helps to represent the relation between images through direct eye contact. Linguistically, the gaze enable us to interpret the advertisements as establishing a close relationship with the viewers.

The ideology and power of ‘Good Food and Bon appetite’ is mediated textually and visually by means of different elements of visual grammar namely: participants, distance, transitivity patterns, gaze, modality, composition etc. where the soft drinks are given the role of actors fulfilling the goals which are the traditional dishes for the desired outcome. This increases the degree of persuasiveness on the targeted consumers to purchase the soft drinks as supplements when eating the traditional dishes.

6 CONCLUSION

This study advances the field of sociolinguistics, Critical Discourse Study and Multimodality. The soft drinks promotion seeks to engage with the ideologically informed consumers to build trust for their cultural dishes in the Cameroonian societies. It explores the implications of shaping love and addiction by consuming the soft drinks along with the traditional dishes. A step by step Multimodal Discourse Study of the soft drinks advertisements seeks to add value to **culture** and **beauty** by the organisation to their products to distinguish it from that of competitors. Dixon and Banwell (2005) say when battling for product survival, organisational power becomes allied with culture and tradition. This however, shapes the core understanding of what is ‘Good Food’ for us (Dixon & Banwell, 2005).

The Multimodal representation of the qualities, beauty and characteristics of the soft drinks makes this easily achievable. From a Critical Discourse Studies perspective, the ads show the representation of Cameroonian cultural dishes as beautiful in terms of ‘**culture**’ and soft drinks as ‘**supplements**’.

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