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EDUCATIONAL TECHNOLOGY AND CREATIVITY IN ADVERTISING

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The educational value of the mass media is realisable when one thinks about the problems involved in concept acquisition. The building up of vocabulary required to gain understanding about concepts and creativity development are all very important in getting information across to a heterogeneous group. Attesting to this fact is the impact which the print media, (newspapers, printed materials) radio and television have on the citizenry. Their effects cannot be underestimated. However, the attention given to some of these media of instructions differ and this is a result of impressions which media have for the individual.

It is no gainsaying to report that the repeated radio jingles and various programmes being viewed from television affect and as well create very strong impression on man. The ability of man to perceive words and visual images, is greatly enhanced by the application of educational Technology when combined with creativity. The effect is therefore felt during the process of advertising.

The print media may be regarded as the first step in educating the masses. Simply put, readers attention in the process of reading usually focused on information which is often posted on the notice board, or such information retrieved from library books from journals and magazines. There are other information retrievable from silent films, movies and the like. These media can be regarded as a form of advertisement especially when technology and creativity is applied to it. The invention of radio in the 1950s, computers in the 1960s and electronic computers in the 1980s; all have had their effects on the human race. These technologies have contributed immensely in the development of awareness in man. The television provides one of the greatest opportunity for advancement and Education since the introduction of printing (movable type). This development was made possible as a result of continuous application of creativity and technology to the already acquired knowledge in all fields of human endeavour.

Objective

This paper discusses educational technology and creativity. It further examines the role of the graphic artist in advertising. Useful hints on the method of (hard selling) advertisement approach were given with a view to improving on the existing practice.

Educational Technology Defined

Carnegie (1968), Mc Nurrin, in Akanbi et-al (1993), Agun (1988) see Instructural technologies as media born out of communication Revolution. Educational Technology however is a field which is concerned with the systematic way of designing, carrying out and evaluating the total process of learning. Clearly, Mayes, Packham (1976) sees the role of Educational Technology as concerned with the overall methodology and set of techniques employed in the application of instructional principles.

Although, Educational Technology is concerned with problems in an educational context, it is characterised by its disciplined approach to creative organization of resources for learning. This include learning from outside the classroom.

Educational Technology has also been described by (Davies 1978) as ! systemic ap-

proach! ~~which is a self adjusting combination, interacting with~~ is a self adjusting combination of

> which is a self adjusting combination, which interacting with

interacting with people and equipment so designed by man for the purpose of accomplishing a pre-determined objective. In (Tickton, 1970) opinion, Educational Technology involve the holistic approach in finding solutions to instructional tasks both in and outside the formal educational system. It should be noted that Educational Technology is also concerned with effective utilization of equipment and materials which are essential for the purpose of bringing about substantial improvement in the realization of set objective, and in communication.

This explains the reason why instructional designers, specialists, professionals and innovators have to rely on heuristics as well as on instructional guidelines. They dwell on them for the purpose of planning, for motivation and evaluation of instruction in order to attain their set objectives. Objectives usually are based on criteria to be fulfilled. For example, needs have to be differentiated form goals. In addition, needs have to be observable, quantifiable and measurable. It is believed ghat Educational Technology could effectively help in the accomplishment of such a task because it makes use of scientific knowledge in solving problems. The problems arising from ineffective communication are inclusive. It is important at this point to evaluate some of the reasons why an advertisement is made, since advertisement communicates by way of interacting with observers or a target group of audience.

Why do we advertise?

Jefkins (1977) defines advertising as the means by which we make known what we have to sell or what we want to buy. Through the medium of advertising, people who would not otherwise know of the existence of those services and those who are able to supply them, and those with demand; very often but who are complete strangers could be brought together successful-

ly. It can be inferred that advertising prese one of the most persuasive possible selling m sage to the right prospect for the product or s vice at the lowest possible cost.

Advertisement permeates our life, in busine academic and leisure. Posted notices are tended to inform people who would have respond positively or negatively to !short! of formation that are pasted for them to consume

There are however some specific reasons ! advertising, some of them are to announce a n product or service; to expand the market to ne buyers; to announce modification; to announce price change; to announce a new pack; to mal a special offer; to invite enquirers; to sell dire: test a medium; to educate consumers; to mai tain sales; to challenge competition; to remain; t retrieve lost sales; to please the sales force an many others. With the above reasons in view, should be abverved that there are classes of a vertisement. The classification are as follow pervasive, informative Institutional, Financia Classified, Retail, Co-operative Industria Government and Trade. But the most relevant this write up is pervasive which is referred to a !hard-sell! advertising which urges one to bu products and services.

There are specific laid down rules which mus be followed in order to be able to sell a product.

The Method of 'hard selling' advertisement

In order to sell out a product, the hard selling advertisement approach could be used. For the method to succeed, the product or service to be advertised should have the following charac teristics:

> *The product must attract attention, it should command interest, it must create desire, it must inspire conviction and produce action..... (Opp. Citation)*

The above function is a challenge to the educational technologist in design and produc-

tion. Since he has to provide for all the necessary attribute to make a product function and acceptable to the client. In order to attain this fact, all ingenious techniques of designing and media planning has to be involved so as to meet the desired objective.

Where necessary, realistic photographs may be used. And when this is impossible, the outline drawing may be used. What is most important in advertising a new product is to keep illustrations simple and the message short. For a product to attract attention, there has to be harmony in the use of colours. The message and the illustration should be clear. When the image is large enough to be noticed without much problem, say it is on a bill board, the lettering should not be too large so as to avoid competition between them. Colours may be toned with, white, or dark to make it less harsh and more accommodating to mans sense of perception. In order to distract viewers attention, the message to be advertised, as well as the accompanying short description should be moved about the boards surface until balance and satisfaction is attained. The above suggestion is applicable to visual display posters or signboard advertisement.

It is also of important to note that for a product to sell, it should command interest. The distraction of buyers attention could be attained when posters and handbills are produced to rein force the bill-boards message. In the case of advertising a new beverage, the radio and television could be used. In addition, sales can be advertised by sales boys riding on bicycles. In recent adverts, products have been built up in the round so as to effectively create interest as well as attract attention.

The creation of desire for a product is difficult but calls for the creative mind. For this task to be accomplished, an appeal has to be made to the sense of sight touch and taste. The viewer of a television will develop the desire to have a drink, when he hears sees and feels the situation that excites his desires. This confirms the opinion of Brown, Lewis and Harcleroad (1973) on the use of audio and visual materials for bringing about a change and in modifying behaviour. To further enhance the chance of changing behaviour positively, the phrases 'a trial will convince you' ... 'use it now' ... 'its all yours' ... 'get your own right away' do produce action, leading to the purchase of a new product.

Advertising and Creativity

In advertising, a number of skills are involved. One of such skill is the ability to manipulate ideas, 'images' information and so on, and present same pieces of ideas, information and images to people in a new and original way. To accomplish such a pre-determined purpose calls for a wide range of the use of technology, imagination and creativity which helps to enhance the possibility of getting a message successfully across to the audience. While creativity plays a significant role in the success of an advertisement, the level of the development of creativity in the individual differs greatly. This affect perception and the ability to appreciate. Hence, creativity largely depend on how well the individual thinks and how fast and easy the individual can find solution to a given problem. It is believed that divergent thinkers are likely to be more creative, than do covergent thinkers. This is so because divergent thinking has been found to be more closely associated with originality and creativity. (Higard, Atkinson, and Atkinson, 1979, Adeyanju, 1993).

It will therefore be appropriate to say that a divergent thinker would improvise for such materials which he needs to function properly than would the convergent thinker. The ability to improvise however depends on how creative an individual is. It is believeu that the fastest process to creativity is innovation.

Akanbi (1993) on innovation defines it as a new idea, method or product. When an innova-

tion is introduced into an existing system a change is inevitable, and this change can very easily be found to alter the structure and function of the system.

The above definition closely relate to that of creativity. Though, the definition of creativity has always been a subject of controversy, the attributes are originality, uniqueness, useability of the product, flexibility and so on (Anastasi, 1989, Adeyanju, 1991). Similarly, creativity fulfils such conditions as a response which is original to the individual who is evoking the response: the product serve to solve a problem; allows for evaluation, elaboration, sustainance and development of original thoughts. Arising from the above discussion on creativity, it will suffice to look into the characteristics of a creative person. The creative person exhibit such behavioural traits which include endurance, persistence, spotaniety as well as novel production. spontaniety

Generally speaking, creativity can be observed as human activity which produces self generated solution to a new and pressing problem. It is the instrument with which man has worked the resource of his environment to his utmost benefit . using the early man as an example, he lived like a lower animal in thoughts. consequently, he developed his natural shelters, lived in caves, produced his food, settled down to farming and protected himself from harsh weather and wild animals. man has therefore display creativity as far back as the Neolithic period which is about 30,000 years old. He painted the pictures of animals (bisons) in caves with arrows pointing at the animal. And somehow, he eventually killed the animals he painted. This venture can be regarded as a creative process, emanating from his thoughts and terminating in his observable activity of painting his thoughts and desires represented by linear forms.

In everyday life, products are designed to inform an interest group or to make an audience become aware of the existence of a particular product or an important information have to be designed (created) and advertised in such a way that it appeals to the sense of sight and sometime the sense of touch of the audience.

In advertisement, the application of technology helps in making the content of an intended message to become easily noticed. Similarly the 'theme' get easily understood by the audience. The choice of 'subject matter' and the use of appropriate colour, sound and visual often helps in making communication clearer to an intended specific audience. For an advertisement to become successful, therefore, experience and creativity are highly essential, since advertisement appeals to the senses of sight, touch and that of hearing and taste and so on.

Advertisement through the Medium of Radio and Television

Audio visual is an effective means for mass communication. The word mass in mass media refers to a large audience that is heterogeneous, anonymous, spatially separated and unorganized. Such local audience often consist of groups of individual organised by norms which serves as controlling factor on how they view the mass media. One can therefore talk about the mass media in relation to radio, television and the print media. The way they affect man can be categorised as follows:

Broad specialization, formal educational provision and advertisement.

Broad socialization refers to the involvement of the teaching of basic manners, attitudes and values. Models for behaviour may be supplied in various aspect of life. For example one would notice that from watching films or from viewing a picture and motion picture attitudes can very easily be influenced or modified (Brown, Lewis and hackleroad, 1974).

The provision of education in a formal system is a major way of influencing people. This

method however involves the supply of topics. Such topics which relates to information dissemination can be made effective if delivered through fields, recreational and amusements centres.

Mass media also influences people forcefully when channelled through advertisement mode. In this case, there is the need to sell or force consumers to accept to buy products. People may also be influenced to cast a vote in a certain way on specific issues. It is however realised that for advertisement to be effective, a lot of planning, evaluation and trying out are necessary. This should be the case because socialization process has a short period of influencing behaviour. Since learning is a result of experiences acquired through observation and by practical involvement communication plays a significant role on how well the individual understands meaning derivable from communication.

In the description of Morgan and king (1954) communication is signals made by one organism that have meaning for other organism and thus affect their behaviour. It however depends on how well the individual can interpret signals directed at him before a particular response is made. Responses may be negative or positive, and these are brought about as a result of the ability within the disposition of the observer.

Communication can be made in form of signs a symbols. A symbol in this sense is signal that has been invented by human beings which can stimulate the observer to pay a more discrete attention to a particular object. An example could be a sign post carrying an information on danger or an advertisement from a large billboard. Before effective communication can take place, communication must assume a form; with consideration for the target audience in mind. the use of correct medium, the purpose for which communication is being made and the treatment, must also be made known to the designer or the advertiser. In Fields (1970) opinion a great deal of communication takes place which is not couched

in formal language. Communication may therefore take the form of verbal or the non-verbal form. The expression can be by sight, through gestures and by assuming varied postures.

In advertisement, printed media may be of value, just like sound films and silent films as well as slides, posters and other audio-visual instructional devices may be appropriately used. However, availability, cost and need require consideration.

Arising from the above discussions on media and advertisement it can be inferred that communication involves an act of impacting news or information which is expected to affect the receiver. it will therefore be necessary for the communication channels to be clear if positive feedback is expected.

When graphic art medium is used for communication and advertisement, drawings of schematics on billboards and posters and other serious illustrations in textbooks, magazines and dailies, must be made very clear. This is important in order to avoid ambiguity in the interpretation of images and words intended to be used for communication purposes. The lettering should be bold enough to be noticed without much problems (See Adeyanju 1994 in press).

Furthermore, the choice colours must be simple, and should not be too many. Successful advertisement on bill boards should carry a specific massage which relate very well to the visual and pictorial displayed materials.

Conclusion

The graphic artist has specific role to play in making display visual useable for advertising a new product. it is believed that the more experienced the artist is the easier the expected success. It is also known that creativity is essential in order to be able to convince a target audience about the need to purchase or accept a new product.

The relevance of Educational Technology in both academic and various professional and industrial field is becoming very significant. To demonstrate this, media is becoming an important area which is being exploited in order to ensure that technologies) reach a very wide audience. Its application in the area of production will continue to make work a lot easier. Complex information needed to mass produce products, may now become easier to disseminate as a result of the Involvement of Educational technology applied to advertising.

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