

**Entertainment Orientation of Advertisements on Television  
and Social Media: A Study of Selected Brands in Nigeria's  
Telecommunications Industry**

**Rotimi Williams OLATUNJI, *Ph.D***

Lagos State University, Ojo

&

**Simeon Ade ALADEYOMI, *Ph.D***

Ladoke Akintola University of Technology, Ogbomosho,

**Abstract**

Advertising performs functional and aesthetic roles in society. The marketing (functional) uses of advertising include the provision of information, choice enhancement, sustenance of competition and convenience, quality assurance and reassurance, consumption stimulation, and value addition. Beyond this, the non-marketing (or aesthetic) uses of advertising are diversion, entertainment, social networking, role model aspirations and affiliations, checking on the opposite sex, attitudinal and value reinforcement, education, surveillance, and ego enhancement. The increasing uses of entertainment in broadcast commercials, particularly television commercials (TVCs) and social media are discussed. Using descriptive content analysis, the paper examines the entertainment orientation of commercials (advertisements) of selected telecommunications brands in Nigeria. A departure from the hard sell approach adopted by advertising practitioners prior to the advent of emerging social media, this paper establishes that advertisements now take the entertainment root

with musical commercials becoming increasingly popular.

**Keywords:** Advertising, Entertainment, Social Media, Television commercials (TVC), Uses and Gratification