

**Assessment of the interface between culture and
communication in selected Globacom advertisements**

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Abstract

Culture and communication are two inter-related social and physical elements of identity formation. The importance of both concepts in any endeavour cannot be overemphasized. Advertising as a creative sphere allows for creative fusion of advertising messages and cultural elements in interactions with a predetermined target market. Often times, both concepts are treated as a separate phenomenon of human interaction and existence. The Symbolic Interaction theory provided the theoretical framework for the analysis of this study. This study evaluated selected Globacom television advertisements using Content Analysis. The evaluation revealed that convergence between culture and communication in advertisements is a



feasible marketing strategy. This study recommends the use of culture and communicative elements in marketing communication forms such as advertising.

Keywords: Culture, Communication, Globacom, Advertising, Elements

Introduction

Communication is simply the exchange of meaning through verbal or non-verbal interactions. Culture shapes perception. These perceptions and cultural principles are disseminated and reflected through communication. Every society evolves and uses forms of communication that suit the kinds of activities and cultural ideologies in it¹. Appealing to a particular group of people in a society, through the familiar element is a well-known tactic in marketing communication. It is often adopted to sell, popularize, promote products, services and ideas. Marketing communication exists in forms, one of which is advertising. Advertising refers to communication in the media about products, services or ideas paid for by an identifiable sponsor. Advertising is self-selling in modern society. As far back as 2007, a New York Times reporter, Story Louise, noted that Yankelovich, a market research firm, estimates that a person living in a city 30 years ago saw up to 2,000 ad messages a day, compared with up to 5,000 today. About half the 4,110 people surveyed last spring by Yankelovich said they thought marketing and advertising today was out of control². The advertising industry is a global, multi-billion-dollar business that serves as a conduit between manufacturers and consumers.

The research group e-marketer reported that total advertising spending globally was nearly \$629 billion in 2018, with about 44

1 Ihebuzor Lambert, 2020, Scholarship in communication studies, Ibadan: College Press Limited, pp47

2 Story Louise, Anywhere the Eye Can See, It's Likely to See an Ad, January 15, 2007, New York Times,

<https://www.nytimes.com/2007/01/15/business/media/15everywhere.html>

percent of that spending in digital advertising³. The fusion of communication with the cultural element of people in a society is often used by organizations in advertising their products, services and ideas. It is a prominent medium of exchanging values in today's society. Culture is a basic part of human nature. It also determines an individuals' wants and behaviour. Culture is learned⁴. A child acquires a basic set of values, perceptions, preferences and behaviour. Socialization is done through the institution of family, school, church and friends. Advertising shapes cultural values and the cultural values shape up advertising⁴. Advertising has a lasting impact on the lifestyles and values of society because it receives wide publicity and influences the buying habits of people, who make the lifestyle and values of society. Buying behaviour is widely influenced by advertising. This behaviour is one of the sensual components of lifestyle and the values of society. If the buying behaviour executes a negative role, the values of the society would be in jeopardy⁴. Culture associates the element of understanding and proximity to advertising. Organizations use culture to communicate why a product is needed by the target audience. Many companies utilize cultural elements for marketing their products and services, one such organization in Nigeria is Globacom, Nigeria's leading telecommunication company.

Advertising has a wide impact on consumer behaviour which influences the nature of culture and the values of society. Literature, dance, drama, language, religion, costumes, birth and marriage celebrations, dress, home, school and movements in society are greatly influenced by advertising⁴. It is for this reason that assessment of the interface between culture and communication in selected Globacom television advertisement is of utmost interest in this research.

Statement of Problem

3 Vault, Overview, Advertising, 2021, <https://www.vault.com/industries-professions/industries/advertising>

4 Sharma Rishika, Interrelation between culture and advertising art, International Journal of Science and Management, 2017, Vol 6, Issue 5

Globacom is a prominent Nigerian telecommunication company known for the provision of data services and creative advertisements. Advertisement is a major component that occupies media space, time and as such, should involve cultural representation that communicates meaning, in a way that does not offend the sensibilities and beliefs of other members of the community. The way culture is presented in selected advertisements is just as important as culture itself. The purpose of this study is to analyse how selected advertisements give meaning to Nigerian culture and gender. This study accessed the interface between culture and communication in selected Globacom advertisements.

Objectives of Study

- 1) To determine how Globacom advertisements portray Nigerian culture.
- 2) To highlight elements of Nigerian culture represented in selected Globacom advertisements.
- 3) To evaluate gender roles in selected Globacom advertisements

Research Question

1. How do Globacom advertisements portray Nigerian culture?
2. What are the elements of Nigerian culture represented in selected Globacom advertisements?
3. What are the gender roles presented by the selected Globacom advertisement?

Significance of Study

This research is important because it will enlighten people about the importance and implication of cultural communication in advertisements. It will contribute to the body of knowledge. This study is significant because it will serve as an evaluation report to Globacom and its advertising department.

Scope of Study

The scope of this study is limited to five Globacom advertisements, released in 2020.

Conceptual and Literature Review

Communication

Communication gives meaning to human existence. It is how the people in a particular society coexist with mutual understanding. Communication is a many-sided phenomenon. It means different things to different people. It is a process or a means of access to the mind or thought of another⁵.

Each participant comes into the communication situation with his or her own experience which he or she hopes to exchange with other participants⁵. Communication, perhaps, remains the only phenomenon upon which the totality of social experience is founded. The urge for human interaction is necessitated by man's multi-faced needs, which include among others, the need to maintain peace and order in the society, the need for economic survival, and the need to socialize with young ones. No exchange of ideas will be possible without communication⁶. Communication can be said to be a process of establishing a commonness or oneness of thought between sender and receiver⁶. Communication is the process through which messages in terms of information, ideas, knowledge, thoughts, values, etc., are conveyed from a sender through an appropriate channel to a receiver to elicit the required response⁶. The message refers to the signal, idea, knowledge or information transmitted from the source to the receiver. This can be expressed verbally or non verbally through speaking, writing, painting, gesture, etc. The intention of such messages may be to educate, inform, entertain and amuse for change, which in most cases is positive⁶.

Culture

5 Anaeto Solomon, Onabajo Olufemi and Osifeso, James, 2008, Models and Theories of Communication, African Renaissance Books Incorporated: Lagos

6 Ihebuzor Lambert, 2020, Scholarship in communication studies, Ibadan: College Press Limited, pp47.

Culture is informed by a society's customs and traditions. It reflects in society's artistic and intellectual achievements and is maintained by a series of behavioural codes passed down from generation to generation⁷.

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts⁸. Culture is an essential part of human existence. It is a means by which an individual is identified but beyond that, culture is the way of life. There is an element of culture in things people do daily. From dressing to language to make up to the hair, to non-verbal gestures, culture is prevalent in daily habits.

Advertising

Advertising is communication in the media about products, services and ideas paid for by an identifiable sponsor. In today's era of consumerism, advertising is a familiar phenomenon. There is advertisement everywhere, from the subtle images people see on buses, benches (outdoor advertising), souvenir bags with information about an organization to obvious ones like television or newspaper advertisements. Advertising is a professional field of study and practice concerned with various activities in the areas of research, planning, setting of goals and objectives, creating informative and persuasive messages about a product, idea, service, individual or organization, the placement of such messages in appropriate or selected non-personal media of communication for consumption by predetermined public of an identified sponsor and further research into the effectiveness of advertising effort⁹

In many countries advertising is the most important source of income for the media (e.g., newspapers, magazines, or television

7 Unruly, 2020, Importance of culture in advertising, <https://unruly.co/blog/article/2018/11/01/the-importance-of-culture-in-advertising>

8 Zimmermann Ann Kim, 2017, What is Culture?, Lifescience, <https://www.livescience.com/21478-what-is-culture-definition-of-culture.html>

9 Oloyede David. The ABC of Advertising: Theory and practice. 2000/2011. (Offa: RealExploits Concepts)116-138

stations) through which it is conducted¹⁰. Advertising is a structured form of applied communication applying verbal and non-verbal elements that are composed to fill specific space and time formats determined by the sponsor¹¹. Advertisements can also occur via the Internet, and this medium can be more “individualized” than the mass media (for example, email advertising is designed and delivered very specifically¹². Advertising plays a key role in a dynamic global economy. Successful advertising creates more jobs, pay more tax and contribute directly to economic growth. Advertisements are not just marketing tools, they also communicate to a heterogeneous target market. The advertising message of any product is therefore essential not only to market products, services and ideas to the target audience but also to communicate effectively.

Advertising is a type of communication designed to convince an audience (viewers, readers or listeners) to buy or take several actions upon goods, ideas, or services. It includes the name of a product or service and how that product or service could do well to the consumer, to convince a target market to obtain or to consume that particular brand. These messages are generally paid for by sponsors and viewed by the use of various media. Advertising can furthermore provide to communicate an idea to a huge amount of people in an endeavour to encourage them to capture a certain action¹³. Advertisements have semiotic entities that are assembled in signs, symbols, and icons. Semiotics is a tool for analysing media text and ascribing meaning and interpretation to the inherent messages in media text¹⁴. Advertising has evolved from its pristine practice of just focusing

10 Britannica, 2021, Semiotics,

<https://www.britannica.com/science/semiotics>

11 Olufemi Onabajo, Principles and Practice of advertising in Issues and Trends in Advertising and Public Relations Practices, College Press and Publishers Limited, 2012, Oyo State, Nigeria.pp1-18

12 Oxford Bibliographies, Advertising,

<https://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0016.xml>2011(Accessed January 25, 2021).

13 . UK Essays.UKEssays. (November 2018). Role and importance of advertising. <https://www.ukessays.com/essays/marketing/role-and-importance-of-advertising-s>(Accessed April 13, 2021)

on promoting the sales of goods and services to profit the economic system. Contemporary advertisements have evolved to also promoting relational icons such as cultural systems value systems and social system¹⁴. Modern computer economies are driven by the demand stirred by advertising for products. The demand contributes to economic growth and prosperity. Advertising brings attention to consumer choices, it supports the democratic notion of people making decisions individually on what serves their interests¹⁵

The question can be asked whether advertising plays a negative role in consumer decision-making because it is aimed at selling products and not promoting the common good. Despite the criticisms, the role of advertising is evident. Advertising comprises as much as 2.9 per cent of the U.S. gross domestic product¹⁶. Advertising can be defined as a paid dissemination of information through a variety of mass communication media to motivate the desired action¹⁷. Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of products or services. The formation of modern advertising was intimately bound up with the emergence of new forms of monopoly capitalism around the end of the 19th century and the beginning of the 20th century as one element incorporated strategies to create, organize and where possible control markets, especially for mass-produced consumer goods¹⁸.

14 Ebunuwele, Faith Godwin. Advertisement and the Promotion of Social Ties Among Nigerians: A Semiotics Analysis of Airtel and Globacom Adverts. *Benin Mediacom Journal*. 14(1). 2020. pp1-14

15 Levinson Paul, *digital McLuhan: a guide to the information millennium*. Rutledge. ISSN 0-415-19251

16 John Vivian, *Importance of Advertising, The Media of Mass Communication*, 2013, PHI Learning Private Learning, pp 289-313.

17 Ebunuwele, Faith Godwin. Advertisement and the Promotion of Social Ties Among Nigerians: A Semiotics Analysis of Airtel and Globacom Adverts. *Benin Mediacom Journal*. 14(1). 2020. pp1-14

18 Hasan, S eema "Advertising and public relations" in *Mass Communication Principles and Concepts* (New Delhi: CBS Publishers and Distributors Ltd, 2018), 5

Culture and Communication in Advertising

McLuhan is known for coining the expression "the medium is the message" and the term global village, and for predicting the World Wide Web almost thirty years before it was invented¹⁹.

The international mass communication system has proved this term "Universalism" actually exists. Various countries now showcase their cultural interdependency along with economic political and social coordination. Today, media and various techniques of communication have crossed the geographical barriers and exchanging information throughout the world and advertising is playing an important role in this media world²⁰. How communication works and how advertising works is culture-bound. In one culture, advertising is persuasive by nature; in another, it is meant to build trust between companies and consumers. Thus, models of one culture cannot be projected to other cultures. The basic difference is between communication styles²⁰. Different verbal and non-verbal communication styles can be recognized in both interpersonal and mass communication, and culture clusters can be defined where one or another style prevails. This is related to the way people process information²⁰. For some, pictures contain more information than words; for others, the only way to convey meaning is verbal. People look at how advertising works from the perspective of their own culture, which may indeed be very different from the perspective of their counterparts in other cultures. Therefore, understanding the local culture is very important if advertising has to work effectively²⁰

African culture is functionally linked to the popular media forms -- radio, TV, and the press -- since they played a very significant role in their struggles against colonialism and exploitation. Since time immemorial, the media have helped to rescue, incorporate, preserve, and mediate elements that serve the interests of these popular classes. These interests include not only the people's

19 Levinson Paul, digital McLuhan: a guide to the information millennium. Rutledge. ISSN 0-415-19251

20 Sharma Rishika, Interrelation between culture and advertising art, International Journal of Science and Management, 2017, 6(5).

aspirations, but also those factors which define their beliefs, expressions, and historical-cultural development in general²¹.

Globacom

Globacom Limited is a Nigerian private company founded by Mike Adenuga in 2003. According to Bloomberg (2020) "Globacom Limited is a company that operates as a telecommunication service provider. The company offers international and voice calling, SMS high-speed internet, ADSL for homes, and fixed land-line services, as well as provides telecoms solutions".²² As a leading company in The Nigerian telecommunications industry, the company blends elements of the Nigerian culture into the company's identity. The brand colours Green and white are the same as the colour of the Nigerian flag. Another area where elements of Nigerian culture is showcased by Globacom is in the company's advertising campaigns. This study assesses the interface between culture and communication in selected Glo television advertisements. The advertisements analysed are television advertisements that were aired in 2020.

Theoretical Framework

The Symbolic Interaction Theory

This study was analysed and evaluated using the Symbolic Interaction Theory. It was propounded by Lakossa and Reitles; other major contributors include George Mead and Herbert Blumler in 1993 This theory explains that for communication and culture to make meaning, the following must happen:²³:

1. Communication occurs through the creation of shared significant symbols

21 Van Der Puye Franz, 1998, Media and the Preservation of Culture in Africa. Cultural Survival Quarterly Magazine

22 Bloomberg, 2020, Globacom Ltd. Retrieved from.
<https://www.bloomberg.com/profile/company/898435Z:NL>

23 Anaeto Solomon, Onabajo Olufemi and Osifeso, James, 2008, Models and Theories of Communication, African Renaissance Books Incorporated: Lagos

2. Individuals develop self-concepts through social interaction.
3. Self-concept is constructed through communication and interactions with others.
4. The social activity becomes possible through role-taking process.
5. The symbolic interaction theory posits that mental events cannot be understood except in the context of social interaction.
6. People give things meaning and the meaning controls their behaviour towards those things. Based on the assumption of this theory, the use of the cultural element in advertising is a means to inform, educate, create impressions and give meaning not just about products, services and ideas but also about the culture of people in Nigeria. This is done using settings of social events and social interaction among Nigerians.

Methodology

This study was analysed using content analysis and Saussure's Semiotic Dyadic Model. The Globacom advertisements included were selected based on The purposive sampling technique. The selected Globacom television advertisements have cultural and communicative elements peculiar to Nigeria or Africa at large.

Synopsis of Selected Glo advertisements

1. Glo smart home - 4G Adverts:

This advert demonstrates the importance of the internet and technology in different home-based activities, particularly the use of remote control in performing household chores like turning on the faucet and opening doors as well as switching the light on and off. The advertisement features two popular rivals in the Glo television commercial series, Mama Gee (Patience Ozokwor) and Sola Sobowale, aka 'Toyin Tomato'. After the "end-of-the-year party" organised by Mama Gee's daughter, Sobowale's daughter decided to use the restroom and she was accompanied by her mum, only for the door to be opened without anyone opening it which shocked both of them. The advert emphasizes the importance of a smart home. Use of Information Communication Technology to demonstrate the

usefulness of Glo Data Plans in a smart home. It uses the cultural element to relate scenario's Nigerian audience are familiar with.

2. *Glo biker and mechanic:*

In this advertisement, the mechanic man tried to take advantage of what he thought was a vulnerable woman, by raising the prices of motorcycle parts and mentioning radiators and other things outside motorcycle parts. The lady swiftly gives him back by demonstrating practically to what he described on his phone contact as 'thief-thief mechanic' that she is not a novice after all. The lady quickly resorted to Glo to easily outwit the crooked mechanic. As the lady hands over to the mechanic money for the tools used for fixing her bike and fled with her colleagues with fulfillment, the promoters of the brand drive home another message of the 60 seconds TVC, which is hinged on data as a problem solver. Demonstrate the importance and educative relevance of social media while highlighting the importance of Glo data. However, it also reflects the dubious nature of Nigerian technicians.

3. *Glo Borrow Me Data:*

Use of Billboard to advertise Globacom's loan services in the advertisement. This advertisement also demonstrated a transportation problem in Nigeria which is untrustworthy cab drivers. This advertisement was informative, entertaining and descriptive. This advertisement featured popular Nollywood actor, Odunlade Adekola.

4. *Glo berekete with Teni:*

In this advert Nigerian musician, Teni sings about "Berekete", a prepaid tariff plan which rewards customers with an amazing voice and data benefits every time they recharge their Glo lines with a minimum of N100 using music.

5. *Glo Better Don Come*

This advertisement was set in 90s Nigeria. It involves a community celebration and hosting of Nigeria music veteran, King Sunny Ade.

Data Analysis

Table 1: Glo Smart Home Advertisement

	Date Uplo aded	Ad ve rt Tit le	Cultural Element	Communicatio n Element
1	Janua ry 23, 2020	Glo Smart Home	<p>A. Mode of dressing: A Ankara, Iro and Buba style, Coral Beads which indicates royalty, Gele,</p> <p>B. Language: Pidgin(Na Glo 4G dey run things), Yoruba(Kini gbobo eleyi)</p> <p>C. Food: Small Chops</p> <p>D: Asoebi: All characters at the party in the advertiseme nt wore the same Ankara.</p>	<p>Receiver:</p> <p>A. Data Users/Glo Customers</p> <p>B. Social media users who follow Globacom on social media Platforms.</p> <p>Message: Data makes things/life easier</p> <p>Sender: Globacom</p> <p>Channel: Social Media (Instagram)</p> <p>Feedback: 1,192 Comments on Instagram served as feedback.</p>

Table one highlights the cultural and communication element in Globacom smart home 4G advertisement. The party setting of the advertisements created a platform for the display of a Nigerian culture reflected by the mode of dressing of the casts, language spoken food and accessories. All the casts in the advert wore the same Ankara, this points to the Asoebi culture for Nigerian ceremonies. Asoebi is a particular design of cloth chosen by a family to be worn for uniformity at their party. It signifies unity and togetherness among the family hosting the party. Sola Sobowale was particularly distinctive in her “Iro and Buba” which is a style of dressing identified with the Yoruba tribe of Nigeria. This table identified the languages spoken in the

advertisement to be English, Pidgin and Yoruba. Nollywood Actor Odunlade Adekola, was seen telling Sola Sobowale and Liz Da Silva in the advert “Na Glo 4G dey run things”. Sola Sobowale expressed her frustration in Yoruba language at the self-operating smart home when she said “kini gbogbo eleyi” which translates to “what is all this?” in English. The coral beads that Mama G wore is a cultural indication of royalty in Nigeria.

Table 2: Glo Borrow me Data Advertisement

	Date Uploaded	Advert Title	Cultural Element	Communication Element
2	May 28, 2020	Glo Borrow me Data	A. Mode of dressing: Ankara, Lace, Gele, B. Language: Pidgin(Mumu driver, u beta sabi where u dey go)	Receiver: Data Users/Glo Customers Message: By dialling*321, Glo can offer its loan services to customers. Sender: Globacom Channel: Social Media (Instagram) Feedback: 253 Comments on Instagram

Table 2 shows that cultural elements such as mode of dressing represented by lace, gentle and cap (as worn by Odunlade Adekola) and pidgin language were utilized in this advertisement to create a scenario where the ability to borrow data from Glo could be helpful. It also highlights how messages flow from sender to receiver through a channel with expected feedback in the process of communication.

Table 3: Glo Biker and Mechanic Advertisement

	Date Uploaded	Advert Title	Cultural Element	Communication Element
3	September 2, 2020	Glo Biker and Mechanic	Language: Pidgin (No be small thing wey dey worry dis your bike)	Receiver: Data Users/Glo Customers Message: Data is a problem solver. Sender: Globacom Channel: Social Media (Instagram&Youtube) Feedback: 65 Comments on Instagram

This advertisement reflects its cultural significance through one of the languages spoken, Pidgin (no be small thing wey dey worry this your bike, you don almost reach abi). Using this language, the advertisement was able to present Glo data services to the audience as a problem solver following the process of Communication; messages were sent from sender to receiver through a channel with expected feedback. A total of 65 comments on Instagram served as feedback.

Table 4: Glo Bereke (with Teni)

4	Date Uploaded	Advert Title	Cultural Element	Communication Element
	November 11, 2020	Glo Bereketete	<p>A. Language Pidgin(no matter where you dey) and Yoruba(o le gba mi lago).</p> <p>B. Nigerian pop culture (manifested by Teni's music in the advertisement)</p> <p>C. Mode of Dressing: Ankara Scarfs and trouser</p> <p>D. Hair: Afro</p> <p>F. Drum: The visual representation of drums</p>	<p>Receiver: Data Users/Glo Customers</p> <p>Message: activate new Glo sim and get free six hundred naira airtime</p> <p>Sender: Globacom</p> <p>Channel: Social Media (Instagram & Youtube)</p> <p>Feedback: 128 Comments on Instagram.</p>

Table four explores the theme of globalization of Nigerian culture seeing as different people across the globe, possessing at least one Nigerian cultural element connected through Glo Data. From the lady in Europe with Ankara head-wrap to the man with Afro playing the guitar in the bar to the dancers, to the languages (Yoruba and pidgin) of Teni's song. It also highlights how messages flow from sender to receiver through a channel with expected feedback in the process of communication.

Table 5: Glo Better Don Come Advertisement (Featuring King Sunny Ade)

	Date Uploaded	Advert Title	Cultural Element	Communication Element
5	December 23, 2020	Glo better don come	<p>A. Mode of dressing: Coral beads, Aso oke, Abeti Aja,</p> <p>B. Language: Pidgin (make una dance for Glo)</p> <p>C. Hair: Afro</p> <p>D. Drum</p>	<p>Use of Nigerian Veteran Singer, King Sunny Ade to communicate Globacom services.</p> <p>Receiver: Data Users/Glo Customers</p> <p>Message: Data promotes socialization and entertainment.</p> <p>Sender: Globacom</p> <p>Channel: Social Media (Instagram & Youtube)</p> <p>Feedback: 17 Comments on Instagram and Youtube.</p>

This advertisement presents and represents some elements of Nigerian culture such as; Oleku style, Abeti Aja caps, Aso oke, adorning of beads for a special occasion, Afro, drum beats. It also highlights how messages flow from sender to receiver through a channel with expected feedback in the process of communication.

Semiotic Analysis

Semiotics can be seen as a form of applied linguistics; semiotic analysis has been applied to everything from fashion to advertising, from James Bond stories to Star Wars. The most fundamental concept in semiotics is the sign; semiotic theorists posit human beings as sign-making and sign-interpreting animals...Semiotics and semiology focus our attention on how people generate meanings--in their use of language, in their

behaviour (body language, dress, facial expression, and so on), and creative texts of all kinds²⁴.

Application to Study

The procedures and steps utilized for the analysis in this study were derived from Oyedele Adesegun and Michael Minor's research on Consumer Culture Plots in Television Advertising From Nigeria and South Africa. These procedures include;²⁵

Step 1: Establish criteria for selecting advertisements

The Globacom advertisements included were selected based on The purposive sampling technique. The selected Globacom television advertisements had to have some cultural and communicative elements peculiar to Nigeria or Africa at large.

Step 2: Denotation analysis of advertisements

The plot of selected Television advertisements will be evaluated with *Saussure's Dyadic Model*. Renowned Linguist, Ferdinand de Saussure offered a dyadic or two-part model of sign. He defined an ign as being composed of a signifier (the form which the sign takes) and the signified (the concept it represents)²⁶. Saussure's distinction between the two inseparable components of a sign: the signifier, which in the language is a set of speech sounds or marks on a page, and the signified, which is the concept or idea behind the sign. Saussure also distinguished parole, or actual individual utterances, from language, the underlying system of conventions that makes such utterances understandable; it is this underlying language that most interests semiotician²⁷. Using this model, this study analyses identifiable cultural elements in selected Globacom advertisement.

24 Berger Arthur, Cultural Criticism: Semiotics and Cultural Criticism, <https://www.dartmouth.edu/~engl5vr/Berger.html>) Accessed May 18, 2021

25 Oyedele Adesegun and Michael Minor, Consumer Culture Plots in Television Advertising From Nigeria and South Africa

26Chandler, Daniel, Semiotics for Beginners, <https://www.cs.princeton.edu/~chazelle/courses/bib/semio2.html>

27Britannica, 2021, Semiotics, <https://www.britannica.com/science/semiotics>

Table 6: Saussure's Dyadic Analysis

Signifier	Signified	Signs Communicated in Selected Advertisement
Coral beads	Royalty	Nigerians are dignified
Aseo-ebi	Uniformity	Unity among family. Celebration
Owanbe	Celebration	Nigerians love social and communal celebrations.
Iro and Buba	Female Attire	Yoruba Woman
Pidgin	Nigerian general language	Unity
Afro	African Hair	Beauty
Drums	Events	Celebration

Step 3: Identifying the themes

This involves the identification of the themes in selected advertisements. The themes were evaluated to reflect their symbolic significance. The themes discovered from the above table will be discussed below.

1. Unity: refers to togetherness and oneness among people in a particular community. The selected advertisements used cultural elements to establish the importance of oneness to Nigerians. Elements like Aso-ebi is a sign of one happy family at an event. Pidgin language which is a general language(irrespective of the tribe) in Nigeria was also highlighted as a sign of unity among Nigerians.

2. Beauty: this relates to things or people that are pleasurable to perceive. There were cultural elements in an elected advertisement that attributed beauty to being Nigerian and African regardless of gender. Examples include Coral Beads and Afro represented in selected advertisements. Both men and women wore coral beads (either on the wrist or neck) and had afro hair in selected advertisements.

3.Celebration: pertains to the joyous and enjoyable occasions Aso-ebi, Drums, Owanbe are some of the cultural elements that indicate celebration in selected Globacom advertisements.

4.Importance of Community: community is represented as important through signs such as celebration, unity and Owanbe.

5.A family are a group of people related by blood or association. Aso-ebi points to how dear, Nigeria holds family. The theme of family is highlighted by cultural elements in selected Globacom advertisements.

Discussion of Findings

The findings of this study will be discussed in line with the research questions of the study.

RQ1: How does Globacom advertisements portray Nigerian culture?

The advertisements assessed revealed that to a very large extent Globacom advertisements portray Nigerian culture positively promoting values such as unity, togetherness, language such as Yoruba, pidgin, Nigerian clothing styles, materials (aso-oke) and accessories, music, musicians (King Sunny Ade, Teni), musical instruments (drums), African natural hair (afro). This is particularly done in fusion with new technologies such as mobile phones, social media, smart homes that further deconstructs the stereotype that "Africans live on trees". This also reveals that the harmony between culture and information, communication technology is a creative strategy in creating advertising message. However, to a minimal extent, selected Globacom advertisements to portray Nigerian culture negatively. Some of the advertisements fraudulent images associated with Nigerians as exemplified by the thief me in Glo Biker and Mechanic and dishonest cab driver in Glo Borrow me Data advertisement.

RQ2:What are the elements of Nigerian culture represented in selected Globacom advertisements?

Analysis of Cultural Element in Selected Adverts

1. Mode of dressing: The casts of Glo smart home were dressed in Nigerian ceremonial outfits (Ankara, Aso-oke, traditional coral

beads and Headgear)in the advert. Other selected adverts where at least the casts were dressed in traditional attire such as Ankara include; Glo Berekete (dancers), Glo better don come, Glo Borrow me Data)Me

2. Language: Nigerian languages are part of the country's cultural heritage. Common languages used in selected adverts include Pidgin, Igbo and Yoruba among others. Onyara(Igbo, Glo smart home advert) No be small tin dey worry ya bike(Pidgin, Glo biker and mechanic), o le gba mi lago (Yoruba, Glo berekete advert) among others.

3. Food: Small chops and Jollof rice are Nigerian delicacies commonly served at ceremonies (Owanbe) such as weddings, funerals and birthdays among others. In glo small home advert, Mama Gee was seen has seeing Sola Sobowale small chops at a party.

4. Music: The visual representation of drum and use of drum beats in "Glo berekete" and "Glo better don come" gives further insight into drum language and Nigerian culture.

5. Hair: Guitar player in a bar with Afro in "Glo Berekete" advertisement and the women with Afro dancing at King Sunny Ade's concert in "Glo better don come" advertisement is a recognition and representation of African natural hair. This representation is significant as Guardian Newspaper reporter, Monica Mark reported that in a world of dramatically contrasting poverty and wealth, it's rare the common denominator: the one social status symbol of choice that cuts across Nigeria's vast class and culture groups in hair extensions and the longer and straighter, the better. They are so popular that few women in the buzzing commercial cities of Africa's most populous nation (Nigeria) openly wear their hair in its nail curly state²⁸.

28 Monica Mark, Curles Allowed? No, Say. Women Who Give it To You Straight, Guardian Newspaper, 2011, <https://amp.theguardian.com/world/2011/dec/16/curles-nigerian-women-straight>

6. **Colours:** there is always a touch of green and white in all of the selected adverts. These two colours are the brand colours but it is also the colour of the Nigerian flag. It is part of the Nigerian culture.

7. **Owambe:** This is a Yoruba name for parties in Nigeria. This could be wedding parties, naming ceremonies, funeral parties and birthdays among others. Owambe is a part of Nigerian culture. Two of the ten selected adverts had an Owambe setting. Such adverts include; Glo smart home advert and Glo Borrow me Data adverts.

8. **Community:** Glo better don come advert demonstrates the value Nigerians place on community. The coming together of a community to celebrate the presence of singer King Sunny Ade in that community symbolizes togetherness, which is also an element of Nigerian culture.

9. **Values:** the five advertisements provided insight into both the positive and negative values of Nigerians. The use of "Aso-ebi" in Glo Smart Home advertisement is an indication of support and unity among family the which is a good value. The connection of people Nigerians across Europe and Africa as stated in Glo Berekete advertisement with Teni also expresses the unity among Nigerians. There are also bad values such as Dishonesty which was clearly in the character of the mechanic in Glo biker and mechanic advertisements as he inflated prices of bike parts.

RQ3:What are the gender roles presented by selected Globacom advertisements?

The selected advertisement identifies the term man and woman as more biological than sociological. This simply means that there are no gender roles in selected d advertisements. In the Glo Biker and Mechanic advertisement, the Biker was female portrayed as a smart intelligent woman, who can handle her business as she identified the mechanic as a fraud and solved her bike problems. Teni in Glo Berekete and King Sunny Ade in Glo better don come also portrayed their role as a singer in their element without gender issues at play, so also in Glo borrow me data, the women boarding the cab were seen explicitly telling the male cab driver what they wanted (a cab driver that knows the

way). None of the characters in the selected advertisement existed in a role confined or stereotyped to a gender.

Conclusion

This study assessed the interface between culture and communication in selected Globacom television advertisements revealed that Globacom advertisements describe and represent some part of Nigerian culture and lifestyle such as language, hair, dressing, party habits, colours, music and food among others. The fusion of culture and communication in Globacom advertisement creates realistic and familiar circumstances where the products and services of the organizations are needed by a typical Nigerian. This is done creatively and efficiently. Consistency in such practices in advertising is a means to promote the Nigerian cultural heritage.

Recommendation

1. This study recommends that culture should be strategically utilized for marketing communication forms such as advertising. This research provided evidence that the fusion of culture and communication in advertising can be used to communicate meaning, promote culture nationally and globally.

2. This study also recommends cultural inclusion in telecommunication advertisements. This means that effort should be made to promote different cultures of the people of Nigeria, not just that of the majority. Nigeria is the most populous country in Africa, with over 250 cultural/ethnic groups and 500 indigenous languages. The three major ethnic groups in Nigeria are the Yoruba, the Igbo, and the Hausa, accounting for 68% of the population; the Edo, Ijaw, Kanuri, Ibibio, Nupe, and Tiv comprise 27%, and other minorities make up the remaining 7%. The official language in Nigeria is English—an outcome of British colonization, which ended in 1960. The two major religions in Nigeria are Islam (50%) and Christianity (49%); the remaining 1% of the population follows other religions²⁹. However, the Nigerian culture mostly represented in

29 Oyedele Adesegun & Michael Minor, Consumer Culture Plots in Television Advertising From Nigeria and South Africa, *Journal of Advertising*, 41(1) PP91-107

selected Globacom advertisements is the Yoruba Culture of Nigeria.

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