

An Analysis of Matrix and Embedded Languages in Code-mixed Expressions in Southwestern Nigerian Advertisement Jingles

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Abstract

Advertisement jingles contain an interplay of multilingual codes to help in the successful conveyance of the messages about products and services. This study analyses the matrix and embedded languages used in the code-mixed expressions in selected Southwestern Nigerian radio and online advertisement jingles. Specifically, the study examined the matrix and embedded languages in the code-mixed expressions and highlighted the dominant matrix language used in the advertisement jingles. Also, it classified the categories of the embedded items in the code-mixed expressions. The primary source of data was drawn from 60 code-switched advertisement jingles collected from 30 radio commercials and 30 online advertisements on *YouTube* through purposive random sampling technique. The 30 radio jingles were collected from 12 radio stations in the Southwestern states in Nigeria which are Osun, Oyo, Ondo, Ogun, Ekiti and Lagos. The result showed that Yoruba is the dominant matrix language while English and Naija are the embedded languages in the code-mixed expressions. The embedded items include grammatical constituents, numerical constituents, abbreviated orthographic constituents and digital constituents. The significance is that it shows the utilitarian qualities of advertisement jingles in the service of language in the Nigerian society and code-mixing as an effective linguistic and verbal skill used by advertisers to effectively pass across their intended messages to the multilingual listeners. It is therefore recommended that multilingual codes should also be considered useful in advertisement campaigns in multilingual societies.

Key Words: Matrix language, Embedded language, Code-mixing, Advertisement Jingles, Bi/multilingualism

Introduction

Nigeria is described as a bi/multilingual country because there are many indigenous languages which can be added to the English language and its culture (Asiyanbola, 2013). As a result of the language diversity in Nigeria, it is very rare to find purely monolingual speakers because many Nigerians are bi/multilingual speakers who have various languages and dialects in their linguistic repertoire. One of the consequences of bi/multilingualism in Nigeria is code-mixing. Code-mixing is using two languages such that a third, new code emerges, in which elements from the two languages are incorporated into a structurally definable pattern (Maschler, 1998).

The linguistic practice of code-mixing is seen virtually in various domains of human interaction, advertisements inclusive. This is because in reality, code-mixed messaging is a marketing tactic intended to sway bilingual customers (Luna & Peracchio, 2005). Considering the ethno-linguistic diversity of Nigeria, code-alternation makes it easier for the advertisement to reach a wider audience when languages are used together. This explains the reason advertisers code-mix in their advertisements. The languages are employed to support one another and meet the intricate communication needs of a multicultural community (Sridhar, 1996). Code-mixing is a common phenomenon used to meet the complex communicative demands of the majority of the people whose competency in English language is relatively low (Olumuyiwa, 2013).

Specifically in advertisement jingles, studies on code-mixing have been carried out in various countries of the world in examining the interplay of diverse languages and English. However, in the Nigerian context, there exists a noticeable dearth of studies in examining the interplay of Yorùbá, Naija (Nigerian Pidgin English) and English in advertisement jingles. These three languages are examined because are standard and advanced languages used by bi/multilingual speakers especially in the Southwestern Nigeria. Therefore, with a view to examining the interplay of Yorùbá, Naija and English, this study seeks to examine the matrix and embedded languages used in the code-mixed expressions in the selected advertisement jingles and the different categories of embedded items.

The aim of this study is to analyse the matrix and embedded languages used in the code-mixed expressions in the selected Southwestern Nigerian Radio and online advertisement jingles.

The specific objectives are to examine the matrix and embedded languages used in the code-mixed expressions in the selected advertisement jingles; highlight the dominant matrix language used in the code-mixed expressions and in the advertisement jingles; and classify the categories of the embedded items in the code-mixed expressions. The paper answers the following research questions:

- i. What are the matrix and embedded languages used in the code-mixed expressions in the advertisement jingles?
- ii. What is the dominant matrix language used in the code-mixed expressions?
- iii. What are the categories of embedded items in the code-mixed expressions?

Literature Review

The Concept of Code-mixing

In a bi/multilingual society where there are speakers who speak at least two languages, there arises a situation where the speaker switches from one language to another or mix languages in the course of their speech (Salami, 2014). Code-mixing is a widespread phenomenon in bilingual communities where speakers use their native language and their second language in different situations. Code-mixing are one of the results or product of bilingualism (Akindele & Adegbite, 1999 and Babalola & Taiwo, 2009).

Adetuyi et al. (2017) are of the opinion that code-mixing is a blending of two languages, usually without a change of topic. It often occurs within one sentence where one element is spoken in language A and the rest in language B. Code-mixing which is also regarded intra-sentential switching by Poplack (1980) refers to the switching that occurs inside the same clause or sentence which then contains elements of both languages. Intra-sentential code-switching is referred to as code-mixing (Lanz, 2011), language mixing (Banjo, 1985), language interlarding (Ogunsiji, 2013) or language hybridisation (McLaughlin, 1978). Examples are:

- i.) *Director yẹn ní ká notify yín pé lola la máa ẹ interview yẹn o.*
(Director asked me to notify you that the interview will take place tomorrow.)
This is Yorùbá-English code-mixing.

- ii.) The degree *ti ojo fi ro ni* year *yii wa* disappointing.
(The degree at which rain fell this year is disappointing.)
This is English-Yorùbá code-mixing.

The English Language in Nigeria

The official language of Nigeria is English, which has the authority of government to conduct all official functions such as the business of the civil service, commerce, education, law etc. which is usually elitist and not necessary a mass-oriented language (Osuafor, 2005). Ukachi (2010) claims that English is the most important language in Nigeria. Odebunmi (2005) acknowledges that the only language available for people from various linguistic and ethnic groups to interact English. Because of this, English is viewed as a second language that is absolutely necessary for Nigerians of all different linguistic and cultural backgrounds to connect (Awobuluyi, 1996 & Anyanwu, 2011).

Even though the three main languages in Nigeria which are Hausa, Igbo, and Yorùbá have a chance of becoming the country's national tongues, English will continue to gain ground as long as Nigerians from other language groups and ethnic groups feel marginalised by the adoption of these three languages (Ogu, 1992). Though the suggestion of English language as the national language has been kicked against because of nationalistic reasons (Sofunke, 1990), lack of sizeable constituency (Elugbe, 1990) and having succeeded in dividing Nigerians into groups of governors and the governed (Bamgbose, 1990), English language is still used as the official language because of its neutrality and also, it is the language of national and international communication (Osuafor, 2005).

Osuafor (2005) explains that English is no longer an elitist language in Nigeria. From the researcher's view point, the explanations concerning English are true and the language has finally come to stay within the linguistic ecosystem of Nigeria. Nigerians have a positive attitude towards it and rate it higher in social prestige than other indigenous languages because it has been for so long the sole language of social and educational advancement. Its neutrality as a non-ethnic language also prevents it from any negative bias from ethnic groups.

Naija in Nigeria

Nigerian Pidgin, presently referred to as Naija, was given this name by Naija Language Akedemi in 2010 for the Pidgin that is spoken in Nigeria (Osoba, 2021). Due to Nigerians' historical and socioeconomic ties to other European nations, Naija can be understood as a variation of English-lexifier contact variety (Akande & Okesola, 2021). Naija, according to Shaibu (2013), Akande & Okesola (2021), is a hybrid language that combines numerous indigenous Nigerian languages with English which is widely spoken in western and southern Nigeria and also takes its vocabulary from English and its morphology and syntax from the indigenous languages.

The origin of Pidgin is traced to the business transaction between the people on the west coast of Africa and the visiting European traders namely the Spanish, Dutch, Portuguese and English who had no language common with the people along the coast and needed a neutral language which is understood and acceptable to both parties (Elugbe & Omamor, 1991 and Akindele & Adegbite, 1999). Based on the number of speakers and the level of acceptance by speakers of other languages, Naija is thought to be the most extensively spoken language in Nigeria (Inyabri & Mensah, 2021). More than 70 million people in Nigeria speak Naija as their first, second, or third language (Egbokhare, 2021) and it serves as a lingua Franca for people of diverse languages.

According to Jibril (1995), Nigerians' opinions about Naija span from adoration to contempt. Akindele and Adegbite (1999) are of the opinion that Naija is an unlikely candidate for national language because it lacks prestige and it is not associated with educated usage because it is non-standard. On the other hand, Elugbe and Omamor (1991) are ardent admirers of Naija because they produced a book on the language which offers the best linguistic account of Naija. At the informal level of interactions, professors, lawyers, journalists and university graduates use Naija in Nigeria today (Akande, 2008). Although there is not a plan or policy in place to support Naija as a language or to combat unfavourable perceptions of Naija and its speakers, the language has grown to be the most dynamic and quickly expanding in the nation and is thought to be the language of the future (Faraclas, 2021).

Indigenous Languages in Nigeria

Nigeria's linguistic diversity in Africa is second to none. Local or indigenous language means a language belonging to or connected with a

particular place or are which one is talking about or with the place where one lives (Adedeji, 2015). There are 520 languages in Nigeria (Eberhard et al., 2024, Ethnologue). All these languages have been grouped into three categories according to their functionality by Adekunle (1995). The first category includes major indigenous languages which are Hausa, Igbo and Yorùbá are spoken by at least six (6) million native speakers and are widely used by Nigerians with various mother tongues outside of their states of origin.

The second category includes Nigeria's officially recognised languages, such as Kanuri, Fulani, Edo, Efik, Tiv, and Ijaw, which are spoken at the national level but are rarely used outside of their state of origin. Minor languages that lack official state recognition fall under the third category. Practically speaking, the indigenous languages in Nigeria are divided into two. There are the main languages which are Hausa, Igbo and Yorùbá and several languages that are considered to be minor. The overpowering influence of the English language has reduced the status and the use of Nigeria's indigenous languages. Even the so-called major languages have not performed the roles as stated in the language policies of Nigeria.

At the national assembly, the constitution of Nigeria (1999) encourages that the sections should be done in English and in the three major Nigerian languages (Hausa, Ibo and Yorùbá) when there are sufficient provisions for their use. Also, for the state assembly, the constitution of Nigeria asserts that the sections should be done in English and may use one of the indigenous languages spoken used in the state based on their decision. However, the used of the three major languages at the national assembly and other indigenous languages at the state house of assembly has been a mere statement which has not been implemented.

The negative disposition of Nigerian legislators towards our indigenous language was accounted for by Bamgbose (2001) where an account of what took place on December 9, 1999 at the Lagos State House of assembly was relayed. The desirability of using Yorùbá, the dominant language of the state, as the language of debate in the house in accordance with the provisions in the constitution, which empowers each state to decide on the use of such a language in addition to English was discussed. The outcome of the debate was that the house rejected this dominant and major Nigerian language on the grounds that Yorùbá is not suitable to conduct their sessions because Lagos is a cosmopolitan city

and that using it is capable of demeaning and reducing the intellectual capacity of the legislators. This statement is questioned by the researcher because using an indigenous language in a formal setting cannot make a person less intelligent or knowledgeable but instead, enhances more knowledge in the language and gives a sense of identity and belonging.

An indigenous language of Nigeria has not been chosen as one of the country's national languages. Though the three major languages (Hausa, Igbo and Yorùbá) stand the chance of being selected, the problem facing them is that they lack the properties of creativity and generativity which natural languages have and they have not been developed to meet modernisation requirements (Elugbe, 1990 and Jowitt 1995). As a result, if the correct development of the three main languages and other indigenous languages is given enough attention, they will be able to meet the demands of modernity and globalisation. As a result, if the correct development of the three main languages and other indigenous languages is given enough attention, they will be able to meet the demands of modernity and globalisation. Nwanyanwu (2017) states that a focused plan on the development and codification of the native languages will bring about national unity and cultural awareness. Looking at the explanations and submissions above, the desire for a more standardised use of the indigenous languages especially the three major Nigerian languages is vivid which is in line with the researcher's view because it creates room for expansion of the frontiers of the sectors where they are used prevents the endangerment or extinction of the languages in the future.

Matrix Language Framework Model by Myers-Scotton

This study drew insights from Myers Scotton's Matrix language frame theory. Myers-Scotton's (1993) criteria are more structurally based. The MLF is a production-based theory used to explain the morphological, grammatical, and syntactic coordination of various language units in code switching speech. The premise of this theoretical frame states that the matrix language (base language) exists as a dominant language frame into which the code switches are inserted as the embedded language (guest language) items. This theory believes that a bilingual speaker alternates between the Matrix Language (ML) and an Embedded Language (EL). Therefore, in a code-switched sentence, one language acts as the matrix language and the other as the embedded language (Myers-Scotton, 1993). In Myers-Scotton's description, the matrix

language is the language that is more active and used more frequently in the utterance. A matrix language can also be the first language a speaker uses in a discussion or the one in which morphemes or words are used most frequently. The embedded language or subordinate language is thought of as having been implanted in a matrix language frame to accomplish a goal, and the matrix language is the domain or major language that plays the key role in constructing the sentence frame where the code-switching emerges (Jegede, 2012).

Methodology

The design of the study is qualitative because it analyses the matrix and embedded languages used in the code-mixed expressions in the selected Southwestern Nigerian Radio and online advertisement jingles. The primary data is drawn from sixty (60) code-switched advertisement jingles which are collected from 30 selected Southwestern Nigerian radio advertisement jingles and 30 online advertisement jingles from YouTube. From the 6 Southwestern states in Nigeria which are Osun, Oyo, Ondo, Ogun, Ekiti and Lagos, 12 radio stations are randomly selected. In each of the 6 states, a private radio station and a public radio station are randomly selected which makes a total of 12 radio stations. The radio stations include Cool FM and Bond FM (Lagos), Splash FM and Paramount FM (Ogun), Crown FM and Orisun FM (Osun), Splash FM and Amuludun FM (Oyo), Adaba FM and Orange FM (Ondo) and lastly New Cruse and Ekiti FM (Ekiti). The jingles selected from both sources are limited to jingles advertising products and services.

The sampling technique used in the collection of the data for the study is a purposive random sampling technique. This sampling technique is chosen because there are some criteria guiding the data collection so as to fulfil the purpose of the study. The first criterion is that the jingles must be rendered in more than one language which is restricted to Yorùbá, Naija and English and the second criterion is that the advertisement jingles are either advertising consumer products, business services or personal services.

Data Analysis

In this section, some excerpts of code-mixed expressions in the selected advertisement jingles are analysed based on the objectives of the study. First, the matrix and embedded languages used in the code-mixed expressions and are examined and the dominant matrix language in the

code-mixed expressions and the advertisement jingles are highlighted. Second, the categories of the embedded items in the code-mixed expressions are classified.

1. Matrix and Embedded Languages in the Code-mixed Expressions

(a) Yoruba as Matrix language

From the analysis of the data, there are 155 excerpts of code-mixed expressions in which Yoruba serves as the matrix language while English serves as the embedded language. Yoruba is the major matrix language used in the code-mixed expressions. First, Yoruba words are more dominant and active in the sentences than English words. Second, Yoruba language sets the sentence structure or stands as the main or independent clause in the sentences and English words are embedded or inserted into the sentence structure of the Yoruba language. Below are some excerpts that show Yoruba as the matrix language.

- Excerpt 1 Ànfààní sì tún sí sílẹ̀ fàwọn tó nílò *ice block* láti máa rà lówó pọ̀ọ̀ku lójòjómọ.
(There is also an open advantage for those using ice block to buy them at cheap prices every day.) (Mayor Ade Rentals, Ekiti FM, Ekiti State)
- Excerpt 2 Orijin *Herbal Gin* pẹ̀lú ojúlówó *African Root* pẹ̀lú itówò tó fọ̀kànbàlẹ̀, èyí tó jẹ́ pé o lè rí nínú Orijin Herbal Gin nìkan.
(Orijin Herbal Gin with original African root with a refreshing taste which can only be gotten from Orijin Herbal Gin.) (Orijin Herbal Gin, Paramount FM, Ogun State)
- Excerpt 3 Ọ̀fẹ́ sì ní, yára tẹ́ *200*3*1# láti wọ̀ èyíkẹ́yíi nínú àwọn data olóṣoosù wọn tí owó rẹ̀ tó egbẹ̀rún kan ó lè ní èdédẹgbẹ̀ta naira.
(It is free, quickly dial *200*3*1# to enter their different monthly data tariffs that is up to 1500 naira.) (9mobile, Amuludun FM, Oyo State)

- Excerpt 4 Àsé àràmòndà, Àsé iyanu tí ń ẹ gbogbo ìdòtí inú omi pátápátá porogodo ceramic filter; **ceramic filter** ní ẹ omi kadara tí gbogbo bacteria yòò kànjàngbòn t'ómi mímu wa yòò fí wá lókànbàlẹ pèsẹ. (Omilero Water, YouTube)
- Excerpt 5 **CoMalart** la ẹ pẹlú àpapọ **artemether** àti **lumefantrine** láti dojúkọ ibà tó wà lára, yòò sì paná rẹ ní kíákíá.
(CoMalart is made with the combination of artemether and lumefantrine to combat malaria that is in the body and it will subdue it.) (CoMalart, YouTube)
- Excerpt 6 Wón ń ta **used American spec car**, iyen ọkọ àlòkù òyìnbó tọwọ ọ tíi dùn **cargo Nigerian used car**, iyen àlòkù ọkọ eléyí tó ẹ gbókànlẹ.
(They are selling used American spec cars, i.e. fairly used cars from abroad which are still intact; cargo Nigerian used cars i.e. Nigerian fairly used cars that are reliable.) (Great Achievers Automobile Dealers Firm, YouTube)

(b) English as Matrix language

There are 5 excerpts of code-mixed expressions in which English serves as the matrix language while Naija and/or Yoruba serves as the embedded language(s). In these sentences, English is the matrix language which form the sentence structure and is more dominant and active in the sentences while Yoruba and/Naija words are embedded into the English sentence structure and in the code-mixed sentences. In excerpts 7 to 11, the English words are in the normal interface while the embedded Yorùbá words are boldened and underlined while the embedded Naija words are boldened without being underlined. These include the following:

- Excerpt 7 And if **you no** get cash, there's no **wàhálà**.
(And if you don't have cash, there's no problem.)
(UBA 919, YouTube)
- Excerpt 8 When the money **don** come, **ó yá** do the 919 dance.
(When the money has come, let's do the 919 dance.)
(UBA 919, YouTube)

- Excerpt 9 Because the money *don* come *ó yá* do the 919 dance.
(Because the money has come o, let's do the 919 dance.)
(UBA 919, YouTube)
- Excerpt 10 *Abegi jòó jòó jòó*, dial the number 444.
(I am begging please, please, please; dial the number 444.)
(Airtel *444#, YouTube)
- Excerpt 11 444, *ó pò, ó pò, 4 méta* is a metaphor.
(444, it's plenty, it's plenty, triple 4 is a metaphor.)
(Airtel *444#, YouTube)

(c) Naija as Matrix language

There are 2 excerpts of code-mixed expressions in which Naija serves as the matrix language while Yoruba serves as the embedded language. In these code-mixed expressions, Naija is the matrix language which forms the sentence structure and is more dominant and active in the sentences while Yoruba is the embedded language in these code-mixed sentences. They are as follows.

- Excerpt 12 Customers dey, *ó pò*; plenty goods dey, *ó pò, ó pò*.
(There are customers, they are plenty; there are plenty goods, they are plenty.)
(Qwik NG, YouTube)
- Excerpt 13 3000 naira, 3k *péré* for 10 gigabyte data.
(3000 naira, 3k only for 10 gigabyte data.)
(Airtel, Cool FM, Lagos State)

Dominant Matrix Language in the Code-mixed Expressions and the Advertisement Jingles

In the analysis of the selected advertisement jingles, there are 162 code-mixed expressions. It was discovered that Yoruba, English or Naija functions as matrix language at one time or the other. However, Yoruba dominates as the matrix language used in the code-mixed expressions with 95.6% (155 out of 162 instances). This means that in the code-

mixed expressions, Yoruba is frequently used by the advertisers as the dominant language that sets the sentence structure in the code-mixed expressions while English and Naija function more as the embedded languages.

As regards the embedded languages, English is more frequently used as an embedded language than Naija. This is not far-fetched because from the instances of code-mixed expressions, the advertisers mainly engage in Yoruba-English code-mixing. These embedded languages are as important as the matrix language because without them, the linguistic strategy of code-mixing cannot occur as they work hand in hand in synergy to produce an effective communication of the intended messages of the products and services to the members of the society.

Similarly, from the analysis of the 60 advertisement jingles, it is discovered that Yorùbá is used as the matrix language in 29 jingles (48%), English is used as matrix language in 18 jingles (30%) and Naija is used as matrix language in 13 jingles (22%). Therefore, Yorùbá dominates as the matrix language used in the jingles with 48%. Yoruba dominates a matrix language because it is the native language and linguistic identity of the residents of the target location (Southwestern Nigeria) which is widely spoken by various categories of people of the area. Therefore, in order to get the attention of the listeners and persuade them to patronise the advertised products and services, many of the advertisers decide to actively use the Yoruba language in their code-mixed expressions to convey different information concerning the advertised products and services. However, this is not a case that Yoruba is superior to the English and Naija languages, but on the contrary, the three languages are used harmoniously to complement one another so that an effective dissemination of the information to the target audiences of the advertised products and services can be ensured which might influence their positive responses and patronage of the advertised products and services.

Classification of the Categories of the Embedded Items in the Code-mixed Expressions

From the instances of the code-mixed expressions, there are different categories of embedded items in the code-mixed expressions. They include grammatical constituents (words and phrases), numerical constituents (numbers), abbreviated orthographic constituents (acronyms) and digital constituents (online addresses, website address, email address

and social media address). These embedded items are either from the English, Naija or Yoruba languages. These categories are examined below.

Grammatical Constituents

There are some grammatical elements like words and phrases embedded in the code-mixed expressions. They are explained below.

Words as Embedded Items

There are some code-mixed expressions that contain words from the embedded languages which are inserted into the matrix languages. These words are in English, Naija or Yoruba. Some examples are found below.

English Words as Embedded Items: These excerpts contain one or more English words which are embedded within the code-mixed expressions. They are boldened in the sentences below.

Excerpt 14 Tẹ bá ti ri **Prestige**, kẹ máa ní **standard**, torí pé ó standard fún ilé tó **standard**.
(If you see Prestige, you should call it standard because it is standard for houses that are standard.)
(Prestige Paints, Bond FM, Lagos State)

Excerpt 15 Bó ẹ̀ lè tan ọ̀pọ̀lọ̀pọ̀ gílóòbù ló ń gbé **television** gbé **decoder**.
(As it can power many globes, it also power television and decoder.) (BB Top Solar, New Cruse FM, Ekiti State)

Excerpt 16 **9mobile** máa ń ọ ní **data** ọ̀fẹ́ tó tó ọ̀gọ́fà **gigabyte** sínú èyíkéyí **smartphone** tóo bá rà.
(9mobile will give you free data up to 120 gigabytes in any kind of smartphone you have bought.)
(9mobile, Amuludun FM, Oyo State)

Excerpt 17 Àwà kii po **chemical** mó gbogbo ohun tí ń jáde láti ilé-iṣẹ́ wa.
(We don't mix chemical with products that comes out from our company.)

(Lafunky Beauty Skincare Products, YouTube)

Excerpt 18 **CoMalart** la ɕe pèlú àpapò **artemether** àti **lumefantrine** láti dojúko ibà tó wà lára, yóò sì paná rẹ ní kíákíá.
(CoMalart is made with the combination of artemether and lumefantrine to combats malaria that is in the body and it will subdue it.) (CoMalart, YouTube)

Excerpt 19 Ó ga ó ga ó ga bíi **signboard**, gèlè mi ga ju tì ẹ lọ.
(Its high, its high, its high like signboard, my headgear is higher than yours.) (Airtel 4G, YouTube)

Yoruba Words as Embedded Items: These excerpts contain Yoruba words which are embedded within the code-mixed expressions. They are boldened in the sentences below.

Excerpt 20 444, ó pò, ó pò, 4 **méta** is a metaphor.
(444, it's plenty, it's plenty, triple 4 is a metaphor.)
(Airtel *444#, YouTube)

Excerpt 21 3000 naira, 3k **péré** for 10 gigabyte data.
(3000 naira, 3k only for 10 gigabyte data.)
(Airtel, Cool FM, Lagos State)

Naija Words as Embedded Items: These excerpts contain Naija words which are embedded within the code-mixed expressions. They are boldened in the sentences below.

Excerpt 22 When the money **don** come, ó yá do the 919 dance.
(When the money has come, let's do the 919 dance.)
(UBA 919, YouTube)

Excerpt 23 **Abegi** jòó jòó jòó, dial the number 444.
(I am begging please, please, please; dial the number 444.)
(Airtel *444#, YouTube)

Phrases as Embedded Items

There are some code-mixed expressions which contain phrases from the embedded languages which are inserted into the matrix languages. These phrases are in English, NPE or Yoruba. Some examples are found below.

English Phrases as Embedded Items: These excerpts contain one or more English phrases which are embedded within the code-mixed expressions. These English phrases are boldened in the sentences below.

- Excerpt 24 Tó bá jẹ èrọ iléwọ lóríṣíríṣiàti èyà arafóònù, ìyẹn **phone and phone accessories** lẹjẹwónlẹjẹwón fún èyin alárántúntà, gbogbo ló yapa sódò wọn.
(If it is phone and phone accessories in large quantities for retailers, they are all available there.)
(Ade Crystal Concepts Limited, Crown FM, Osun State)
- Excerpt 25 Gbogbo èyin ilé ìtura, iyàwó ilé àti èyin aláṣe té ẹ fẹ ra ẹran tútù, **fresh meat; Meat Embassy** ní kí ẹ máabò. (To all hotels, housewives and caterers that want to buy fresh meat, come to Meat Embassy.)
(Meat Embassy, Bond FM, Lagos State)
- Excerpt 26 Bẹ̀ni wọn a máa print picture lórí cake tí àwọn eléèbó n pè ní **edible print** (Also, they print picture on cake that this called edible print in English.)
(Afoluke Prints, Ekiti FM, Ekiti State)
- Excerpt 27 Odún mēta sí mērinni ẹ fi lo **ceramic filter**.
(You will use the ceramic filter for three to four years.)
(Omlero International, YouTube)
- Excerpt 28 Ní kùkùrú, gbogbo òhkan tóobá nílò tó bá jẹmó **landed property**, àwònni kí o kànsí.
(In short, everything that you need that deals with landed property, contact them.)
(Great Achievers Real Estate, Management Firm, YouTube)

Naija Phrase as an Embedded Item: The excerpt below contains a Naija phrase which is embedded within the code-mixed expression below. This Naija phrase is boldened in the sentence below.

Excerpt 29 And if you **no get** cash, there's now **ahálà**.
(And if you don't have cash, there's no problem.)
(UBA 919, YouTube)

Yoruba Phrase as an Embedded Item: These excerpts contain Yoruba phrases which is embedded within the code-mixed expressions below. These Yoruba phrases are boldened in the sentences below.

Excerpt 30 444, **ó pò, ó pò**, 4mèta is a metaphor.
(444, it's plenty, it's plenty, triple 4 is a metaphor.)
(Airtel *444#, YouTube)

Excerpt 31 Because the money don come **ó yá** do the 919 dance.
(Because the money has come o, let us do the 919 dance.) (UBA 919, YouTube)

Numerical Constituents

There are some numerical elements like numbers embedded in the code-mixed expressions. These code-mixed expressions contain numbers from the English language which are inserted into the matrix languages. These numbers are phone numbers, contact address numbers, code numbers from service providers, certain amounts of money or numbers that represent every day of the week (24/7). Some examples are found below in which the numbers are boldened.

Excerpt 32 *E fẹ́ ya **passport**, **še photocopy** tàbí **ID card**, tẹ bá túnfẹ́ tún **computer** še, **wedding cards**, **banners** tàbí ká tẹ̀ ǹnkan sóri aṣo, pé Openifujà sóri nòm̀bà yìi 08066592142.*
(You want to snap passport, do photocopy or ID card, if you want to repair computer, wedding cards, banners or print on clothes, call Openifuja on this number 08066592142.)
(Openifuja Advanced Technology, New Cruise FM, Ekiti State)

- Excerpt 34 *Gbogbo ẹni tó fẹ ra **Profit City** tí à ń tà ní **300,000-naira** báyii àti **First Class City** tí à ń tà ní **250,000-naira** báyii, 100,000-naira péré lè ra pílọ̀tì kan bá ẹ tà nígbà ẹ́dínwó.*
 (All those who want to buy Profit City that we are selling for 300,000 naira now and First-Class City that we are selling for 250,000 naira now, you would buy 1 plot for 100,000 naira only as it was sold during promo.)
 (Napoleon Mesh Land Easy Buy, Splash FM, Ogun State)
- Excerpt 35 *Ọ̀fẹ̀ sì ni, yára tẹ *200*3*1# láti wọ ẹ̀yíkẹ̀yìí nínú àwọn data olóṣoosù wọn tí owó rẹ̀ tó ẹgbẹ̀rún kan ó lè ní ẹ̀ẹ́dẹ́gbẹ̀ta naira.*
 (It is free, quickly dial *200*3*1# to enter their different monthly data tariffs that is up to 1500 naira.)
 (9mobile, Amuludun FM, Oyo State)
- Excerpt 36 *Ọ̀rẹ̀ mi má lọ́ fọ́, o jẹ́ sáré lọ́ **444**.*
 (My friend don't be deceived, you better quickly use 444.)
 (Airtel 444, YouTube)
- Excerpt 37 *Ẹ̀wẹ̀, **24/7** ni iná mọ̀nà mọ̀nà ń tàn nìbẹ̀ torí dígbí ni ẹ̀rọ amúnátàn wọn wá.*
 (Also, there is 24/7 power supply because their generator is on standby.)
 (Perfume Garden Hotel, Crown FM, Osun State)
- Excerpt 38 ***Opulent Hub, phone number** wọn rẹ̀é **09040000901**.*
 (Opulent Hub, their phone number is 09040000901.)
 (Opulent Hub, Paramount FM, Ogun State)

Abbreviated Orthographic Constituents

There are some abbreviated orthographic elements like acronyms embedded in the code-mixed expressions which are explained below. There are some code-mixed expressions which contain acronyms from the English language which are inserted into the matrix languages. The

acronyms are from food components, professional bodies or examination bodies the advertised products and services are affiliated to or belong to and those organisational bodies who endorse and approve of the advertised products and services. Examples are seen below in which the acronyms are boldened in the code-mixed expressions

- Excerpt 39 *Ìgbimò **SON** ti fún wọn lámi èyẹ **NIS Mark of Standard**.*
 (The SON body has given them an NIS Mark of Standard award.)
 (SON - Standard Organization of Nigeria)
 (NIS - Nigerian Industrial Standard)
 (Prestige Paints, Bond FM, Lagos State)
- Excerpt 40 *È máa gbàgbe o, pèlú irànlówó **Napoleon Mesh Land Easy Buy**, iyekíyè tó ñ bẹ lówó rẹ níkóowá sansí **IAS**.*
 (Don't forget, with the help of Napoleon Mesh Land Easy Buy, come and pay any amount with you to IAS.)
 (IAS - International Accounting Standards)
 (Napoleon Mesh Land Easy Buy, Splash FM, Ogun State)
- Excerpt 41 *Ìwọ ni idánwò **WAEC** ni o, **NECO** ni o, **UTME** ni o àti gbogbo àwọnì dánwò jànkànjànkàn, bíbójẹ niàwónakékékọ **Best Results International School** ñ bó àwọnìdánwò wònyí jẹ bí ẹni ñ bó ẹyin jẹ.*
 (Be it exams like WAEC, NECO, UTME and other tough external examinations, Best Results International School students pass these exams easily without difficulty.)
 (WAEC - West Africa Examinations Council)
 (NECO - National Examination Council)
 (UTME - Unified Tertiary Matriculation Examination)
 (Best Results International School, Crown FM, Osun State.)
- Excerpt 42 ***Joykem Wires and Cables** tó jẹ òkanláraàwọnọmọ Egbe **CAMAN** ló şeojúlówó **wires and cables** jáde.*

(Joykem Wires and Cables which is a member of CAMAN is the producer of this original wires and cables.)

(CAMAN - Cables Manufacturers Association of Nigeria). (Joykem Wires and Cables, Splash FM, Oyo State)

Digital Constituents

There are some digital constituents which contain online addresses like website address, email address and social media platforms and address from the English language which are inserted into the matrix languages. Examples are seen below in which the digital constituents are boldened in the code-mixed expressions.

Excerpt 43 *È kànsí wọn ní **Facebook** tàbí **@perfumegardenhostel** ní **Instagram**.*

(Contact them on Facebook or @perfumegardenhostel on Instagram.)

Excerpt 44 *È sì tún lè pè sórí nọmbà yìí +14102408369 tàbí kẹẹ kànsí orí ẹ̀rọ ayélujára*

www.LaFunkybeautyskincare.com tòuntì **gmail** **address** wá **eogunlade73gmail.com**.

(You can also reach us on this number +14102408369 or contact us on our website www.laFunkybeautyskincare.com or our gmail address eogunlade73gmail.com.)

(CoMalart, CoMalart, malaria drug that is good for the whole family.)

Conclusion and Recommendation

From the analysis of the 162 code-mixed expressions in the selected advertisement jingles, it was discovered that Yoruba dominates as the matrix language used in the code-mixed expressions with 95.6%. English is more frequently used as an embedded language than Naija because the advertisers mainly engage in Yoruba-English code-mixing. These languages are not in conflict or competition with one another but rather in complementary synergy to ensure the advertisers are able to successfully convey the intended messages of products and services to

diverse categories of listeners. As regards the embedded items in the code-mixed expressions, they are categorised into four categories which include grammatical constituents (words and phrases), numerical constituents (numbers), abbreviated orthographic constituents (acronyms) and digital constituents (online addresses, website address, email address and social media address).

In conclusion, this reflects the high level of multilingual proficiency and linguistic skills of advertisers in unifying codes to ensure an effective dissemination of information to the listeners. It also shows the utilitarian qualities of advertisement jingles in the service of language in Nigerian society. Therefore, it is recommended that advertisers use code-mixing as a communicative strategy in advertising engagements to enhance a wider reach and dissemination of information about products and services to members of multilingual societies.

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