**Stylistic Exploration of Selected Daddy Lumba’s Songs**

Faleke Victoria Ogunnike (PhD)1, Abunya Levina Nyameye (PhD)2 & Adusei Opoku Prince 3

vofaleke@knust.edu.gh

Kwame Nkrumah University of Science & Technology, Kumasi

College of Humanities and Social Sciences

Faculty of Social Sciences

Department of Language and Communication Sciences

Abstract

The study considers some of Daddy Lumba’s songs as data for the analysis. Daddy Lumba (stage name) is a long-standing philosophical songwriter and artiste in Ghanaians’ highlife music. He uses his environment and the situational happenings into didactic themes and enshrine them in the cultural ideologies of the Akans. Daddy Lumba strictly uses Asante Twi in all his songs; he does not code mix or switch in all his 34 albums tagged to him, which shows his cultural affiliation. The research uses literary stylistic concept to account for the style and the stylistic devices in the selected data. The research is a qualitative and a descriptive one. The selected data were randomly sampled, in order to ascertain the peculiarity and the frequency of the style and the stylistic devices employed in them. The data were lyrics selected from Google, YouTube. They were listened to repeatedly to note the lyrics, which helped the researchers to examine the data. The findings revealed such literary devices as simile, metaphor, personification, alliteration, euphemism, imagery, and symbolism. The study asserts that language is an important aspect of human endeavours used in expressing cultural ideas. It informs that songs are aspect of language that is universally, used in unveiling cultural models. The study concludes that songs have didactic information that can shape a society and recommends that scholars should give keen attention to its analysis as most times listeners may only depend on the melody rather than the lyrics, where the didactic meanings are deduced. Furthermore, linguists should give keen attention to songs that unveil cultural ideologies, as they are avenues to preserve culture.