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### **ABSTRACT**

The research focuses on the determination of the impact of advertising on the development of the media. It appraises the nature of advertising and the significant role it plays towards the development of the media.

#### **1.1 BACKGROUND OF THE STUDY**

• Advertising has been defined as “a powerful communication force and a vital marketing tool helping to sell goods and services, image and ideas...” (Wright 1983:8). Advertising may also be seen as “a group of activities aiming at and including dissemination of information in any paid product or service to compel action in accordance with the intent of an identifiable sponsor.” (Doghudje 1985:8). The advent of Advertising agencies like West African Publicity now known as Lowe Lintas, OBM, Grants, Admark which were established during the colonial days and were run by expatriates brought about a structure in the industry.

• After Nigeria’s independence in 1960, there was a break in the monopoly, which the foreign based agencies enjoyed with the advent of two indigenous advertising firms Insight Communications and Rosabel, which formed the bedrock of the clientele of Advertising agencies.

• Agencies such as Prima Garnet, Casesers and SO&U sprung up in the 90’s and changed the face of advertising due to their creative vibrancy. Sectoral groups such as Media Independent Practitioners Association of Nigeria (MIPAN) Advertisers Association of Nigeria (ADVAN), Outdoor Advertising Association of Nigeria (OAAN) emerged at this time also to protect the interest of the different stakeholders as advertising became an all commerce affair.

One prominent feature in Advertising on Nigeria Print media in the 21st century is the use of copy and visual hyperbole.

• Advancement in technology, has enhanced colour and production quality that makes for an exciting print commercial.

• There is a conscious effort to stir up the emotions of consumers as opposed to just telling them the rational benefit of the product or service.

• Brands are associated with colours, a layout style and a visual persona that reflects the

image perception they wish to convey.

- The use of brand ambassadors. Summary Advertising is a marketing tool that creates awareness about products and services enough to compel people to purchase them. Whilst advertising of the 80s and 90s were quite conservative and rational, advertising in the 21st century has been more exciting because print houses also stepped up the game of their quality offering, therefore creating a formidable platform for creative advertising to be showcased.

However, the downside to this is because of the exaggerated style of advertising in this era, brands tend to overpromise and under deliver. There are standard organizations in place like APCON and ADVAN. To some extent they do a good job of managing the content allowed to reach the consumers. However because they are highly monetized, they compromise standards and allow things to slide.

Effect on Society

- Compulsive buying
- Young people who do not possess the purchasing power begin to crave for things they don't necessarily need.
- Perception that every brand is a reflection of your personality, status or class.
- It has the power to alter the value system of a people.

The effects advertising has on society cannot be changed, as long as we keep selling goods and services and expect people to buy.

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