

***Ninogeshe*: Strategic Selection of Value Adding Terms in Advertisement and Slogan Creation by Corporations in Dar es Salaam**

*Norbert Mtavangu**

Abstract

Strategic choice of lexical items constitutes one of tactics that corporate companies adopt when composing advertisements or creating slogans. The paper presents a situation in which five corporate companies: Bakhresa Group, CRDB Bank, Tanzania Telecommunication Corporation Limited, Viettel Tanzania Public Limited Company (Halotel) and Tanzania Breweries Company Limited converged in the use of one lexical item -noga in its various derivations to generate advertisement and slogans for their products. To establish a historical background of the term -noga and the reasons for this convergence, the author reviews Bantu language dictionaries and relies on the information from print press. The findings show that -noga is an old stem carrying the meanings 'good', 'sweet' or 'pleasant' in several Bantu languages spoken in Tanzania. The game theory which enlightened the interpretation of the findings is used to explain that, -noga is favourable for advertisements because it adheres to three characteristics of a potential value adding term. Linguistically, it is analysable and it respects Bantu language rules; sociolinguistically, it is popular and suitable to express aesthetical issues like music and sports, and practically, it has a long and powerful tradition of expressing the notion related to 'lovability'. It is recommended, therefore that, in the light of the choice of this stem among private business corporations, studies could be extended to other linguistic items on how they can be used to enhance productivity.

Key words: *-noga, game theory, corporation, language*

Introduction

It is generally agreed that communication of thought, information and truth stands to be the core function of language, a function termed by Jacobson (1960) and Leech (1974) as referential and informational respectively. In addition to this function, language plays another major role: social control. The latter implies conscious or unconscious manipulation of speech to influence the listener in order for the listener to abide to the speaker's interest. Social control can be done through enticing, commanding or evoking person feelings (Bhat, 2008). This paper presents and discusses the social control function of language as a strategy adopted by business firms to attract clients. Specifically, I portray strategic choice and

* Lecturer, Department of Foreign Languages and Linguistics, University of Dar es Salaam, P.O. Box 35040, Dar es Salaam, Tanzania, E-mail: mtavangu@yahoo.com

exploitation of a Swahili verb *kunoga*, or its derivations in commercial advertisements and slogans. The work comprises five sections: the introduction, the game theory, methodology, findings and discussion as well as the conclusion and recommendation.

Theoretical Framework: Game Theory

Game theory is a philosophical orientation that originates from mathematics but used in several disciplines (among others sociology, political science, law and linguistics). The theory illustrates situations of strategic interaction in which the assumption is that, participants in the interactions are rational. In other words, it is a systematic study of strategic interactions among rational individuals. Rationality in Game theory refers to ability of having well-defined objectives (or preferences) over a set of possible outcomes and implementing the best available strategy to pursue them (Kockesen & Ok, 2007). In this work, I humbly explain the details of the theory which suit only the linguistic purpose of the paper.

By way of illustration and for the benefit of those not familiar with the theory, proponents of the theory call it ‘game’ because it derives its base from ordinary games. If we take penalty shooting in football for instance, it is assumed that both two players involved: the shooter and the goal keeper each has two strategic roles: maximising one’s potentials and exploiting the other’s weaknesses. The shooter who is fully conscious that the goalkeeper is rational, in order to score would use his/her uppermost skills to score while at the same time taking advantage of the goalkeeper’s weakness. Likewise, the goalkeeper skilfully defends the goal while studying the shooter’s reasoning frame, skills and weaknesses: whether for instance the shooter is right or left-footed. In business arena, corporations as players aiming at winning clients and maximising profit compete with clients, and with other companies simultaneously or one by one. To win, the corporate companies thus utilise their potentials and weakness of the other part, in our case by careful selection of lexical items or expressions as slogans or statements for advertisement.

According to Jaeger (2008) in language and linguistics, there are two perspectives in which game theory can be used: in pragmatics and in language evolution. The pragmatic branch according to Jaeger (ibid:412) implies sender’s deliberate efforts to align the message to the interest of the receiver in order to create credibility to the listener who is assumed to be a rational being. Players (interlocutors) in this context believe the message to be true as long as it is

presented in a rational way. In other words, to capture the intuition, the message should be credible. The evolutionary game theory on the other hand, emulates Darwinian natural selection model in which the objects of study in this case ‘word’ are not rational agents but entities. In language, evolution theory describes the way features of natural languages (sound segments, morphemes, words or expressions) compete among themselves in optimising certain reasonable target communication functions (Zang & Gernier, 2013:15). Ability of these constituents to survive in this competition is measured through ability to withstand turbulence over time, to replicate and to be passed from one human generation to another.

In the evolutionary perspective, the frequency distribution of traits as well as resistance to change affect its fitness (ibid:413). To take Marschak’s (1965:136) words:

Given the environment what determines the probability of that a set of traits will remain in existence for a given length of time? Logically, surviving is a special case of attaining a goal. Viability is thus a special case of efficiency. This goes for language as well as for other aspects of aspects of human organisation.

If we again take a communication game situation where a sender (S) communicates a message about an event (T) to the receiver (R) through the signal (F). In this game, the communication will be profitable and cost-effective if the receiver (R) will associate the signal (F) to the event (T). In our case, the stem *-noga* as signal (F) for say the Tanzania Telecommunication Corporation (TTCL) as sender (S) to communicate the message (T) about its rejuvenation will be efficient if the client (R) recognises the message and consequently is attracted to TTCL services. TTCL would have used its skills and perfectly exploited clients’ mindset and interests.

Methodology

The study was specifically undertaken in Dar es Salaam the largest city in Tanzania. Dar es Salaam was chosen because it is the largest commercial city in Tanzania hence with a good number of commercial advertisements. Three stages were followed in data collection and analysis. The first step involved random observation of slogans’ lexical items used by various companies. All public commercial advertisements broadcasted in television (particular in ITV and TBC) between November and December 2018 was observed.

The observation involved also: banners, billboards and posters accessible in streets, along the Morogoro road in Dar es Salaam city centre and Kinondoni districts. Given the variety and changing nature advertisement: new ones are posted while some old change every time, I could not establish the specific number.

The second stage, a qualitative one, commenced after finding that the most popular term was *kunoga* and its derivations. The stage implied surveying publications especially dictionaries of Bantu languages spoken in Tanzania and online information to find the occurrence and meanings of the term *kunoga* in Bantu languages as well as historical connection of the term with the business industry. At this stage, I studied 25 dictionaries. At same time, being a native speaker of Hehe, I used my intuition to recall the use of the term in my mother language. Documentary review involved also establishment of the evolution of the word from ethnic community languages to the current attained status in Swahili where it is a commercial asset. The third stage involved an interview with five personnel in charge of from public relations and/or marketing and a focused group discussion with 10 university students, who are potential clients. These discussions were held to examine whether the choice of lexical item had any psychological impact to clients. In the following paragraphs, I present the findings and the discussion.

Findings

In this study it was found that, corporations through print, broadcast and online media used a variety of terminologies to compose slogans as well as to advertise commodities and services. Among these terms, derivations from the stem *-noga* were used by five companies, whereas *mzuka* (from stem *-zuka*) was used by Coca-Cola and a lottery network company *Tatu Mzuka*. Other terms were not shared, each advertiser had a different term. Since *-noga* and its derivations had the highest frequency, I ignored other lexical items and concentrated to study the origin and contexts in which the stem *-noga* was used denotatively and connotatively. The paper therefore analyses the socio-historical contexts in which the term evolved.

The term *-noga* originates from Bantu languages. It is however not found in Guthrie (1970). Bastin and Schadeberg (n.d) in *Bantu reconstruction* ³¹ indicate that the stem is only found in 3 Bantu

¹¹https://www.africamuseum.be/en/research/discover/human_sciences/culture_society/blr/results_m ain?English=&Index=&Francais=&Tone=&T11=&T12=&T21=&T22=&T3=&T4=&RestT=&Word=n

language zones (E, F, J in North East region) where it means being ‘crushed’, ‘tired’. In Guthrie (1970) and Bastin and Schadeberg (n.d). the most popular semantic content of ‘palatable’ or ‘good’ found in many languages including Swahili language, is represented by the root *-nona*. *-Nona* according to Bastin and Schadeberg (ibid) is widely dispersed in 13 (C, D, E, F, G, H, J, K, L, M, N, P and S) out 16 Bantu language zones.

Two hypotheses lead one to presuppose that the two stems: *-nona* and *-noga* are cognates of the same root. One way of associating the two terms is through Swahili language in which *-nona* means ‘be fat’ and *mnofu* (stem *-nofu*) is ‘flesh’. If in Proto-Bantu according to Guthrie (1970), *mnofu* comes from *-nòkú*¹² in can plausibly be hypothesised that there existed a verb *-noka*, in which the sound /k/ was voiced to /g/ to create *-noga* in some languages. Again, it is possible that /k/ was from *nòkú* was spirantised to /v/ or /f/ as it has been done in Swahili in example 1.

Example 1: Derivations that transform /k/ to /v/ or /f/

<i>choka</i> ‘be tired	<i>uchovu/uchofu</i>	tiredness
<i>tukuka</i> be glorified	<i>utukufu</i>	glory

Another hypothesis is found in Hehe greetings¹³: The greeting *Unogage* (or *unoge*) “how are you?” (literary, ‘are you good?’) (with *-nog-* root) is responded by *ndimnofu*. ‘I am fine’ (literary ‘I am good’) (with *-nof-*). In this language, *-nona* means ‘be sweet’ whereas *-nofu* also means ‘beautiful’, ‘good’, or ‘kind’. Thus, at least in these Swahili and Hehe languages, we can establish semantic and phonological link between *-nona* and *-noga*. These links imply that *-nog-* and *-nof-* are cognates of the same root. The association can be worked as a single element as indicated below.

Table 1: Distribution of the Stem *-nona* and *-nofu* Swahili and Hehe

	<i>-nona</i>	<i>-nofu</i>	<i>-noga</i>
Swahili	be fleshy, fat	-flesh	Pleasant,
Hehe	Sweet,	Good, beautiful,	Be physically fit, be kind, be smart

on&C1=&V11=&V12=&C2=&V21=&V22=&C3=&V3=&C4=&V4=&Rest=&Gram=&SumRegNum=&SumReg=&SumZonNum=&SumZon=&NClass=

¹² in Kinyamwezi *-nogu* refers to ‘be soft’ or ‘easy to agree’.

¹³ My own intuition

Having created this link, in the rest of the paper I treat *-noga* as a duplicate of *-nona*. The consultation of other ethnic language dictionaries showed that, none of the two neither *-noga* nor *-nona* was found in five languages (Hangaza, Zinza, Ndamba, Mashami and Kahe); *-nona* without *-noga* was found in two languages (Gweno and Zigula) while *-noga* was found in ten dictionaries as listed below.

Table 2: Meaning of the Stem *-noga* in some Bantu Languages

Source	First Meaning	Second Meaning
Gogo (Rugemalira, 2009):	be fit, be pleasing, well;	
Ruri (Massamba, 2005):	harvest, reap;	
Ikizo (Sewangi, 2008):	1- become tired;	2. ripen, mature, be cooked
Hehe (intuition)	be physically fit, healthy, pleased, smart, beautiful	
Jita (Mdee, 2008)	harvest, pick crops or vegetable;	
Nyakyusa (Felberg, 1996):	be satisfying, pleasing, tasty;	<i>nogela</i> means benefit from, become rich
Haya (Muzale, 2006)	harvest; pluck	
Nyambo (Rugemalira, 2002):	being thoroughly crushed, pounded,	pick, harvest, pluck
Simbiti: (nora) (Mreta, 2008):	become fat, fatten up.	
Sumbwa (Kahigi, 2008):	be tired <i>choka</i>	be good/sweet <i>furahisha/-wa na furaha</i>

From the above data, one can establish a semantic continuum of plant products or fruit being passing from ‘harvesting’, through ‘cooking’ to the other end of ‘eating’ and exceptionally ‘prosper’ or ‘become rich’. In other words, these semantic coverages qualify the term to be potential for expressing the notion of: ‘joy’ ‘success’, ‘fruitfulness’, ‘flavour’, and ‘prosperity’.

In Swahili language, both *-nona* and *-noga* exist; but *-noga* seems to be recently incorporated into the language. *-Noga* is not a headword in early Standard monolingual Swahili (Johnson, 1935) and Standard Swahili-English dictionary (Johnson, 1939) but Sacleux (1939:687) registers the word while admitting that (at that time) it was still a dialectical term spoken by Mrima dialect¹⁴ speakers. To

¹⁴ Spoken in Mainland Tanzania (spoken in the northern coast)

Sacleux (ibid) mrima borrowed the term from other languages: Zigura, Kami, Ngindo, Pogoro among others.

Today, in Swahili, still the term does not figure in some Swahili dialects spoken in Zanzibar island like Makunduchi (BAKIZA, 2012a), Pemba (BAKIZA 2012b¹⁵) and Tumbatu (BAKIZA, 2012c). However, almost all standard Swahili dictionaries published in Tanzania mainland, Zanzibar and in Kenya have *-noga* as headword. TATAKI (2014:365)'s entry for instance reads:

Nog.a kt <sie> be delicious: *chakula kime~* the food is delicious; be pleasant: *Mazungumzo yame~* the talk has been pleasing. *<tdew> nogea* be delicious to sb; *(tdew) nogewa* be pleasing; *(tdk) nogeka; (tds) nogesha* make sth be delicious, make sth pleasing.

In addition, according to BAKITA, (2015:801) *-noga* expresses also a well performed or enjoyed game or dance.

On the spread of the term standard Swahili, it seems that, the Zaramo expression *ngoma inogile* 'the dance is vivacious' and subsequent reiterations by modern music performance has facilitated the current fast spread of the stem *-noga*. Specifically, between 2013 and 2018 at least three music recordings were made, two of them with title *ngoma inogile*.¹⁶ The third *Ninogeshe* released early 2018¹⁷ by Faustina¹⁸ Charles Mfinanga lifted high the status of *-noga* to the current position. Meanwhile, before Ms. Mfinanga's production, newspapers used the expression '*ngoma inogile*' as headlines in sports and somehow in politics, meaning the confrontation is ripe or the match is ready (see appendix 1).¹⁹ It is therefore from Mfinanga's production that famous firms and corporations started to utilise *-noga* or its derivations as part of their slogans or advertisement

¹⁵ In Pemba dialect the derived *nogewa* was found.

¹⁶ One by Ude ude recorded around 2010's <https://www.youtube.com/watch?v=bVrBDcrug5k> uploaded on youtube on 14th August 2013 and Sultan King published on youtube on 29th August 2016.

¹⁷ In the album *The African Princess* that can be found at: <https://www.youtube.com/watch?v=IlQUCGS3m1s>. The chorus of the song reads: *ninogeshe baby baby ninogesheninogeshe ninogeshe babybaby ninogeshe Raha raha tupu kupendana na wewe...*

¹⁸ Artistically she presents herself as Nandera

¹⁹ Just as if to prove this efficacy, on 20th February, when we were writing this article three of ten news papers (on mpekuzi blog) reported their new with the term. It was a subsequent win of Simba sport club over....., just a week after defeating Dar es Salaam Young Africans.

Nyota ya Bocco Yaendelea KUNOGESHA 'VIPORO' SIMBA (uhuru)

Simba yazidi kunoga (nipashe)

Safari imenoga (Tanzania daima)

statement for their products and services.²⁰ Table 3 below indicates the captions from slogans and advertisements in Dar es Salaam.

Table 3: Advertisements/Slogans with *-noga* Stem

	Advertising Phrase	General Meaning	Advertiser	Source
1.	<i>Imenoga</i> fresh	It (the juice) is delicious.	Bakhresa Group	Television advertisement
2.	<i>Huduma za kibenki zinaendelea kunoga, kwa huduma app</i>	Banking service are becoming more be enjoyable following the introduction of app services.	CRDB Bank Plc	A note on CRDB ATM also, on internet ²¹ .
3.	Ninogeshe na Halopesa	Enrich me with halopesa.	Viettel Tanzania Public Limited Company, trading as Halotel	Television advertisement
4	<i>Rudi nyumbani kumenoga Aso: rudi nyumbani kunazidi kunoga</i>	Come back, (life) is enjoyable at home. The situation is ameliorating at home.	Tanzania Telecommunications Company Limited	Company slogan used on television and billboards
5	<i>TBL kumenoga: tukutane baa</i>	It is exciting in TBL: join us in a bar	Tanzania Breweries Limited	A poster found at an alcoholic bar in a street.

Since the advertisers above are corporations with international status, it is obvious that they opted for the same lexical item deliberately and strategically. CRDB bank for instance is one of best performing banks in Tanzania, at least between 2000 and 2019 (Mwanyemba, 2017). Likewise, TTCL and TBL are the oldest and largest companies in Tanzania specializing in telecommunication and breweries industries respectively. Again, Bakhresa group also forms one of largest business company in East Africa which provide many services and products whereas Halotel Tanzania constitutes a fast-growing mobile telephone service provider. Now, since public relation officers and marketing managers in these firms are experienced and skilful enough to withstand and win commercial competitions, must have carefully selected lexical items for slogans

²⁰ Halotel for instance, used exactly Ms Mfinangas tune.

²¹ <https://crdbbank.co.tz>

and advertisements to the extent that they ended up with *kunoga*, *ninogeshe*, *kumenoga*, or *imenoga* as discussed below.

Discussion

It is worthwhile noting that each company targets its own meaning of ‘*noga*’. To Bakhresa group advertising *African fruti* juice *imenoga* signifies ‘taste’. On the *African fruti* juice box, the juice is qualified as ‘most wholesome, nutritious, great-tasting and high-quality product’; to CRDB Bank, the term refers to ‘ease operation’ or ‘user friendly’ of operations assisted by *apps*; while TBL and TTCL talk about general conducive environment for membership or clientele. Interestingly, Halotel opted for *-noga* to express financial gain, a meaning peculiar to Nyakyusa (see Felberg, 1996). Nonetheless, all the companies target enticing clients and maximising profit.

Interviewed personnel in the corporate companies insisted that slogans and advertisements are an inevitable element in running a firm because the catch phrases provoke positive emotion towards the product. Statements in slogans according to them, act as tools to capture consumers’ attention to the product. The personnel affirmed that companies use much financial resources for advertisement because advertisements and slogans define organization mission and vision of the organization and are identities of new products. According to Lamtey (2018), slogans composed by telecommunication companies in Tanzania in 2018 contributed in increasing the number of subscribers. According to Lamtey (ibid), the TTCL’s *Rudi nyumbani kumenoga*’ enabled the company to lead among competitors in recruiting one third more new subscribers between March and June 2018. However, the interviewees admitted that, it is difficult to measure profit just by one word like ‘*imenoga*’ because turnover is conditioned by several factors, linguistic element choice is being one of them.

Studies demonstrate evidence on the contribution of human traits including language in economic development. According to Basu (2000:37–38) :

The prosperity and progress of an economy are not just a matter of guns and butter - or, for that matter, tariff levels, fiscal deficit and macroeconomic stability – but also our attitude towards work, level of mutual trust, standard of ethics, and social norms. [...] The importance of social norms as foundation for economic activity is best illustrated by the

act of exchange [...]. Whereas greatly facilitated by the ability to communicate or, even better, to speak and understand a common language.

Related to common language, Marschak (1965:137), Rubinstein (1996) as well as Zhang and Grenier (2013b) list nine criteria that qualify a language item to be potential candidate for adding value to a commodity. I condense the list to three clusters: the linguistic ease to understanding each other, sociolinguistic acceptance of the chosen term, and practical efficacy of the term.

Linguistically, according to the authors (Marschak, *ibid* ; Zhang & Grenier 2013b), the most effective term should be simple and does not necessitate restudying or reorganizing rules: they have to respect common language rules. From game theory perspective, for a term to be an effective signal, it has to follow the phonological rules, length, and similarity with existing words and has to adhere to aesthetics of sound and cadence (Zang & Gernier, 2013b:15). In this state, the chosen lexical item can be acquired or learned easily hence deliver pertinently the message about the commodity.

Just for illustration, the following examples from Swahili highlight effectiveness of choice of alternative terms. The three utterances below can be used interchangeable to explain a 'live broadcasting' but produce different effects.

Example 2: Lexical choice in expressing 'live broadcasting in Swahili.

- a) *Matangazo yanarushwa live*
- b) *Matangazo yanarushwa mubashara*
- c) *Matangazo yanarushwa moja kwa moja*

For the sentences above, there are two factors to consider: morphological describability and semantic transparency. In sentence a) the term 'live' is the lightest and easiest to pronounce but semantically heavy to non-English speakers. Non-English speakers cannot associate it with 'life', 'lively' and the like. Similarly, *mubáshara* from Arabic,²² which is an *a-priori* long word, is semantically opaque to Bantu speakers. It also violates the phonological patterns of Swahili language by placing accent on the second syllable (*mubáshara*) instead of (*mubashára*) in which the accent is placed on the penultimate syllable. On the other hand, although *moja kwa moja* in sentence c) is the longest expression, it is

²² From b-sh-r Arabic root meaning: rejoice, good tidings, cause of cerebation etc. Here extended to live broadcasting. In Swahili we find bashiri- guess, bet etc.

morphologically analysable to Bantu language speakers hence semantically transparent as it follows common conceptualisation of ‘one to one’ or ‘one against another’ (*n- kwa -n*²³). Sentence c) therefore is likely to deliver better results across time and space than the other two sentences: a) and b).

Describability and transparency according to economists (Marschak, *ibid*; Zhang & Grenier, 2013b) make easy to detect indicative traits as one can identify the root and affixes attached to it. In our case, Swahili and other Bantu language speakers recognise the forms: *imenoga*, *kunoga*, *ninogeshe* and *kumenoga* as derivatives from the root *-nog-* which typical adheres to phonological characteristic of a Bantu root CVC-(see Guthrie, 1970). In the atturances, morphologically *kunoga* is the infinitive form; the other forms are conjugated according to subject, object, tense and mood as indicated below.

Example 3: Derivation of the Root *-nog-*

a) *Imenoga*

i	Me	Nog	A
CL 9	PRES-PERF	Root	FV-indicative

It (the juice) is sweet

b) *Kumenoga*

ku	Me	Nog	A
CL 17	PRE-PERF	Root	FV-indicative

At that place, the situation is favourable/enjoyable

c) *Ninogeshe*

Ø	Ni	Nog	esh	e
2ndPers	CL 9	Root	CAUS	FV-imperative

Make me prosper (financially).

If for example one replaces *-noga* with its synonyms: *ni tamu*, *ina ladha nzuri*, in examples a); *kuzuri* in b) and *nitajirishe* in c) above, one finds that all these items are etymologically borrowed from Arabic, hence hardly describable and extendable. On contrary, *-noga* can further be extended through affixation to create *nogea*, *nogewa* and many more words.

²³ Noun kwa noun like in uso kwa uso; ana kwa ana; bila kwa bila, mguu kwa mguu, etc.

Sociolinguistically, according to Marschak (op. cit) and Zhang and Grenier (op. cit), a potential value adding term should be free from sociopolitical bias. It should preserve national unity, defend tradition, and yet adapt judiciary to the new needs. On the other hand, it should be free from vulgar associations or ill-mannered expressions (Zhang & Grenier, *ibid*). In our case, the fact that the *-noga* is used in Swahili and in other Bantu languages gives the term a credit of uniting speakers of the language in Tanzania and beyond. Although ethically the modern music (like Ms Mfinangas song) evokes the sense of sex, which is a taboo in many African communities, this association *-noga* with ‘sexual pleasure’ seems not to have taken root into people’s mind because traditional ngoma chorus *ingoma inogile* and sports vivacity connotation overpower the sex connotation.

During focus group discussions, participants had the view that a slogan or advertisement, that exploit the value of *-noga* which implicitly recalls the music by Ms Mfinanga can make a difference in decision making on purchasing a product. Yet, the majority of participants reported that, in buying they considered other factors too beyond slogans. In other words, it is true that tactful use of language in slogan creation is beneficial to firms (Knowles & Marthur, 1995), but as Adhakari (2018) reports, in Nepal among university students as clients a clear link was not found between slogan and productivity.

Practically, the term *-noga* is valid and reliable. It is valid and efficient because it effectively talks about what is directed to do. Unlike in music where it does conceal an obscene message; in business advertisement and slogans, it depicts exactly the content that one finds in other Bantu language terminologies and in traditional artistic performance. On reliability or viability, the term *-noga* has survived for centuries and spread in a wide area and now acting as media in several domains. In evolutionary approach of game theory, a language trait that has survived more than others is optimal for building on incoming concepts (Marschak, 1965). Thus, these characteristics convince us to answer the question, why the TTCL, TBL, Bakhressa group, Halotel and CRDB bank each at its own time chose the linguistic signal *-noga* to vehicle its products or services.

Conclusions

The paper is an attempted to present and describe the way linguistic items can be used to attract clients hence maximise profit and how business firms have been using this technique. The tendency by the firms above translates a long practice by corporation to make use of peoples' mindset and attitudes to foster accumulation of wealth. Internationally, according to the Alkire et al. (2016:5) "Private sector firms and corporations have long been using and often exploiting their knowledge of human psychology [including language faculty] and social predilections to further their own interests and profits".

In our view, since *-noga* for instance may have a contribution to success of companies, it is therefore argued that, more research on other language items can be undertaken to measure their efficiency in enhancing socio-economic development. In other word, linguists have to carry out more researches on the relationship between linguistic items and development in order to support development efforts by public authorities and non-profit making organisations.

References

- Adhakari, P. (2018). Effect of Corporate Slogan on Decision Making of Consumers. *SOJ Psychology*.
- Alkire, S., Bardhan, P. P., Basu, K., Bhorat, H., Bourguignon, F., Deshpande, A., Kanbur, R., Lin, J. Y., Moene, K., Platteau, J-P., Saavedra, J. (2016). Stockholm Statement 15, (November), 1–6.
- BAKITA. (2015). *Kamusi Kuu ya Kiswahili*. Dar es Salaam: Longhorn Publisher Ltd.
- Bastin, Y. & Schadeberg, T. C. (n.d.) Bantu Lexical Reconstruction 3.
- Basu, K. (2000). *Prelude to Political Economy: A Study of Social and Political Foundation of Economics*. Oxford: Oxford University Press.
- Bhat, M. A. (2008). Language: The Ultimate Tool of Social Control. *The Interdisciplinary Journal of Linguistics (IJL)*, 1: 111–118.
- Felberg, K. (1996). *Nyakyusa-English-Swahili and Swahili-Nyakyusa Dictionary*. Dar es Salaam: Mkuki na Nyota.
- Guthrie, M. (1970). *Comparative Bantu: An Introduction to the Comparative Linguistics and Prehistory of Bantu Languages* (3rd Edition). Westmead: Gregg International Publishers Limited.
- Jaeger, G. (2008). Applications of Game Theory in Linguistics. *Language and Linguistics, Compass* 2/3: 406–421.

- Jakobson, R. (1960). Linguistics and Poetics. In T. Sebeok (ed). *Style in Language*. Cambridge: Mass.
- Johnson, F. (1935). *Kamusi ya Kiswahili yaani Kitabu cha Maneno ya Kiswahili: Swahili-Swahili Dictionary*. London: Sheldon Press.
- Johnson, F. (1939). *A Standard Swahili-English Dictionary*. Dar es Salaam: Oxford University Press.
- Kahigi, K. (2008). *Kamusi ya Kisumbwa-Kiingereza-Kiswahili na Kiingereza-Kisumbwa na Kiswahili*. Dar es Salaam: Languages of Tanzania Project.
- Knowles, L. L. & Marthur, I. (1995). The Effect of Advertising Slogan Changes on the Market Values of Firms. *Journal of Advertising Research*, 35(1): 59–65.
- Kockesen, L. & Ok, E. A. (2007). *An Introduction to Game Theory* Retrieved from http://openlibrary.org/b/OL9836093M/An_Introduction_to_Game_Theory.
- Lamtey, G. (2018). Mobile Campaigns Pay off in Scramble for Customers. *The Citizen* (15th August 2018).
- Leech, G. (1974). *Semantics*. England Penguin Books Ltd.
- Marschak, J. (1965). Economics Language. *Behavioral Sciences*, 10: 135–140
- Massamba, D. P. B. (2005). *Kamusi ya Ciruuri-Kiswahili - Kiingereza*, Dar es Salaam: Languages of Tanzania Project.
- Mdee, J. S. (2008). *Msamiati wa Kijita-Kiswahili-Kiingereza na Kiingereza-Kijita-Kiswahili*. Dar es Salaam: Languages of Tanzania Project.
- Mreta, A. Y. (2008). *Msamiati wa Kisimbiti-Kiingereza-Kiswahili na Kiingereza-Kisimbiti-Kiswahili*. Dar es Salaam: Languages of Tanzania Project.
- Muzale, H. R .T. (2006). *Ikaningambo ya Oruhaya, Kamusi ya Kihaya, -Kiingereza-Kiswahili*. Dar es Salaam: Languages of Tanzania Project.
- Mwanyemba, F. A. (2017). A Comparative Study of Financial Performance of CRDB and NBC Banks an Application of Camels Model. Unpunlished Master's Dissertation, The University Of Dodoma
- Rubinstein, A. T. E. (1996). Why are Certain Properties of Binary Relations Relatively More Common in Natural Language? *Econometrica*, 64(2): 343–355.

- Rugemalira, J. M. (2009). *Kamusi ya Cigogo-Kiswahili-Kiingereza: Kiingereza-Cigogo-Kiswahili*. Dar es Salaam: Languages of Tanzania Project.
- Rugemalira, J. M. (2002). *Msamiati wa Runyambo-Kiswahili-Kiingereza*. Dar es Salaam: Languages of Tanzania Project.
- Sacleux, C. (1939). *Dictionnaire Swahili-Français*. Paris: Travaux et mémoires de l'Institut d'éthnologie.
- Sewangi, S. S. (2008). *Msamiati wa Kiikizo-Kiingereza- Kiswahili na Kiingereza, Kiikizo-Kiswahili*, Dar es Salaam: Languages of Tanzania Project.
- TATAKI. (2014). *TUKI Kamusi ya Kiswahili-Kiingereza, Swahili-English Dictionary*. Dar es Salaam: Taasisi ya Taaluma za Kiswahili.
- Zhang, W. & Grenier, G. (2013). How can Language be Linked to Economics?: A Survey of two Strands of Research. *Language Problems and Language Planning*, 37(3) : 203–226.

List of Abbreviations

2 nd Pers	second person
ATM	automated Machine Teller
BAKITA	BARAZA LA KISWAHILI TAIFA
CAUS	Causative
CL	noun class
CVC	Consonant Vowel Consonant
FV	Final vowel
ITV	Independent Television
Kt	Swahili means ‘verb’
PERF	Perfect
PRES	Present
Sie	Swahili means ‘intransitive’
TATAKI	Taasisi ya Taaluma za Kiswahili
TBC	Tanzania Broadcasting FCorporation
TBL	Tanzania Breweries Company Limited
Tde	Swahili means ‘applicative’
Tdew	Swahili, means ‘passive’
Tdk	Swahili means ‘stative’
Tds	Swahili means ‘causative’
TTCL	Tanzania telecommunication Corporation Limited

Appendix 1: Newspaper Headlines with –noga

	Heading	Newspaper	Event	Interpretation	Author
1	<i>Yanga ngoma inogile kileleni</i> 'Yanga cerebrates at the the top of the league'.	Mwananchi. Saturday November 2, 2013	Yanga team won 4-0 over Ruvu stars to make it leads the league:	Yanga at the peak, at the pleasant times	Sweetbert Lukonge
	<i>Simba, Mtibwa ngoma inogile,</i> 'The match between Simba and Mtibwa is imminent'.	Mwananchi February, 2014	The match was to be played the following day	The time for confrontation between the two teams is Ready, mature	Elius Kambili
	<i>Professor Jay na mrembo Victoria Kimani 'ngoma inogile', wenyewe wasema yajayo yanafurahisha</i> 'The two musicians Professor J and Victor have agreed to collaborate and record together'.	November 9, 2018 in (Bongo five blog)	Professor Jay will make collaboration with Victoria Kimani in singing	Ripe for consumption	<u>Godfrey Mgallah</u>