



Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development)

Emmanuel C. Alozie

Download now

[Click here](#) if your download doesn't start automatically

Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development)

Emmanuel C. Alozie

Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) Emmanuel C. Alozie

This study focuses on the role of advertising in the process of social mobilization and modernization in Nigeria by examining the cultural reflections, the nature and characteristics of the messages, and the values and symbols conveyed in Nigerian mass media advertisements. In this remarkable study, Emmanuel C. Alozie has attempted to explore the role of advertising in the national and economic development of Nigeria. Examining this role through a combination of quantitative content analysis and critical cultural methods, he has pursued a number of basic research questions. For example, one question asks: what proportion of the advertisements in Nigerian mass media is directed to business entities as opposed to ordinary consumers? The answer he provides presents an interesting perspective on advertising's role. His research also found that most ads were product related, and less than a third of the ads were related to service, one indication of the relative underdevelopment of the economy. Ads also promoted largely nonessential products and services to the tune of 65 per cent. This study found no support for the assumption that in a resource-rich developing country like Nigeria, the multitiered government agencies would provide a major share of the media advertising. In reality, only a tiny proportion (about 5 per cent) actually came from government sources, the rest of the advertising was provided by the national and multinational corporations. Alozie also found that Nigerian sponsors tend to promote goods of foreign origin over those of Nigerian derivative. Overall, he found that less than half the products and services advertised (42 per cent) were of Nigerian origin, with much of the products nonessential in nature. Advertising messages with embedded appeals have the potential of manipulating consumers, and promoting unproductive consumption habits among consumers in a situation of scarcity. Therefore, the appeals that are used in the advertising content become an important issue in a developing nation like Nigeria. Alozie did not find extensive use of the image, youth and sex appeals in the ads so prevalent in the West, even though some of these appeals were found to have crept into the content. Rather, he found that the ads focused on product features and benefits as the primary selling point. In addition, emphasis was on savings, family and safety for products regardless of whether the ads featured high involvement or low involvement products and services. For decades, policy makers in the developing world have debated the need for using mass media for human-resource moralization by emphasizing developmental themes. To what extent Nigerian ads contain developmental themes is a question Alozie explores. He finds that some ads do contain developmental themes, such as, savings, self-development, modernization, investment, hard work, competition, etc. These themes, however, appear rather infrequently. Financial institutions emphasize developmental themes, while manufacturing enterprises do not. The author underscores the need for the government to encourage private and public corporations to include developmental themes in their advertising messages to promote individual as well as communal or collective interests. Based on an analysis of various electronic and print media advertising messages, the author draws some broad conclusions that provide significant insight into Nigeria's prevailing advertising scene. For example, he concludes that the degree of information on products and services available in the country is inadequate because of low-level advertising. Even though developmental themes are employed in advertising messages, the sparsity of their use is not likely to promote national development. Broadcast advertisements are more democratic than those in the print media primarily because they promote products and services more affordable to the average consumer. In general, consumer products advertised in Nigeria are frequently of foreign origin and, therefore, they are targeted to the elite who can afford the expensive nonessential

products. The author recognizes the value and need for advertising that can disseminate not only beneficial information about products and services, but can also serve as an effective tool in government's hands to promote information on significant social and developmental issues and policies that will affect the public. Alozie's study has ventured into virgin scholarly territory. Even though many scholars and researchers have contributed to the sizeable existing literature on development, few have examined advertising as a meaningful means of communication for developmental messages and values. Through his study, Alozie has attempted to fill this void. Students and scholars with an interest in the media of developing nations will find the articulation of the various theories concerning socio-economic development quite stimulating. But more importantly, by answering a range of significant questions about the nature and types of advertising messages published or aired in the Nigerian mass media, discussing what themes and values they contain, and how relevant they are or influence the developmental goals of the nation, the author offers a study that is useful, insightful and rewarding.

 [Download Cultural Reflections And The Role Of Advertising I...pdf](#)

 [Read Online Cultural Reflections And The Role Of Advertising ...pdf](#)

Download and Read Free Online Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) Emmanuel C. Alozie

From reader reviews:

Earl Sanders:

Do you have favorite book? In case you have, what is your favorite's book? Book is very important thing for us to be aware of everything in the world. Each guide has different aim or even goal; it means that e-book has different type. Some people feel enjoy to spend their a chance to read a book. They are really reading whatever they have because their hobby is actually reading a book. Why not the person who don't like examining a book? Sometime, man feel need book whenever they found difficult problem or perhaps exercise. Well, probably you will want this Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development).

Martha McKee:

Nowadays reading books be a little more than want or need but also turn into a life style. This reading addiction give you lot of advantages. Associate programs you got of course the knowledge your information inside the book that will improve your knowledge and information. The information you get based on what kind of guide you read, if you want get more knowledge just go with education books but if you want sense happy read one with theme for entertaining for instance comic or novel. Typically the Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) is kind of publication which is giving the reader unforeseen experience.

James Bassler:

Hey guys, do you wants to finds a new book you just read? May be the book with the subject Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) suitable to you? Typically the book was written by popular writer in this era. Typically the book untitled Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development)is the main one of several books in which everyone read now. This kind of book was inspired many men and women in the world. When you read this guide you will enter the new dimension that you ever know ahead of. The author explained their concept in the simple way, therefore all of people can easily to be aware of the core of this book. This book will give you a wide range of information about this world now. To help you to see the represented of the world on this book.

Patricia Morales:

Often the book Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) will bring someone to the new experience of reading any book. The author style to describe the idea is very unique. In case you try to

find new book to see, this book very ideal to you. The book Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) is much recommended to you you just read. You can also get the e-book from your official web site, so you can more readily to read the book.

**Download and Read Online Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development)
Emmanuel C. Alozie #RE7MHZI5PLO**

Read Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) by Emmanuel C. Alozie for online ebook

Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) by Emmanuel C. Alozie Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) by Emmanuel C. Alozie books to read online.

Online Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) by Emmanuel C. Alozie ebook PDF download

Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) by Emmanuel C. Alozie Doc

Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) by Emmanuel C. Alozie Mobipocket

Cultural Reflections And The Role Of Advertising In The Socio-economic And National Development Of Nigeria (Studies in African Economic and Social Development) by Emmanuel C. Alozie EPub