Language of Signs: A Multimodal Analysis of Celebrity-Endorsed Advertisements on Nigeria's Social Media

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Abstract

In today's advertising landscape, celebrity endorsements on social media have become essential, merging linguistic and multimodal elements to craft engaging stories. This study uses a linguistic multimodal analysis framework to explore how language interacts with visual and linguistic components in celebrity-endorsed advertisements on Nigeria's digital space, specifically, Instagram, Twitter and Facebook. By examining fifteen purposively selected advertisements, the research explores how linguistic strategies — such as word choices, phrase structures, rhetorical techniques and other modes, are employed alongside visual elements to boost persuasion and engage audiences. The theory adopted for the study is Scollon and Scollon's Geosemiotics of multimodality that considers all available modes of communication. The data was analysed by categorizing emerging patterns in the data and discussing them based on the tenets of multimodal discourse and geosemiotics. The result shows that the combination of linguistic and multimodal elements creates a powerful synergy that enhances the persuasive impact of these advertisements. This research adds valuable insights to the fields of linguistics, media studies, and digital marketing by shedding light on how language operates within multimodal contexts. In conclusion, this study highlights how language used in celebrity-endorsed adverts on social media strategically shapes consumers' perceptions and reinforces brand identity. Future research could explore cross-cultural variations in linguistic and multimodal strategies to further enrich our understanding of this phenomenon.

Keywords: linguistic analysis, multimodal analysis, celebrity endorsement, social media advertising, digital communication.

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Introduction

With social media gaining traction, brands are shifting their marketing strategies, especially by leveraging celebrity endorsements. The rise of social media has transformed the advertising genre, with celebrity endorsements significantly influencing consumers' attention and behavior. Unlike traditional media, social media advertisements are naturally multimodal, blending linguistic, visual, and auditory elements to create rich experiences (Kress & van Leeuwen, 2001). The advent of the social media allows for migration of communication from the traditional media to a more sophisticated medium. The underrepresented utilize this opportunity to speak so do industries, governments and other ogranisations. This lends credence to the assertion of Adedoja and Onanuga (2022) who submit that social media affordances give opportunities to register one's voice and presence.

Celebrity endorsements have been resourceful strategies in advertising for ages, exploring the fame, credibility, and charm of public figures to sway consumers' choices. McCracken (1989) points out that celebrities essentially pass on their qualities—like attractiveness, expertise, and lifestyle—to the brands they support, which boosts the brand's image and recognition. Erdogan (1999) adds that these endorsements work well because they grab attention, help people remember the message, and increase the likelihood of purchases, especially when there's a good match between the celebrity and the product. Even with the widespread studies on celebrity endorsements, there are still some gaps in research. For one, a lot of the studies out there focus mainly on Western contexts, leaving the cultural nuances of celebrity influence in African markets largely underexplored. Therefore, there is a need for more nuanced, cross-cultural, and context-specific studies that examine how local celebrities influence advertisements, particularly in emerging markets and digital spaces.

While past studies (Adams, Matu and Oketu (2014), Li and Rangarajan (2016), Kim and Kim (2019), Jain and Jain (2011), Atkin, Block, Taylor (2005), have investigated the visual and auditory sides of advertisements, the linguistic aspect together with celebrities' endorsements particularly Nigerian celebrities has not received as much attention. This study fills that gap by conducting a linguistic multimodal analysis of celebrity-endorsed social media advertisements on the Nigerian space. This focuses on how language interacts with other semiotic resources to create meaning, to persuade and appeal to audiences. Language is pivotal as well crucial to any field of human endeavor including advertisements. Therefore the general language of advertisement pays more attention to the interpersonal function of language relating closely with psychology, sociology and aesthetic. Advertisers explore different modes and Stylistic use of language to convince their customers about a particular product. The advent and growth of the social media has made it easier to advertise. Unlike the early days, when advertisements were restricted to simple messages and mostly broadcast on radio and print, and had a narrow audience, the rise of mass media, including TV and radio, enabled for more impactful and imaginative commercials. Nowadays, business organisations, marketers, and advertisers use social media to spread the word about their brands and create awareness for larger and sometimes global audiences.

LITERATURE REVIEW
Semiotics, Multi modes and Advertisements

Semiotics, which constitutes the "linguistic turn" in human sciences, is a particularly powerful tool for uncovering concealed meanings of Internet marketing, due to the fact that online marketing involves symbols, such as written words and pictures. In addition, semiotics examines how people form perceptions that are products of the surrounding culture in which respondents live and participate. Culture, as far as semiotics is concerned, is the way people communicate, both consciously and unconsciously, through cultural aspects, such as visual images and language. Understanding the implicit meaning of such elements, allows Internet marketers to make "informed decisions" and communicate more efficiently with potential consumers (Lawes, 2002).

The semiotics of advertising expands and deepens the understanding of the subtleties of the functioning of the advertising message, at least as a sign, economic, political (consumer) and communicative phenomena (Compagno, 2021; Leliæanin & Šošiæ, 2021). The symbolic nature of the advertising text is beyond doubt. The disclosure of such fundamental concepts of semiotics as "text", "sign", "interpretation", "symbol" is a necessary theoretical and practical prerequisite for composing a seemingly literate (equivalently successful, effective, efficient) advertising message, as well as for adequate reading of the finished advertisement. Kress and van Leeuween (2006:2) posit the presence of 'a visual sign or grammar of visual design'. They accept as true that both visual constructions and verbal structures can be used to prompt meanings drawn from shared cultural bases. Baren & Dennis (2008) state that in social semiotics, viewers are surely active, but they are not essentially very conscious of what they organize. Images comprise modality of symbols which create clarification of each sign, conceivable according to precise cultural and ideological rules. The chief objective of social semiotic study is to comprehend how receivers and viewers make sense of advertising messages. Rendering Kress (1988: 261), "social semiotics is concerned with the social meanings constructed through the full range of semiotic forms, through semiotic texts and semiotic practices, in all kinds of human society at all periods of human history."

To Jewit & Oyama (2001: 134), "social semiotics analysis of visual communication involves the description of semiotic resources, what can be said and done with images (and other visual means of communication) and how the things people say and do with images can be interpreted." Social semiotics is able to say to a certain degree about the purpose of the styles (writing, image, colour and facial expression) in the multimodal manuscript, how these styles relate to each other, and the central objects nearby (Kress 2010: 53). Bignell (2002) believes that "photographs used in print advertisements work as a system of signs that gives form and meaning to consciousness and reality". Concerning van Leeuwen (2005: 8), "a good starting point for studying aspects of visual communication is to consider that there are three visual modes of communication in print advertising with complex interaction between them." The image, word and colour are understood in this way as the creation of social observes. They

are just three of the many semiotic styles through which social senses of ads are implied. Umberto Eco (1976) stated that "semiotics concerns everything that can be perceived as a sign." Signs constitute printed and spoken words, images, sounds, gestures, and objects. Individuals interpret signs as "signifying something." According to Peirce (1894), "nothing is a sign unless it is interpreted as a sign". This interpretation process occurs by relating a sign to familiar systems of conventions and, hence, the sign becomes part of an organized collective of interactions and cannot exist outside such a collective. Signs function as a code between individuals and they trigger or "unlock" previous experiences (Cobley and Jansz, 2000). In short, a human being functions as a "homo significans," that is to say, as a meaning-maker who uses signs to receive, understand, and convey information.

Celebrity endorsements have long been seen as veritable advertising strategies. As McCracken (1989) points out, celebrities act as an "endorsement vehicle," carrying cultural meanings that help consumers shape their identities. The rise of social media has only intensified this trend, enabling consumers to engage directly with celebrity brands and influencing their buying choices (Fletcher, 2019). Linguistic analysis in advertising has traditionally focused on textual contents, examining lexical choices, syntactic structures, and rhetorical devices (Cook, 2001, Ogunrinde & Adedoja, 2020). However, the multimodal nature of social media advertisements necessitates a broader analytical framework that integrates linguistic analysis with visual and auditory elements (Jewitt, 2009). Multimodal discourse analysis (MDA) provides a suitable framework for this purpose, as it examines how different semiotic modes work together to create meaning (O'Halloran, 2011). Celebrity endorsements, in particular, rely on the interplay of linguistic and multimodal elements to establish credibility and emotional connection (Djafarova & Bowes, 2021). This study builds on these insights by exploring how linguistic strategies are employed in conjunction with visual and textual elements in celebrity-endorsed advertisements.

Multimodal discourse analysis examines how various communication channels work together to create meaning. Key concepts include modes (visual, auditory, gestural), semiotic resources (color, sound, facial expressions), multimodal ensembles (the combination of modes in a single event), and transduction (transferring meaning across modes). The concept is based on the idea that communication goes beyond just words, incorporating various modes of meaning that interact within social contexts (Kress & Van Leeuwen, 2006). Multimodal discourse analysis offers a way to explore how different forms of communication-like text, images, and sound-interact with one another (Jewitt, 2016). In the world of advertising, these elements come together to amplify the message and engage the audience on a deeper level. By blending linguistic and visual components, advertisers can craft a more captivating story and build emotional connections (O'Halloran, 2011).

The theory adopted and used for the data analysis was based on Ron Scollon and Suzanne Wong Scollon's geosemiotics (2003). They asserted that signs and texts interact with the physical and social environments around them. Unlike traditional discourse studies that typically

focus solely on spoken or written language, the Scollons highlight the crucial role of contextualized meaning-making. They argue that discourses cannot be separated from the material conditions and spatial contexts in which they take place (Scollon & Scollon, 2003). Their geosemiotic framework consists of three key elements: interaction order (the social relationships and roles involved), visual semiotics (the way images and layouts convey messages), and place semiotics (the impact of physical space on communication). This perspective enables a thorough analysis of public signage, advertising, architecture, and even how people position themselves in space, offering a detailed understanding of how meaning is created across various modalities. For the Scollons, place is not just a passive setting; it actively shapes discourse practices.

METHODOLOGY

The study undertakes a descriptive analysis of selected celebrity-endorsed advertisements on Nigeria's social media. The data which were purposively harvested from Facebook, Instagram and TikTok were analysed using Scollon and Scollon's geosemiotics framework. The platforms and the advertisements were chosen based on their popularity and engagement levels. Keywords searches were deployed in locating the adverts. These adverts were screenshot for easy access and later use. The analysis which is multimodal focuses on these key aspects, namely: the linguistic features which have to do with the way language is used, including style and persuasive techniques. Secondly, the visual elements which encompass the color schemes, imagery, and layout designs that complement the text. The observed patterns were categorized and discussed based on the tenets of geosemiotics. One of the limitations to this study is: contextual ambiguity. Since linguistic meaning is highly context-dependent, it may be difficult for the reader to interpret the text and its intended meaning. Celebrity persona versus brand voice is another limitation. Distinguishing the Celebrities' linguistic style from that of the brand can be difficult. As a result of these limitations, generalizing the outcome of the research may be affected.

DATA ANALYSIS

Visual Mode: why do we need them?

In this analysis, the visual mode refers to all elements used in the advertisements and can be perceived by sight. It could be referred to as visual designs. This includes images, diagrams, color composition, size, and spatial arrangement. These speak through the adverts and aid meanings attributed to them by the target audiences. The ultimate goal of creating an appropriate advertisement for a product is to create social awareness among the target audience. It is therefore no surprise that advertisers use people who are directly or indirectly part of the social consciousness of the audience. Hence, the use of sports icons, film, stars and music idols to endorse and advertise brands in recent years. The celebrities are arranged in no particular order.

Datum 1

Images
Using two celebrities in an image as seen in datum 1 can be more impactful, reinforce message and build credibility for the product. It adds extra glamour to the advertisement. The two celebrities will bring double influence, creating more buzz around the product and making it more desirable. In the datum, one of the advertisers of the product Nancy Isime is a Nigerian actress, model and media personality, she is also a TV presenter. She won the Net Honours Award of the most popular media personality (female) and the most searched media personality. Using the most searched personality as an advertiser increases attention and engagement, their presence in the image will likely generate attention and interest. The endorsement gives credibility to the product, encouraging people to talk about Viva- a detergent for washing clothes. This advert also reaches dedicated audience who admire the personality behind the brand adverts. By leveraging Nancy, the most searched media personality, a powerful and effective advertisement that resonates with their target audience is created. The second celebrity in the image, Hilda Effiong Bassey , popularly known as Hilda Baci is a Nigerian chef and artist and the former holder of the Guinness World Record for marathon cooking which gave her fame.

Diagram
The advertisers hold the product on one hand and point with the other hand to the same product. This is to draw the audience attention to the product. On the advertisement are the different sizes of the product, from the smallest size to the biggest one. The audience gets the impression that the products are available to people of all socio economic levels.

Colour
The celebrities are adorned in significant white-coloured tops. Colour white plays a significant role, it evokes cleanliness and freshness. Wearing white while advertising a detergent is

commonly used to show the effectiveness of the product in keeping clothes clean. Wearing white also allows the advertiser to demonstrate the benefits of the product, making the advertisement real and relatable. White is often associated with brightness. It is a reflection of the text that "life is brighter with Viva". The text is written boldly for emphasis. Wearing white in the image is attention grabbing, it creates a memorable and visual impression in the heart of the audience.

Gestures and Product's Proximity
The two advertisers' position of the product attracts attention to the product. They position their bodies in the same way and put the product up in their hands. Here, there are two celebrities advertising a powder detergent. The two Celebs are female and standing side by side holding the product close. This shows solidarity of the female folks in endorsing the product. The posture seems to read "if we can, why not you?' Also on display close to the Celebs are the three varieties and fragrances available for choice. Datum 1 shows the proximity of the Viva detergent to the celebrity endorsing it. This shows how endearing the product should be to the customers.

Datum 2

Image
Datum 2 is the advertisement of Good Mama washing detergent, a Nigerian female actress, film director and producer, Mercy Johnson Okojie endorsed the advert. She is also known to be the brand ambassador for Chi limited, Penneck Nigeria, Hollandia evap milk and so on. Mercy Johnson Okojie's, advert of this product gives assurance on the authenticity of the detergent. Using an ambassador like Mercy Johnson Okojie; a popular actress, wife to a rich politician and mother of four is the best face for the brand. She is a mother therefore detergents' quality is mostly weighed by the women because they make use of everyday household items and are assumed to know the best. Women have traditionally been associated with household chores, including laundry. It also helps this advert to get to its target audience, caregivers, and home makers and also demonstrates the products benefit and features in a more authentic way.

Diagram

The product image is used to draw the attention of the audience and persuade them to buy the product. The advertiser puts two different kinds of the product out to show that the product can suit consumers' needs and preferences. While putting the product out there for the audience, the celebrity draws in the audience to engage the post and puts the products right before them. This is to draw the attention of the audience to publicize the new product of the brand which may actually have the same content as the former but has a different packaging and outlook, i.e. the colour. The advertiser is seen holding two different colours of the product but also having a closer gaze on the pink color which is the newly packaged product. It is believed that the brand wants consumers to note that there is a new and better detergent that might be able to wash off stains easily, or have a good fragrance than the former. Below the graphic, we can see a post/write up that says "Follow my team" and this is to engage followers on the media platform to be aware of this new product.

The display of the various colors of Good Mama detergent in datum 2 shows the range of options available to cater to different tastes preferences and needs. It can also increase the chances of attracting more consumers. It makes the advertisement more engaging and attention grabbing. It can encourage consumers to discover new options that they have, thereby increasing sales. Displaying the various kinds of a product tends to create a more dynamic, effective and engaging advert.

Gestural Mode and Facial cues

The gestural mode includes body language, facial expressions, and gestures. It focuses on movements, postures, and facial cues that convey meaning. In the images the Celebs communicate meaning by organizing their looks, placing it in a particular direction. Here in datum 2, Mercy Johnson is focused on the product looking at one of the products, the pink coloured-product she is holding in her hands which is the newly packaged product. This strategy is used to inform the viewers about the new product. This is because meaning is communicated through looks in interaction. There could be a direct contact or an indirect one between the viewer and advertiser in an image. In this particular image, the participant is intensely fixated in a direction and on a particular colour of the same product. The idea behind this is that the brand wants consumers to note that there is a new and better detergent that might be able to wash off stains easily, or have good fragrance and more effective than the former.

Gaze is the focused direction of intensity of look in any advertisement. It refers to the way the visual elements in an advertisement such as the advertiser's gaze direct the viewers' attention to the product and influence their perception of the product.

Proximity

The Celebrity holds two of the product as she looks at them with a smile. Affirming the pleasantness of the product. Aside, she is flanked by the product as well, telling the users that

they need not be surrounded by any other type of detergent than Good Mama because of its efficacy.

Datum 3

Image

Robb advertisement is endorsed by Samuel Animashaun Perry, known professionally as Broda Shaggi, a Nigerian comedian, actor, and a musician. He is a two-time winner of the best actor in comedy, Movie; a TV series winner at the AMVCA awards in 2023/2024. He first gained popularly on social media platforms like Instagram where he posts short comedy skits. His online fame led to the opportunities he enjoys in Nollywood and endorsement deals he secures. Making him an advertiser of this product is a very good choice. He is known to play roles that require a lot of energy in his skits. The burden of these skits may result in body pain to which Robb provides fast and soothing relief.

Colour, Gaze and Proximity

Red plays a very significant role in the image, it symbolizes love. It reflects passionate affection. This colour is employed to show the love that the participant has for the audience to bring them relief from pains. The advertiser looks directly at the viewer creating a sense of eye contact and engagement. Direct gaze was used in this advertisement to create engagement and emotional connection with the viewer. The advert, the distance between the object and advert is significant. It is close to the celebrity's face which signifies the importance of having Robb close every time for a soothing relief. By the left side of the Celeb, we also find the display of the three different shapes, the inhaler, the bottle and the can available for the product. This gives the would-be-buyer the choice to pick from.

Datum 4

Image

Aquafina/s water advert, was made by Aproko Doctor. This was a right fit and impressive too. Aproko Doctor is a certified doctor who gives controversial health advice on different social media platforms. He discusses different food consumptions and healthy habits in favor of/response to healthy living. Using celebrities who have massive social media followership amplifies the reach of the advert.

Colour and Images of the product

In datum 4, the white and blue color used in the picture is also a great design outlook. White is believed to represent purity or cleanliness and blue represents reliability or stability. "Aquafina water". The image above contains bottles of Aquafina on one side and a man popularly known as Aproko Doctor drinking from a bottle on the other side. At a closer view of the image above, a write up states that "Aquafina's new TVC causes social media buzz." This indicates that the advertisement was viral at the time and this is surely believed to be caused by the celebrity who endorsed it. Gulping the water from the bottle indicates that the product is good, safe and healthy to drink. This is evident afterwards as people are always asking after this brand in different stores.

Diagram and Proximity

In datum 4, the product, a bottled water is displayed at one side of the graphics, this is to show that the product is available in sizes. The Celeb is seen raising the bottle water to his mouth and a display of the three sizes of the product available thereby giving opportunities to the customers to make their choice.

Datum 5

Image

Datum 5 shows Ayodeji Ibrahim Balogun professionally known as Wizkid, a Nigerian singer and songwriter. In 2012 he signed an endorsement deal with Pepsi, he also signed endorsement deals with other brands like Glo, MTN and Guinness. He is the first African artist to reach one million followers on Twitter. This will draw attention to the advertisement and make it more memorable, increase recognition and recall of the brand.

Proximity

The product depicts independence of the Celeb endorsing it. It projects an independent mind. It seems to be telling the viewers that they are free to make a choice from the array of soft drinks available but their preference should be Pepsi.

Datum 6

Image

In datum 6, Femi Adebayo Salami, the advertiser of Trophy beer, is a popular actor and politician. He is seen standing all smiles holding a bottle of Trophy beer. This also made the advert controversial at the time, because he is a Muslim and not expected to take alcohol nor endorse alcoholic beverages. These controversies are believed to have caused a number of

traffics or engagements on the company's website, which is a good publicity or might have even encouraged some others to buy the products because someone they could trust has authenticated it. Furthermore, because the faces used in advertisements are familiar faces, people seem to remember the adverts, and this is believed to improve products patronage and sale. This above explains why brands for example use celebrities and public icons for improving awareness of their products.

Images of the Product and Colour
In datum 6, Femi Adebayo is seen holding up a bottle of Trophy beer in one hand, focused on the viewer, without looking at the product that he is holding this posture aligns with the assertion "honour Nigeria, raise a trophy" the celebrity poses like a patriotic Nigerian citizen, he raises his own trophy. The dominant colour in the datum is green, this is because that is the brand's colour. Sticking to one colour is also one of the strategies used by advertisers, the audience tend to recognize the brand even before looking at the content immediately they see that colour. For example Glo makes use of green, MTN yellow and so on. Consistent use of a single colour helps to build brand recognition, establish identity; this colour becomes synonymous with the brand identity and values. It also conveys a sense of stability and reliability. Again, the green colour as a major background of the advertisement and also for the product. It is believed that green as a colour represents growth and a new beginning. It is worthy of note to say that the brand is passing an important message which may mean that the product has undergone a level of rebranding and it is now a better product; and also that the product would be able to contribute to the economic growth of Nigeria if the citizens can trust it.

Spatial mode
Datum 6 shows the Celeb raising bottle of beer to his chest. To him, beer should be held dear and to compliment the phrase in the advert "raise a bottle".

Datum 7

Image
In datum 7, the image also contains a figure of a popular musical artist in the Nigerian Music Industry known as "2baba" listening to a song using the Freepods3. 2baba is used for the advertisement of this new pods because of his status in the Nigerian society, which in turn means that the best gadget or accessory to listen to good music is the Oraimo Freepods3, and of course, everyone loves 2baba because he makes good music.

Gaze and Spatial mode
The freepod 3 advert, the gaze of the advertiser is not prominent in the picture because it can be seen that his eyes are closed. This is foregrounded. More like, someone not wanting to be disturbed and lost in the aura of a good music. His hand movement also says a lot about his calm and quiet mood. His hands can be seen to be on his mouth and on his ear with the Freepods3 on another ear. This may mean he is thinking about the lyrics of the song and he is definitely resonating with it because he can hear the lyrics clearly and loudly which is an intricate part of a good air pod. The celebrity endorsing the advertisement brings the pod close to a side of his ear as he savors the sound from the object. The coolness on his face is alluring and temping the consumer to make a purchase of the product in order to enjoy cool music like he was enjoying.

Vocabulary and Colour
Also in the datum , there are different texts on the image and below the image. Texts like "Hear the Difference" which means that this particular new product is different from other brand's. Another text like "Oraimo Freepods3 sold out in First week of Launch" which is definitely as a result of the choice of brand influencer used. It may also mean that the durability and originality have been accepted by many and that other consumers need to buy theirs. The dominant blue colour in datum 1,4 ,7 and 12 respectively, represents inspiration and serenity. This passes a message that listening to good music with the Freepods3 inspires and gives tranquility which is needed when lost in the aura of art.

Datum 8

Image

Chinedu Okoli better known a Flavour , is a famous Nigeria singer and song writer. In Datum 8 he advertises a slimming tea. The flat tummy tea advertisement despite having few words, expresses the goal of the advertisers lucidly. A man is shown holding the product and showing his tummy. The image is bound to captivate the audience seeking to have a flat or les tummy. It backs up Goddard (1998) which claims that advertisements are attention-seeking strategies and in some cases they are not made with the intention of having direct or immediate impact on the audience but to increase their communication with the audience and to make them have favorable attitude towards the product.

Proximity

The advertiser is holding the product in one hand and also tries to show us the benefits of using the product by lifting his cloth for us to see how flat is tummy is after using the product. The product is a flat tummy tea, the strategy used here will create a picture of how their tummy will be if they use the product in the mind of the audience. The text " Do less, see more result" will also make the audience to rush the product because what those people who are trying to lose weight want is to do less and get result. They see losing weight by hitting the gym as too stressful and tend to go for options like this. Also the flat tummy tea is placed close to the six packs chest of the advertiser to show the efficacy of the tea for those seeking to trim their bellies.

Vocabulary and Gaze

Language used in advertisement can persuade consumers to take action, make a purchase, or engage with the brand for example in datum 8, the flat tummy tea advertisement, though the image is a simple one but the text " do less, and see more results" will catch the attention of anyone that views it and will persuade them to try the product. In the datum, the advertiser is focused on the camera with a smiling face. This is to show the viewer that he is happy with the result that he got from using the tea.

Datum 9

Since Glo data is the product advertised by the veteran Nollywood actor, Richard Mofe Damijo. The choice of RMD by Glo is very strategic In datum 9, He tries to pass this information about Glo data by using a phone, representing all social media handles with their logos and a well detailed text which communicates the information that the advertiser aims at. The text which severs as the headline "Get 4.5gb for only 2500", "use data any day anytime" gives an explicit information on the purpose of the advert. An additional information was also given at the bottom of the graphics on other type of bundles that is available for purchase.

Logo and Proximity
Logo plays a significant role in datum 9. The advertiser; Richard Mofe Damijo is advertising the various kinds of data packages that Glo has. There are two images in the graphic. Since the advert is about data, the advertiser is holding a phone and above the phone logos of various social media handles which represent each of them. This means that the data bundle can be used to access all the handles represented in the picture. Glo data advert shows the celebrity with a phone and display of various social media logos on the phone to enhance the words in the advertisement and to signify that the internet access is made available and affordable by the telecommunication company.

Gaze
In datum 9, the advertiser's attention was on the viewer, he looks at the camera with a smiling face which represents satisfaction and happiness. There is a popular saying that "data is life', so when a subscriber gets data at a cheaper rate, it will bring happiness which was expressed on the face of the advertiser.

Datum 10

In datum 10, the popular Nollywood actress and politician, Funke Akindele, holds the WAW detergent in her hand and a text is written around the product. This strategy is catchy, and is

used to gain the attention of the user. Also the advertiser is wearing a multi-colored cloth which suggests that the product can be used on multicolored fabrics.

Gestures and Gaze

Gesture can occur as different forms of intervention. It involves the way people place and position their hands. This strategy is used in datum 10. The way the advertiser positions her hands, and holds the product on her right hand and the left is to showcase the product and draw attention to it so that when the audience looks at the image the first thing that they look at is the product. The focus on the influencer's face implies that the goal of the advert is to establish familiarity between the influencer and the audience by showing the face that the followers already know.

Proximity and Slogan

The celebrity raises the product she is advertising up for the clear viewing of her audience asserting that it is a must-buy for everyone. A slogan is a phrase associated with a product used in adverts. It is eye arching and used to make audience resonate with the product that is advertised. They often employ rhythmic patterns, alliteration to enhance recall. For example, WAW slogan is "you really care." Motto is a short sentence, phrase or a word used to express a rule guiding the behavior of a particular person or group.
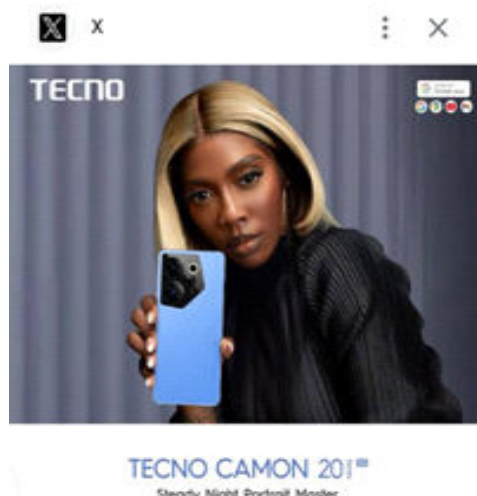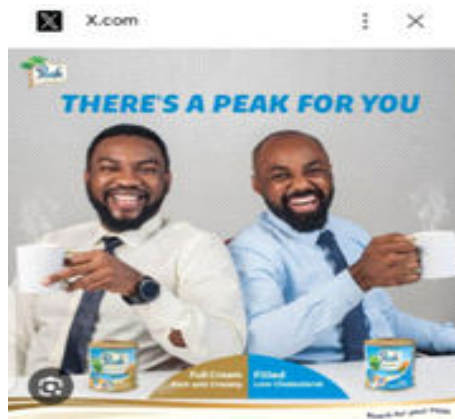

Datum 11

Image

Tiwatope Omolara Savage is an award winning R and B singer. She endorses Tecno phone. The brand logo is placed on the left which is the brand name written in capital letters. Followed by the influencer holding the product, phone which shows that the focus is on the influencer and the product itself. The influencer is the primary focus rather than the product though a part

of the image shows the real information, what the influencer advertises. The advertiser is holding a techno product "Tecno Camon 20" in her hand showing the viewers the back of the phone. A phone brand is usually recognized with the back view; the camera, sometimes the brand name is written there.

Gaze, Gestures and Proximity
The advertiser fixes her gaze on the audience, not on the Tecno phone in this advertisement. She looks directly at the camera and maintains eye contact with the viewer. This strategy coveys sincerity and creates a sense of intimacy with audience grabbing his or her attention and holding it. This creates an effective advert that resonates with viewers. Talking of proximity, datum 11 is a display of a Celeb promoting and projecting a phone to the audience. In the advertisement, the projection of the Celeb equals that of the project. In other words, when buyers purchase the phone, they would be viewed as a celebrity too.

Datum 12

In datum 12, two happy grinning Nollywood actors; Ibrahim Suleiman and Ifeanyi Kalu, are shown holding cups filled with hot milk. The advertisement's headline "THERE IS A PEAK FOR YOU" is written in capital letters. The product is placed at the front of each of the celebrities. This is meant to emphasize the headline that there is a peak for each of them. The text on each side of the advertisement talks about the product's richness and being creamy; filled with low cholesterol. The peak milk was displayed on the left and right sides of the graphics for engagement. The elements in the image are used to draw attention to audience's potentials for infinite expression if they consumed peak milk.

Proximity and Motto or slogan
While datum 12 shows two men sitting close to each other and corporately dressed, the advert seems to address corperate workers and telling them that the peak of success is

achieved when the brain is nourished with peak milk. The advert shows two cups in front of the celebrities. The display of the product also reveals the name of the advertised product on top of the table. This is significant as the cups being held by the Celebs show that every cup should be Peak milk-filled. We cannot see the content of the cup but the advert seems to shout that the cup is filled with Peak milk. The brand logo can be found on the top of the left corner, which has "PEAK" written in block letters using the brand logo's font. This logo is likely to be the first thing the audience will see while scrolling. This justifies Kress and van Leuwen (2006) who note that what is put on the left tends to be an information that is already known, and the right side contains information that can be regarded as new.

Datum 13

In datum 13, the dominant hue in the image is gold colour. Gold symbolizes luxury, happiness and energy which is of course a dominant feature of the image. The image is embroidered with luxurious features like the royal dress of the advertiser Adesua Etomi, a popular actress and wife to a wealthy man; another celebrity, Banky W. She represents luxury, wealth and fascination and a perfect fit for the product advertisement.

Gaze and Grammar
In datum 13, the advertiser's gaze is inexplicit because she is lost in the aura of wealth and luxury looking at her pose. She poses like a woman with affluence and exudes royalty. Therefore, if she could ascertain the quality of the product, then the consumers would want to patronize the brand. There is a major write up on the image which is written as "To smell it is to love it." It means that the new gold product is infused with a good fragrance that makes clothes smell nicely after using the product.

Datum 14

The celebrity in datum 14 is Ebuka Obi Uchendu, Nigerian media personality known for hosting Big Brother Naija and and othet TV shows.

Colour, Gaze and distance

The use of colour in this image is simple. Wine colour is the background of the image. This aligns with the product that is being advertised. The colour also matches the colour of the beer. Also the advertiser was focused, he wore a smiley look of satisfaction which aligns with the tone of the message. This is to convey professionalism and expertise. The seriousness on his face is needed as it resonates with the service being advertised.

The advert suitably relates to the physical arrangement of elements in it, such as the layout, proximity, and direction.

Proximity and Verbal mode

Datum 14 follows the pattern observed in 7, with the Celeb raising the beer bottle too a little below his face and displaying the name of the beer. Also, consistent verbal modes help establish a distinct brand voice that audience recognize and respond to. For example in datum 14 brewery advert, the text 'Brewed smooth for Naija kings' is distinct and coined for the brand alone. Effective verbal modes ensure that the message is clear, concise, and easily understood by the target audience as seen
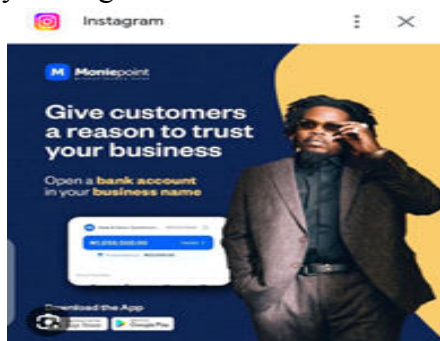
Datum 15

Datum 15, the advert of Moniepoint shows Olamide who is corporately dressed to match the words of the advert. His picture is placed just beside the words to immediately see the relevance of the advertisement and why the bank should be patronized by prospective customers.

Linguistic Mode: Grammar

Linguistic mode concerns spoken and written language, including grammar, vocabulary, and structure. This shows language is used to create meaning, whether in text / advertisement. All the adverts 1-15 seem to be elitist in nature as they all maintain good grammatical structures, clearly spelt for the educated consumers. The grammatical correctness that we find on the advertisement shows the pedigree of the Celebs. These are 'men' of no mean educational status. Verbal modes in advertisement refer to the use of language, words, and speech to convey a message, promote a product, or build a brand. Verbal modes enable advertisers to communicate complex ideas, product benefits, and brand values to their target audience. In the advertisement, there is no product to be displayed. For the goal of that advertisement to be achieved the advertiser makes use of the verbal modes; imputting a lot of texts in the image. The picture of the celebrity is just there to create influence and get attention. Verbal modes can be combined with visual and other modes to create a richer, more engaging advertising experience. This is visible in all the images used in this research. This shows that verbal modes are important in advertisement to create a richer and more engaging image. By leveraging verbal modes effectively, advertisers can create impactful, engaging, and memorable advertisements that drive results and build strong brand connections.

Verbal modes help create a tone and atmosphere that resonates with the target audience and reinforces the brand's identity. Unique and creative language can differentiate a brand from its competitors and make it more memorable for example in datum 14, the peak milk advertisement, the headline, "Reach for your peak" is unique, it includes the brand name no other brand can use. It differentiates peak milk from other products. Verbal modes can create an emotional connection with the audience, fostering empathy, trust, and loyalty. The use of women in two detergent advertisements for example in datum 2, Mercy Johnson and 10, Funke Akindele; Viva advertisements and WAW advertisements respectively, is very significant to the target audience. These are women who matter in every household just as the detergent. Detergent quality is mostly weighed by the women because they make use of these things every day and are assumed to know the best.

FINDINGS AND DISCUSSIONS

The celebrities endorsed advertisements examined often use casual language and informal tones to create a sense of relatability. By directly addressing the audience with words like "relief", "brighter", "love", "everyone", "you" and "your," etc., they foster a personal connection that boosts engagement. Plus, the inclusion of pictures and colours helps to create a friendly, conversational vibe that resonates with younger viewers. It was found that visual elements

were carefully aligned with the linguistic messages to foreground and drive home the message of the advertisements.

The blend of language and visual elements creates a smooth narrative that really boosts consumer engagement. This study shows that a successful celebrity endorsement hinges on how well these components come together to deliver a clear message. The way we choose our words, images, colours and other elements all work together not just to share information, but also to stir emotional reactions from the audience. The colours essentially play a vital role in enhancing the overall ambience of the advertisements analysed and to give further meanings to the phrases and sentences as for the advertisement. Adegoju (2006:2) echoes this view strongly when he states that "meaning can be derived through in a particular colour and it can be a source of information. A number of studies have described modes in these terms, including Kress and van Leeuwen's (1996) work on image, Martinec's (2000) research on movement and gesture, and van Leeuwen's work on music (1999). As modes have different affordances, people always use different modes simultaneously to 'orchestrate' complex 'multimodal ensembles'. Adedoja, Ogunrinde and Jayeoba (2021) also posit that different styles as modes are employed in the design of advertisements for the purpose of foregrounding and to direct readers' attention and choice to the core of the adverts.

This study reveals the complex nature of the use of celebrities in advertisement and the role they play in it reveals that different brands use social media (Facebook, Instagram, Twitter) as a medium of advertising. They use various persuasive strategies to persuade their audience and gain attention. Facial expressions in advertisements are a powerful tool to communicate and connect with the audience, and can be used in a variety of ways to achieve different marketing goals. Facial expressions can also be used to create a sense of surprise or unexpectedness, create a sense of nostalgia or sentimentality. Facial expressions in advertisements are crucial as they convey emotions and empathy, create an instant connection with the audience, communicate the brand's message and tone, can be used to create a sense of familiarity and trust, can be used to convey complex information in a simple way, can be used to create a sense of urgency and can also be used to create a sense of fun or playfulness.

CONCLUSION
This research underscores the significance of a multimodal approach to analyzing social media advertisements featuring Nigerian celebrities on Nigeria's media space because according to Adekola (2024), Nigerian communicative modes incorporate aside linguistic elements, other devices to convey messages and engage listeners. By grasping the intricate relationships between language, images, and sound, marketers can craft more impactful advertising campaigns that truly connect with their audiences. It also demonstrates that linguistic analysis is an essential component of understanding celebrity-endorsed social media advertisements. By examining how language interacts with visual and semiotic elements, this study provides valuable insights into the persuasive mechanisms of multimodal advertising. We also understand

that the concept of "mode" in multimodal discourse analysis is crucial for analyzing the full complexity of human communication. Each mode brings its unique features to the table, contributing to how messages are constructed and interpreted. The findings indicate that future studies should keep delving into the ever-changing world of social media advertising, especially as new celebrities and platforms continue to emerge. Future research could as well explore cross-cultural variations in linguistic and multimodal strategies to further enrich our understanding of this phenomenon.

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